



# Short Form Video Content

March 19, 2024

# Agenda

- What is short-form video
- Why is it important?
- Best Practices
- Tutorial
- Resources
- Questions

# What is short form video?

**Short-form video refers to video content that is between five seconds and ninety seconds long.**

Quick facts:

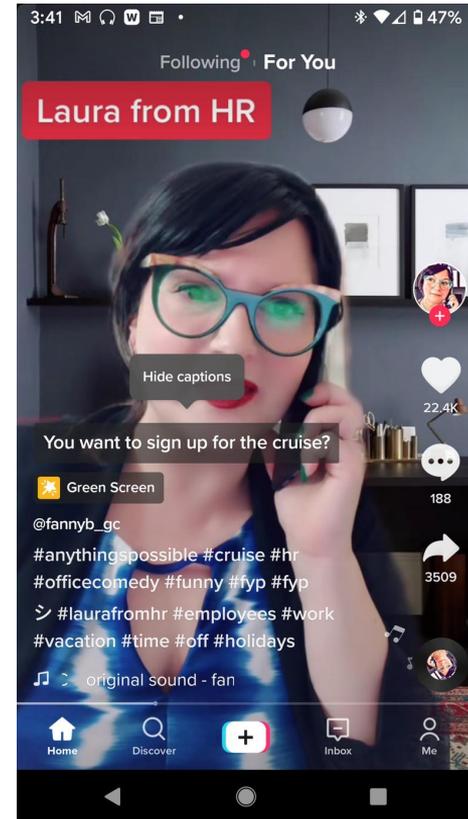
- TikTok (fastest growing platform) has generated **1.53 billion users in 7 years**
  - YouTube Shorts
  - Instagram Reels
  - Facebook Reels
- **96%** of users prefer short form videos
- Short-form video has the **highest ROI** as well as being the best format for lead generation and engagement
- Nearly a third of all short form videos are watched **81%** of the way through
- They are more likely to **go viral**
- Users spend an average of **46 minutes** watching TikTok videos

# Why is it important to utilize?

## Accessibility and Shareability

People can consume these videos anytime, anywhere, with just a few taps on their screens.

Moreover, their compact size makes them ideal for sharing across various social media channels, exponentially increasing your reach and potential virality.



# Why is it important to utilize?

## Engaging Storytelling

Despite their brevity, short form videos excel at delivering impactful narratives. Whether it's through clever editing, captivating visuals, or succinct storytelling, you can really pack a punch in just a few seconds.

And this is the best way to go viral or have a video perform well.

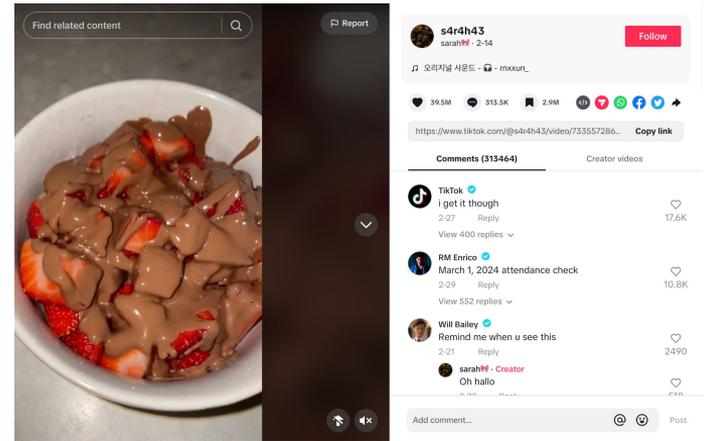


# Why is it important to utilize?

## Fostering Creativity and Innovation

With their simple yet powerful editing tools and algorithms that prioritize discoverability, you're encouraged to experiment, pushing the boundaries of what's possible within the confines of a short video format.

From DIY tutorials to comedic sketches, dance challenges, trending sounds, memes, the possibilities are endless!

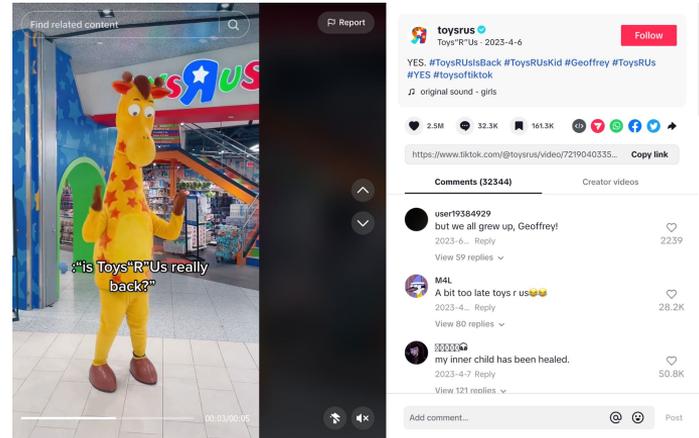


# Why is it important to utilize?

## Building Authentic Connections

By humanizing your content, you can build trust and loyalty, ultimately driving engagement and getting new followers.

Short-form videos are a great way to break that fourth wall and take a break from the usual content that your organization typically posts, giving your audience an inside look behind the humor and personality of the people who embody your mission.



# Why is it important to utilize?

## Leveraging Data and Analytics

From view counts and engagement metrics to audience demographics and retention rates, you have access to a wealth of data that can inform your content strategy and optimization efforts.

By leveraging these insights, you can refine your approach, ensuring that each video resonates with your target audience and have a better understanding of what type of videos they do and do not like.



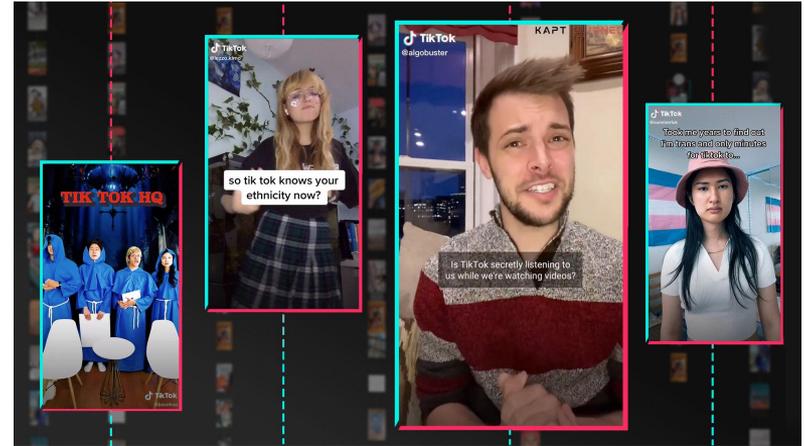
# Best Practices

# Best Practice:

## Film Vertically

Most short-form video platforms are designed for content to be viewed on mobile devices in a vertical format. Vertical formats allow videos to take up the full width of a phone screen, creating a more immersive and engaging experience for the viewer.

Horizontal videos can often appear small and difficult to view, resulting in lower engagement. If you want to know the best sizes for content on every platform, typically it's 1080 x 1920.

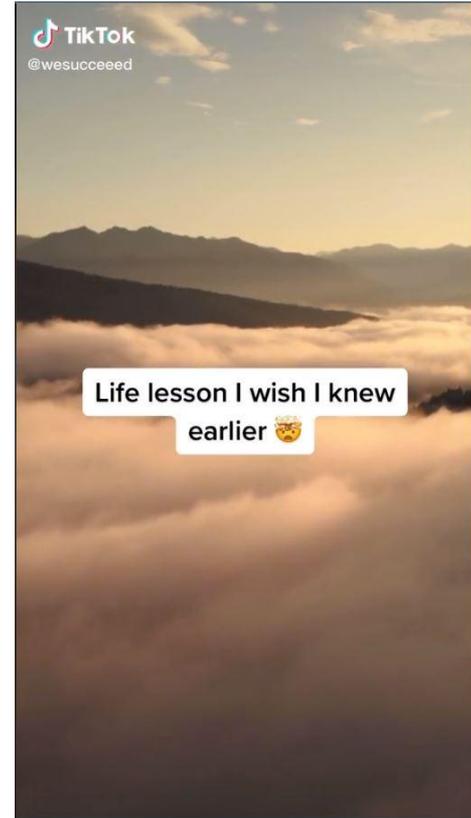


# Best Practice:

## Hook Your Audience

Short-form video is just that: short. This means you only have a few seconds to capture your viewers' attention. Starting your video with a strong hook, through on-screen text, eye-catching visuals, or with a tantalizing story, can help draw your audience in and keep them watching.

The best types of short-form videos for marketing capture attention, evoke emotions, elicit action, and inspire engagement. [View 15 hook ideas.](#)



# Best Practice:

## Keep It Short and Sweet

While short-form videos can technically be up to three minutes long, the best ones are less than a minute. In fact, the same report found that videos over 60 seconds actually stress users out – yikes. Between 7 and 15 seconds is where you want to land.

Here's a breakdown of ideal lengths on all short-form video platforms:

- TikTok: between 11 and 17 seconds
- Instagram: between 7 and 15 seconds
- YouTube Shorts: between 15 and 60 seconds



# Best Practice:

## Post Regularly

Consistency is key when it comes to short-form video marketing.

Platforms like TikTok and Instagram prioritize accounts that post between three and five times per week, while platforms like Snapchat suggest posting multiple times per day. Regular posting keeps your audience engaged and gives the platform's algorithm enough content to choose from when surfacing videos.

This will help you reach more viewers and build an audience of loyal followers.



# Best Practice:

## Avoid cross-posting video content with watermarks

While a 15-second video might not seem like a lot of effort, creating original content does take time and effort.

Make sure to download a TikTok video first before publishing to avoid the watermark and allowing you to publish it on other platforms.

**TikTok Watermark  
(cringe)**



# Best Practice:

## Be Authentic

The best short-form video marketing highlights the human behind the brand, not just the product or service. High-production value is less important than creating an authentic connection with viewers.

Don't be afraid to show imperfections, behind-the-scenes content, and candid moments, in order to boost relatability.

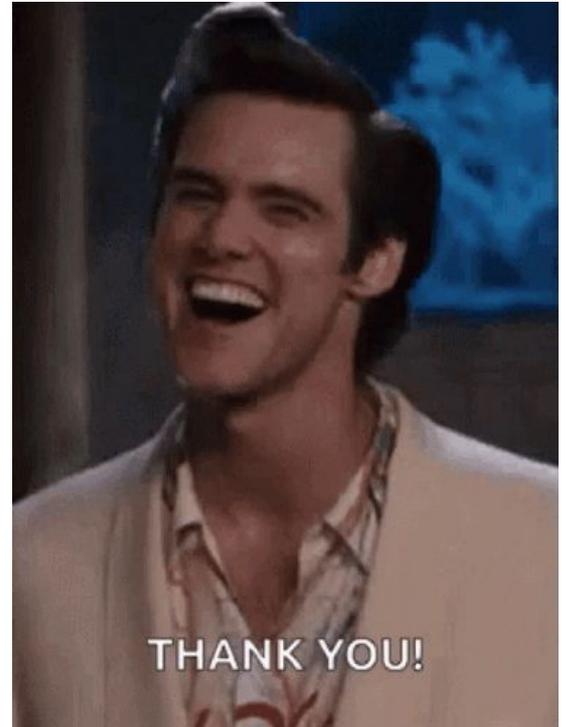


# Best Practice:

## Be Funny

Humor is a huge part of platforms like TikTok, not only because it's fun to watch, but also because it creates positive feelings towards your mission, naturally leading to higher engagement and conversions while adding authenticity.

Always avoid offensive content, including the celebrities you're featuring in your memes, but don't hold back when tapping into current trends or cultural references that will make your video stand out and tie back into your organization's mission.



# Best Practice:

## Make your content accessible.

Accessibility in social media is no longer a nice-to-have, but an **absolute must**.

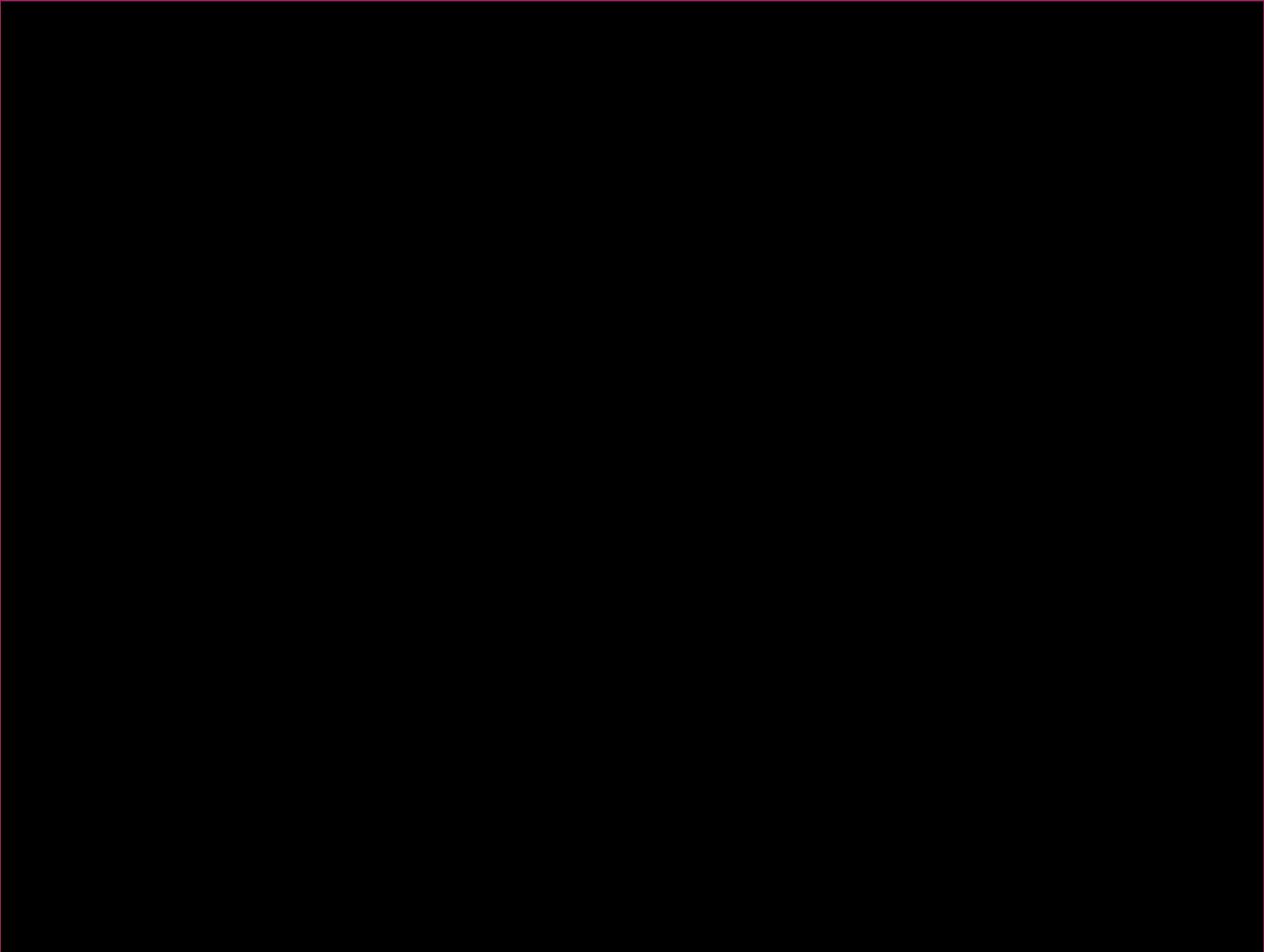
People with disabilities should be able to view your short-form video content as easily as any other viewer.

A tips on making short-form video content accessible:

- Leave enough time for viewers to read animations or text.
- Use post captions to describe video content.
- Apply captions and text to solid backgrounds.
- Avoid flashing content and give trigger warnings if used.



**Let's watch a quick tutorial!**



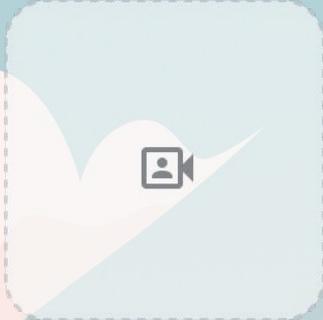
# Resources

# Work smarter, not harder: turn long-form videos into shorts with AI

- [klap.com](https://klap.com)
- [munch.com](https://munch.com)
- [Dumme](https://Dumme)
- [Clip Maker](https://ClipMaker)
- [2Short.ai](https://2Short.ai)
- [Flixier](https://Flixier)
- [LiveLink.ai](https://LiveLink.ai)
- [OpusClip](https://OpusClip)

# Resources

- [10 Short-Form Video Trends to Watch Out for in 2024](#)
- [15 Ideas to Hook Audience on Your TikTok and Reels](#)



# Thank You