

GSNI Video Guidelines for Social Media

Information, Stats and Elements of Video for Social Media:

- 90% of videos viewed in social media are viewed with no sound
 - Add captions when possible and necessary.
- 47% of video value is delivered in the first 3 seconds.
- 74% is delivered in the first 10 seconds.
- 92% of social media video is viewed on a cell phone.
- Keep your videos to 4 minutes or less for demonstrations and 1 minute or less is recommended for social media informational/promotional videos
 - Break larger projects into smaller parts.
 - Shorter videos are recommended because not every audience member is viewing videos on a computer.
 - Shorter videos keep your audience more engaged and returning - no matter what the viewing platform.
 - Shorter videos require less buffering time and therefore more likely viewed.
- Engage your audience with questions and feedback.
 - For example: this is a new endeavor for GSNI we value your feedback, etc.
- Do some research before you start.
 - Watch similar videos to what you want to produce.
 - Put together an outline or script
 - This helps organize your thoughts and give you a sense of confidence in your project.
- Be sure you proper branding is included in your video
 - Use logo and identifying products
 - Use proper Girl Scout language

Before you start:

- Start with a script or outline to keep on track
- Know your audience: speak to your age group(s)
- Know your goal: Cover who, what, when, where, why, and how (most of the time)
- Think GSNI – safety procedures, parental involvement, proper language, no personal references or jokes or location indicators. Keep in mind any extra information can be put in a post accompanying the video.
- Prepare your space before you begin:
 - ◆ Background should be neutral – no clutter
 - ◆ Make sure you have all props before you begin
 - ◆ Practice your script – speak clearly and slowly
 - ◆ If demonstrating a project, be sure to have project completed in various stages to avoid long video segments of repetitive action steps. Time lapses can be edited to shorten video.
 - ◆ Dress appropriately – GSNI gear is perfect.

Things to include in every video segment:

- Intro: Introduce yourself and your title
- Tell your audience what to expect, i.e. today we are singing a song
- When you are demonstrating, be sure to:
 - following safety guidelines, wear googles, rubber gloves, close bottles and set them aside (out of the picture) when finished.
 - If you must include measured items i.e. liquid. Pre-measure it into a container before you start and tell your audience how much is in the container.
 - Take short cuts where you can, to make the video move quicker. (watch cooking videos – they do a great job of moving along a demonstration)
- This is social media – engage your audience – ask questions that they can respond to in the comments section of the video post. Ask for feedback.
- Avoid personal stories but use personal recommendations.
 - For example, “glue the felt on the sock puppet with regular glue, I use Elmer’s glue that you can get at any hobby store.”
- Ending: Thank the audience at the end of the video, remind them of any questions they can ask in the comments section, tell them of upcoming events/videos – feedback is important to our new virtual world and say see you next time!

If you have any questions, or need help please contact MarComm! We are here to help!