

PMC NETWORK

The Rise of Video on Social Media

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EMBELLISH MARKETING

TODAY'S PRESENTATION

Video Overview

Video Content Suggestions

Best Practices

Resources

Interview with Tara Zettel



THIS IS A 101-LEVEL PRESENTATION.

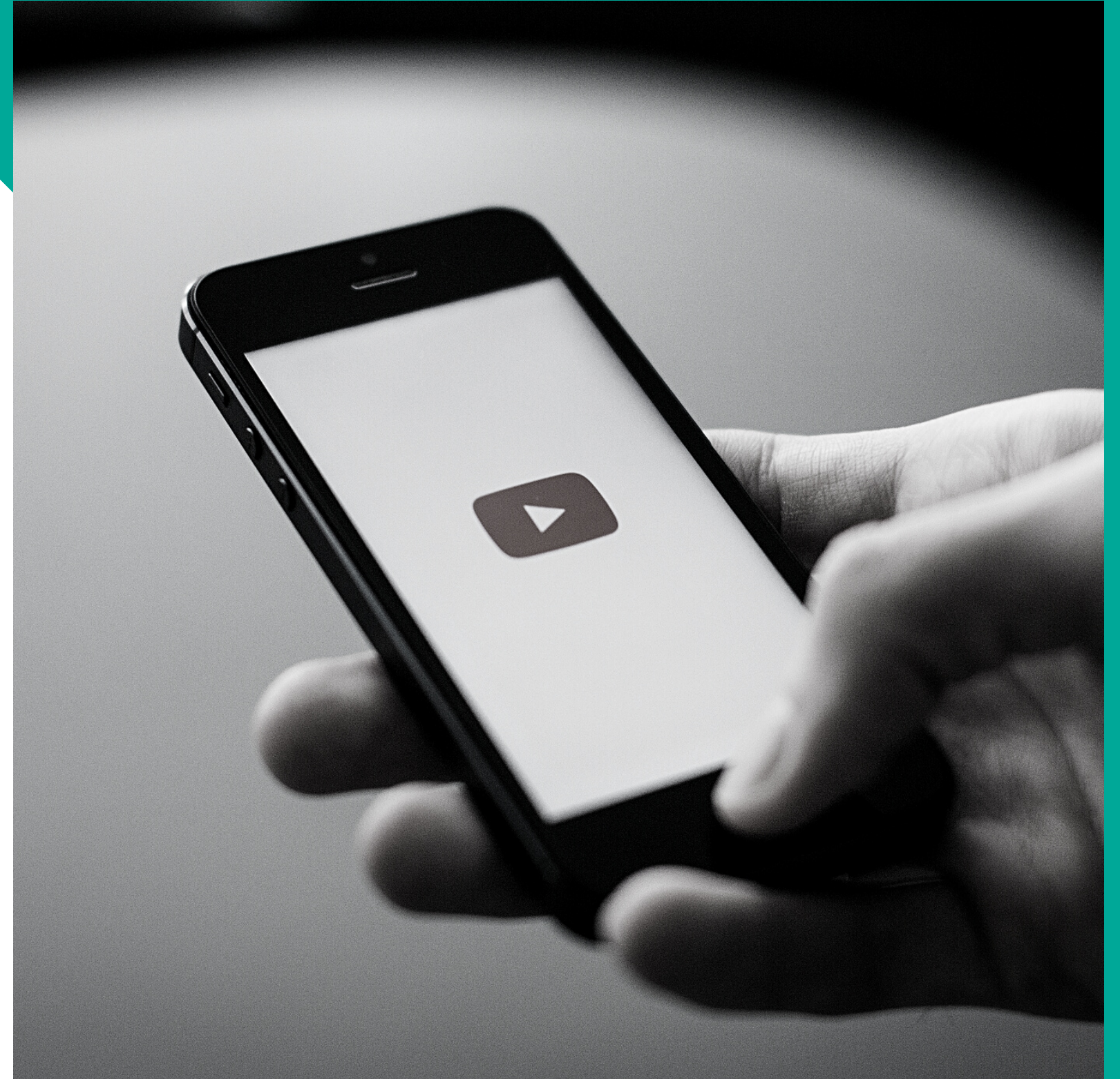


TODAY'S MESSAGE SUMMED UP:

Video is here to stay, so get comfortable with it.



VIDEO OVERVIEW



WHY IS VIDEO IMPORTANT?



- Video is proven to be the most popular form of content with social media users
- Video creation is "trendy"
- Use of video shows relevance in today's culture

WHY IS VIDEO IMPORTANT?



- Social media platforms have prioritized video
 - Tools were created for the production and consumption of video
 - Algorithms now favor video
- Society is largely online these days

HOW CAN PMCS USE VIDEO?



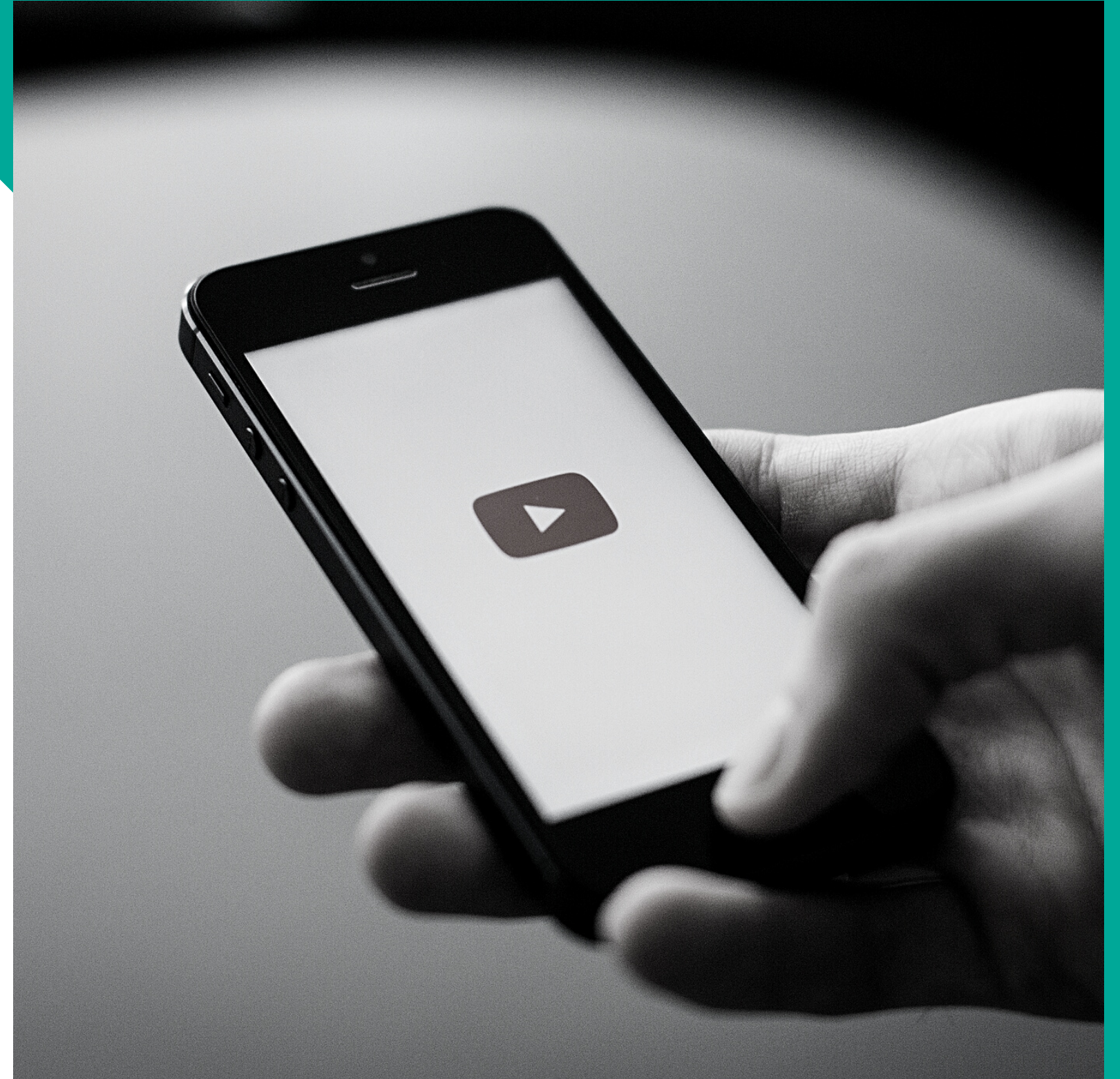
- Connect with clients where they're at
- Educate clients on your services and FAQs
- Show the behind-the-scenes at your center
- Educate donors about your services
- Show donors the work that's being done through their support

WHICH VIDEO-CENTRIC PLATFORMS SHOULD PMCS CONSIDER USING?



1. Instagram
2. TikTok
3. Facebook
4. YouTube

VIDEO CONTENT SUGGESTIONS



Video Content Suggestions



INTERVIEW/FAQ

Share about your clinic's services, classes, and programs. Interview staff and volunteers. Answer FAQs from clients.



BEHIND THE SCENES

Show viewers around your clinic. Recreate a client visit so they can see where they will be during their appointment.



DEMO/TUTORIAL

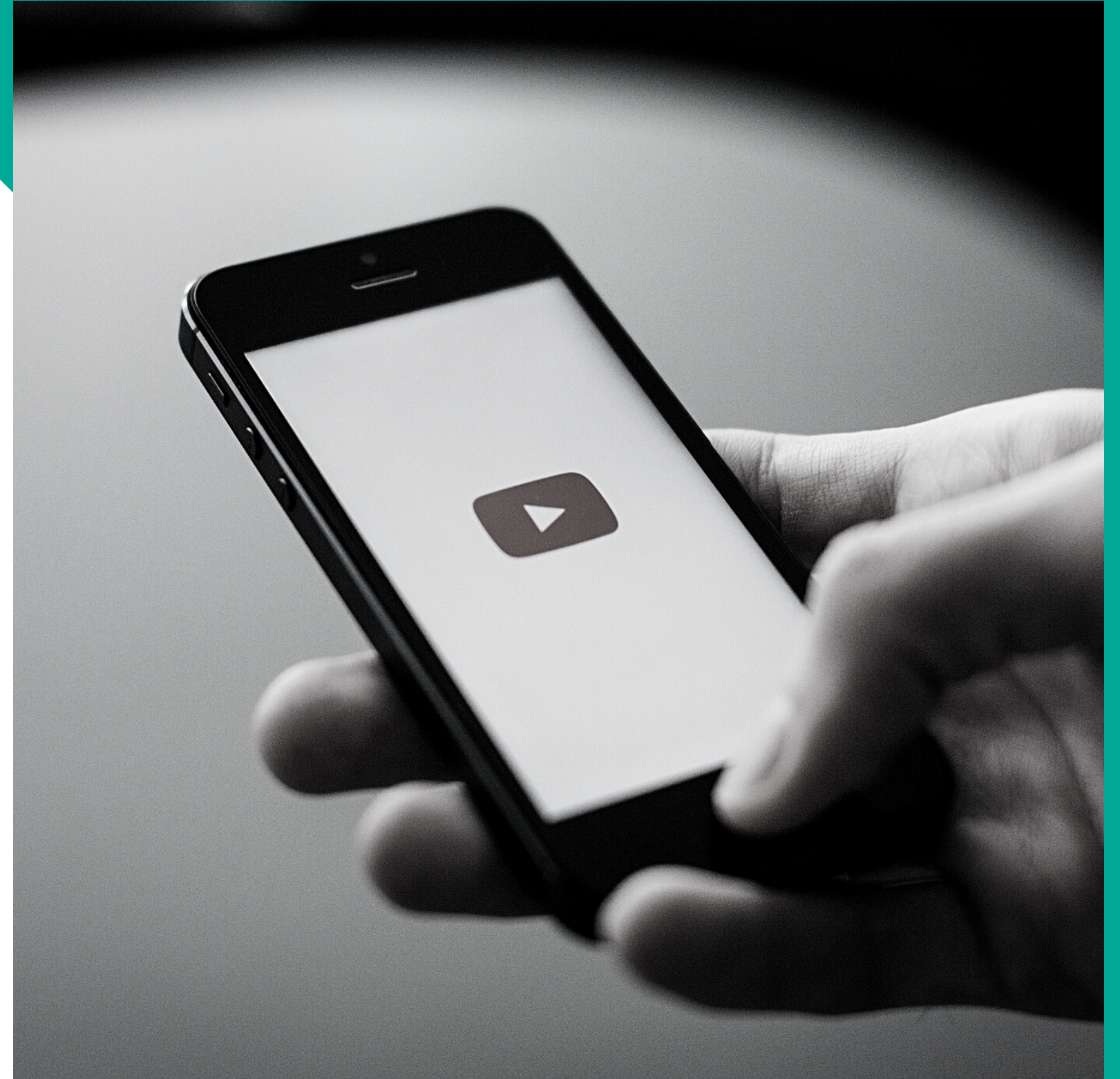
Demo a patient visit. Show the testing process or an ultrasound. Provide tutorials on how to swaddle a baby or buckle in a carseat.



LIVE VIDEO

Make an important announcement. Go live during an event (parenting class, fundraiser, etc.). Respond to relevant local news in a timely manner.

BEST PRACTICES FOR INCORPORATING VIDEO



Best Practices for Incorporating Video

Do it Scared

JUST START!

The best way to get started is to jump in with both feet.

Video is hard - there's no way around it.

Commit Time & Resources

There is a steep learning curve, so make a commitment to this process.

You might need to invest in equipment and/or software to help with this process.

Be Creative

What are other accounts doing?

What videos are going viral? Can you hop on that bandwagon?

Get your team involved!

Know Your Goal

Your video should do one of three things:

Entertain, Inspire, or Educate

Without a specific goal in mind, your video will be unsuccessful.

Best Practices for Incorporating Video

Know the Specs

Video format/specs differ depending on the platform and video placement.

Do your research ahead of time so you know how to set up your video correctly.

Tools & Software

You might need to invest in equipment and/or software to help with this process.

Suggestions:
Tripod, lighting, microphone, editing software, etc.

Clear Video & Audio

Review your video footage to ensure your video and audio are clear.

You don't want your video to fail because people can't hear what is being said!

Ask for Help

If you don't know how to do something, just ask!

Recruit volunteers to help you learn a TikTok dance or find trendy music.

GOOGLE.

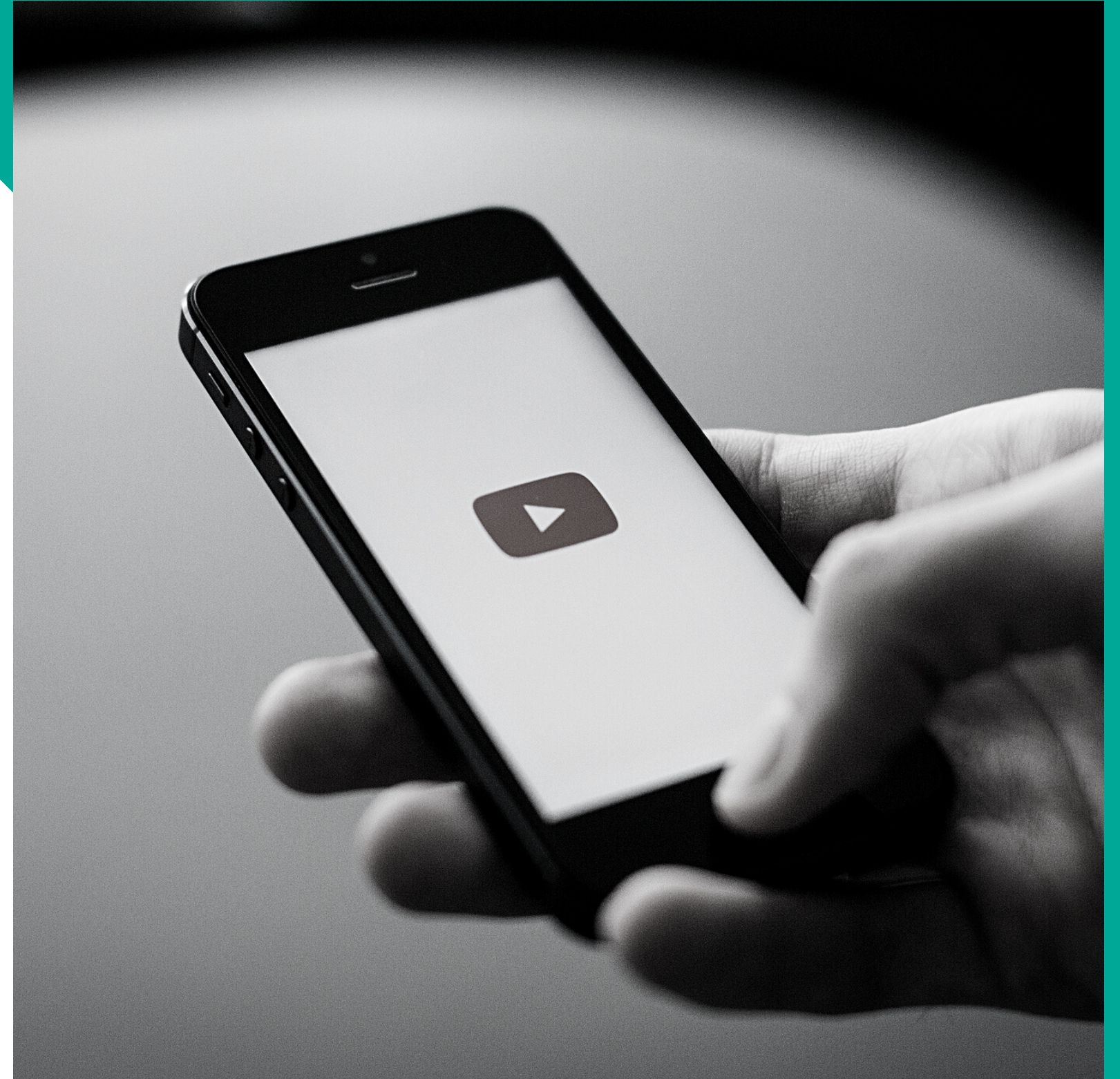


REMEMBER:

1. This is an important way of connecting with your target audience(s)
2. Video is not something you can easily hire out to a third party (it can be \$\$\$)
3. It's an opportunity to tap into your team's creativity and more fully engage with the online world



RESOURCES



RESOURCES

Instagram will start testing video to make it more like TikTok

<https://www.cnet.com/news/instagram-will-start-testing-video-to-make-it-more-like-tiktok/>

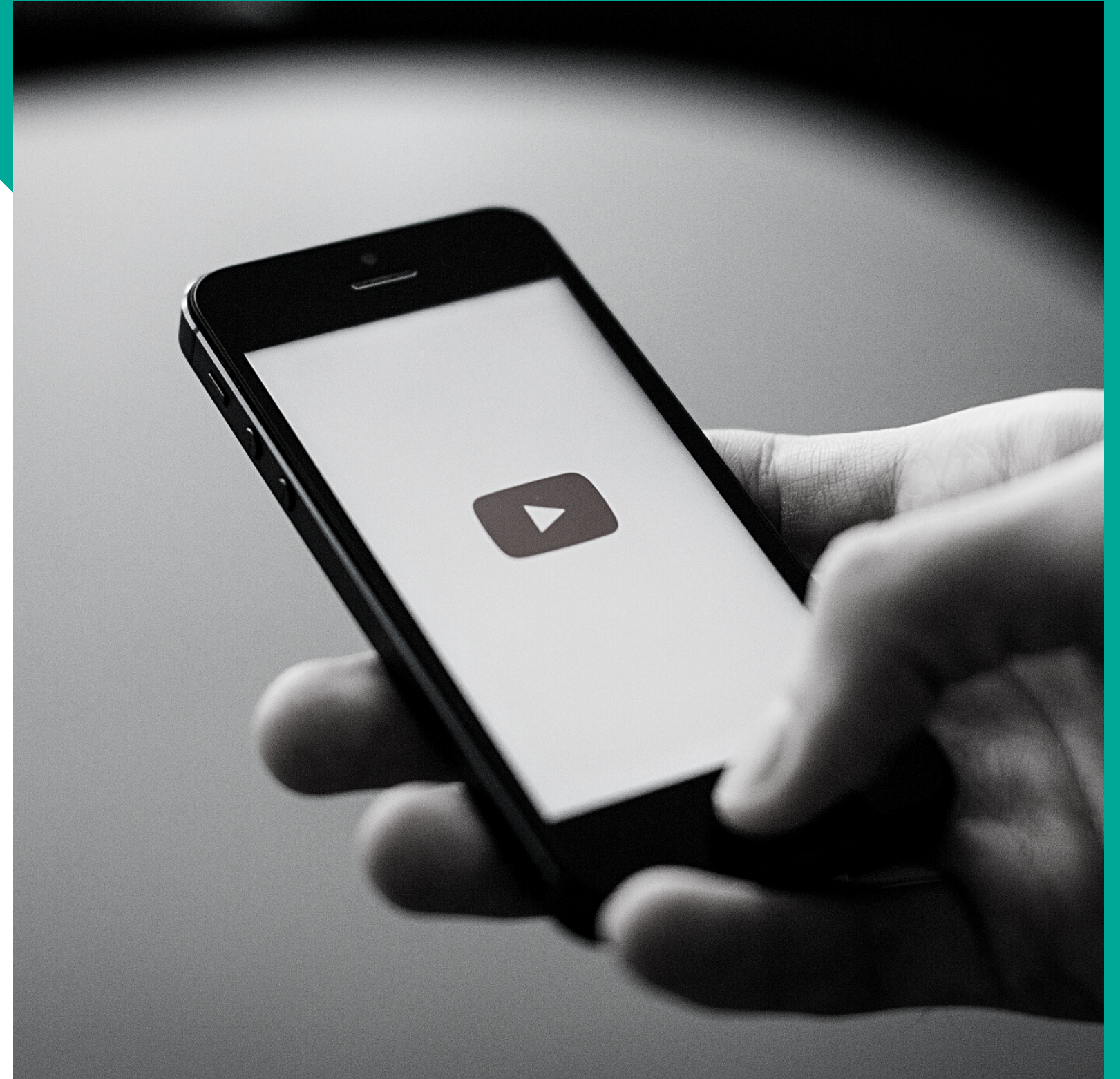
Social media video tips & strategies

<https://sproutsocial.com/insights/social-media-video-resources/>

11 different types of videos for social media

<https://biteable.com/blog/11-different-types-of-videos-for-social-media/>

INTERVIEW WITH TARA ZETTEL





MEET TARA ZETTEL

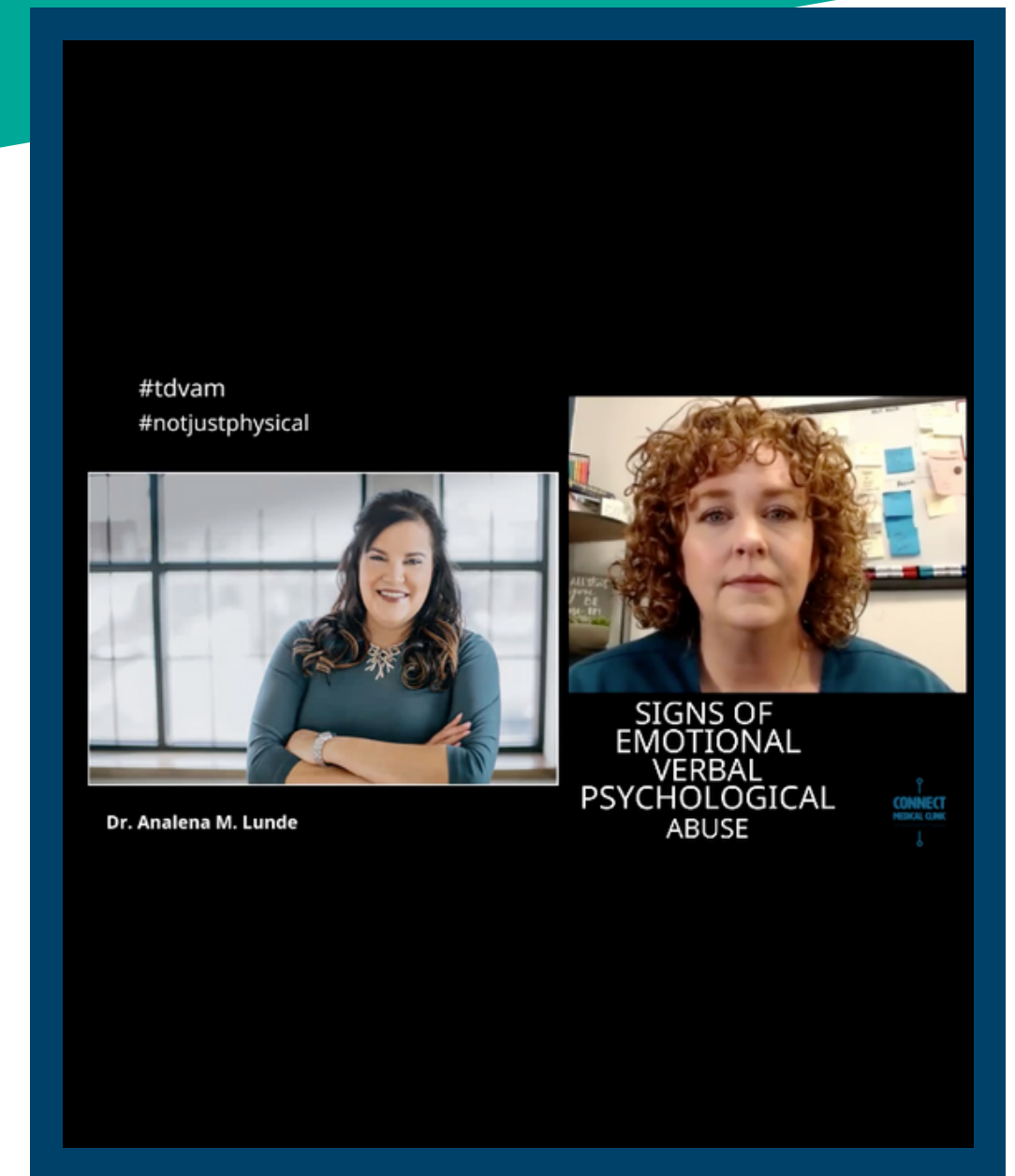
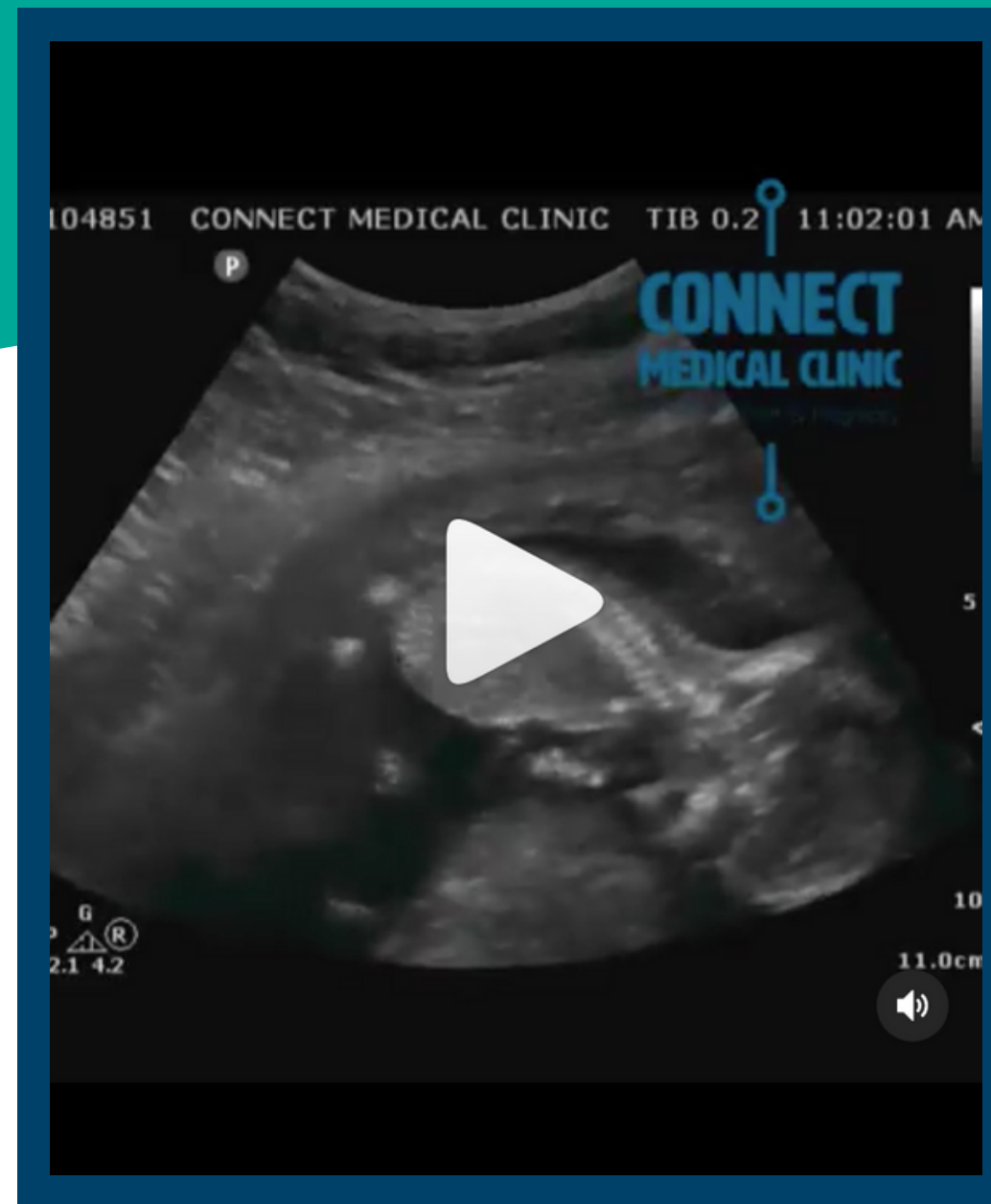
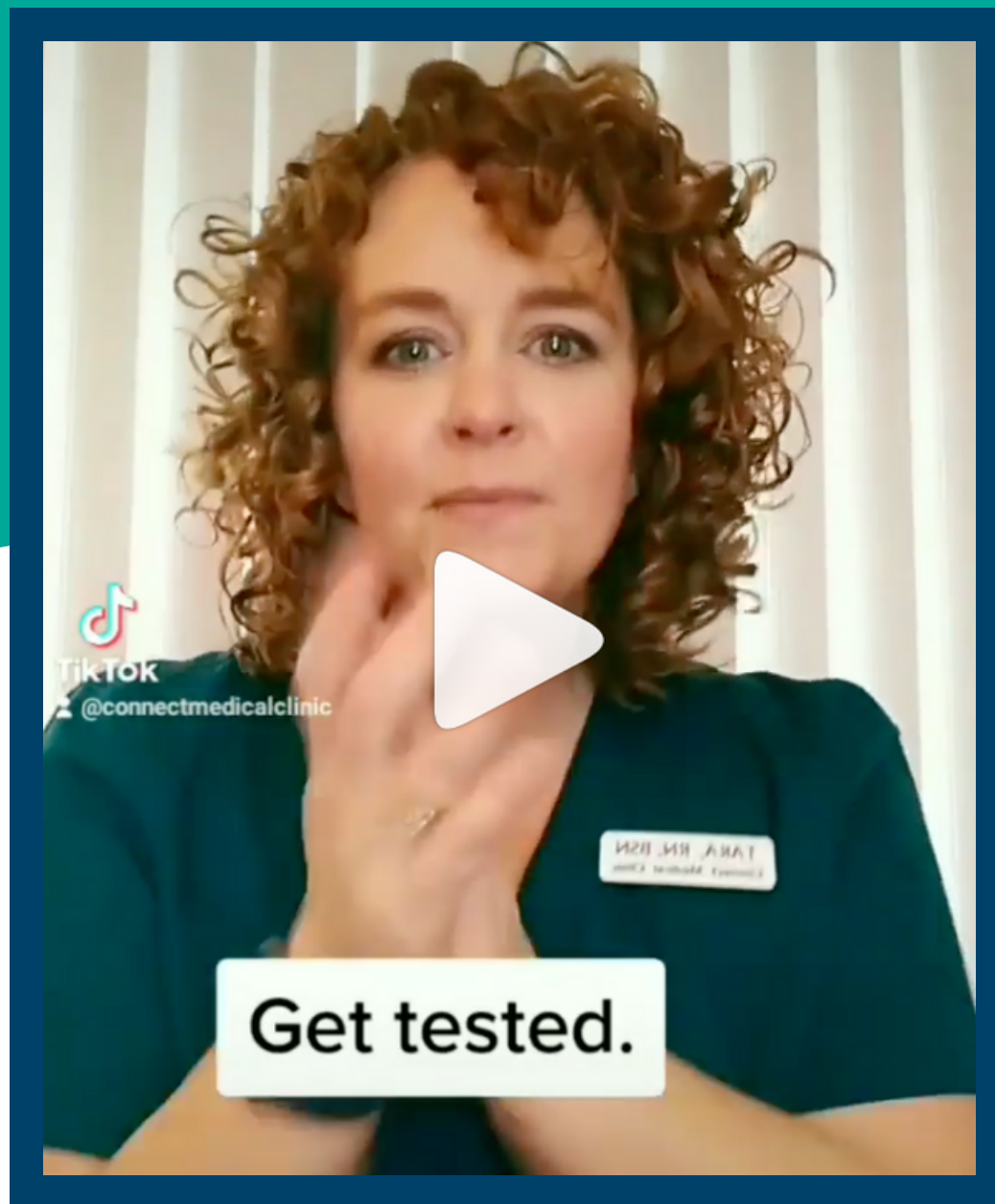
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CONNECT MEDICAL CLINIC

SOCIAL MEDIA VIDEO EXAMPLES





Questions?

KEEP IN TOUCH

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