

7 Tip Checklist for Video Best Practices



Harness the Power of Video

Capture your audience's attention, improve engagement, and increase content reach with video. This 7 tip checklist will help you create amazing social media videos that are worth watching and sharing.



1 Be Targeted

- Define your target audience.
- Set clear goals for your videos (e.g., brand awareness, engagement, conversions).



2 Keep It Short & Sweet

- Aim for videos under 60 seconds for platforms like Instagram and TikTok.
- For platforms like YouTube, longer videos can work if they provide value.



3 First Seconds Count

- Grab viewers' attention quickly with an engaging hook.
- Use captivating visuals or a compelling question.



4 If There's Talking

- Include subtitles. Many viewers watch videos without sound, so subtitles are essential.



5 Lighting Goals

- Aim for natural lighting.
- Shoot during daylight for the best results.
- Avoid harsh shadows and overexposure.



6 Music Notes

- Use royalty-free music or purchase licenses to avoid copyright issues.
- Mention the source or artist in your video description if required.



7 Optimize for Channels

- Tailor your video content to fit the specific platform's requirements (e.g., aspect ratio, video length).
- Use appropriate hashtags and keywords for discoverability.
- Engage with your audience through comments and messages.

Have Questions?

We are here to help – call 416.788.6153 or via email at hello@think3creative.com

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