



E-BUSINESS TRAINING CONTENT FOR TRAINERS



DL301

Digital Contents Development Advanced

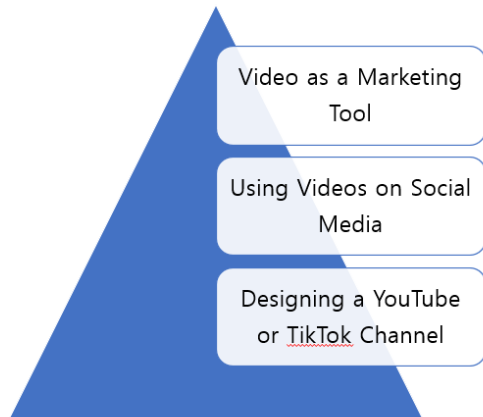
Elective

DIGITAL CONTENTS DEVELOPMENT ADVANCED

Written by:

Nuraizah Shamsul Baharin | Malaysia

LEARNING OBJECTIVES



Upon completion of this course, students will be able to:

1. Understanding how videos can be used as a branding and marketing tool
2. Creating a marketing strategy plan for your video channel
3. Using AI like ChatGPT to generate content
4. Creating a storyboard for your video
5. Deciding which platform to choose based on target market
6. Creating video posts for various social media platforms
7. Designing a video channel using YouTube or TikTok

OUTLINE

Module 1. Video as a Marketing Tool: Creating a promotional video

- The social media trends of 2023
- Creating a marketing strategy plan for your video channel
- The 7 steps to a successful video marketing strategy
- Using AI like ChatGPT to generate content

Module 2. Using videos in social media

- Learning what size a video should be based on platform and content

- Which tool should you use to create a video?
- Creating a storyboard for your video
- Deciding which tools to use

Module 3. Designing Your Video Channel

- Deciding which social media channel to use
- Hands on activity – do one in class
- Know what it takes to get started on YouTube or TikTok
- Plan for the next 12 months of content

DURATION

2.0 – 3.0 hours (30 – 60 mins per module).

MODULE 1. VIDEO AS A MARKETING TOOL

1-1. [Activity] Introduction

Objective: Understanding the social media scene in your country

- Identify 3 top local video influencers and brands in your city/country.
- Discuss what makes them popular and what attracts followers.
- Link the discussion to latest trends in social media.

Additional details for this slide.

- Start the session by finding out how many participants have personal or company video channels and which platform are they on. Find out how long they spend watching videos daily and what factors decide what videos they watch.
- Based on your country, research the top 3 local video based influencers or brands in your city/country. This is to stimulate discussion on how the videos help to define these influencers and/or brands. Think about what makes their videos so effective or engaging.
- Use the next slide to get the topic running.

1-2. [Activity - 1] Questions to ask

Objective: A list of questions to trigger the introduction slide activity

- What sort of videos capture your attention?
- What keeps you watching a video?
- What makes you scroll past a video?
- At what point does a video get boring to you? What could have been done to improve it?
- What makes you send a video to a friend?

Additional details for this slide.

After identifying their top influencer, ask participants to look at one video and answer these questions. This activity will help with how we think about videos. Link the discussion to the latest trends in social media (next slide,)

1-3. [Facts] 2023 trends in social media

Objective: Brief participants on the latest trends and get them to also identify what they think are the trends in 2023

- Social Commerce – using IG/FB to promote products/services, using TikTok to sell directly to customers (USD992B sales 2022)
- YouTube will continue to be important with 2 billion active users
- Brands that support social issues, sustainability & inclusiveness
- Short videos will be more popular as seen on TikTok + IG Reels
- Live streaming with interactive content,
- Renewed interest for Pinterest, Snapchat & LinkedIn
- The boom of the creator economy – monetized channels
- The use of AI like ChatGPT in creating content and AI to respond to comments etc

Additional details for this slide.

Facts may need to be adjusted based on your country, always recheck what is currently trending, data changes on a monthly basis.

Here are some data that you should be aware of:

1. Brands with an engaged social media community will win in 2023.
2. Social media is the future of e-commerce.
3. Consumers slide into brands' DMs for customer service.
4. Search engines lose steam as consumers turn to social search.
5. Influencer marketers ditch celebrities for micro-influencers.
6. Short-form video is the highest ROI format and will see the most growth of any trend in 2023.
7. Funny, trendy, and relatable content will stand out all 2023.
8. Instagram is the highest ROI platform and will see the most growth of any social app

in 2023.

9. Social budgets will be put under the microscope, but marketers are staying optimistic.

10. Re-sharing the same content across platforms won't fly in 2023.

<https://videnglobe.com/blog/social-media-trends-2023>

1-4. [Plan] Creating a Marketing Strategy Plan for your Video Channel

Objective: Look at video creation as a part of the overall branding and marketing plan.

- Adults will spend **80 minutes per day** watching digital video by 2023.
- Using videos as a marketing strategy can be done following these steps:
 - Set goals for your video marketing
 - Decide on your platform
 - Select your video types
 - Plan content production
 - Know what post production entails
 - Schedule and promote the videos
 - Understand and analyze metrics

Additional details for this slide.

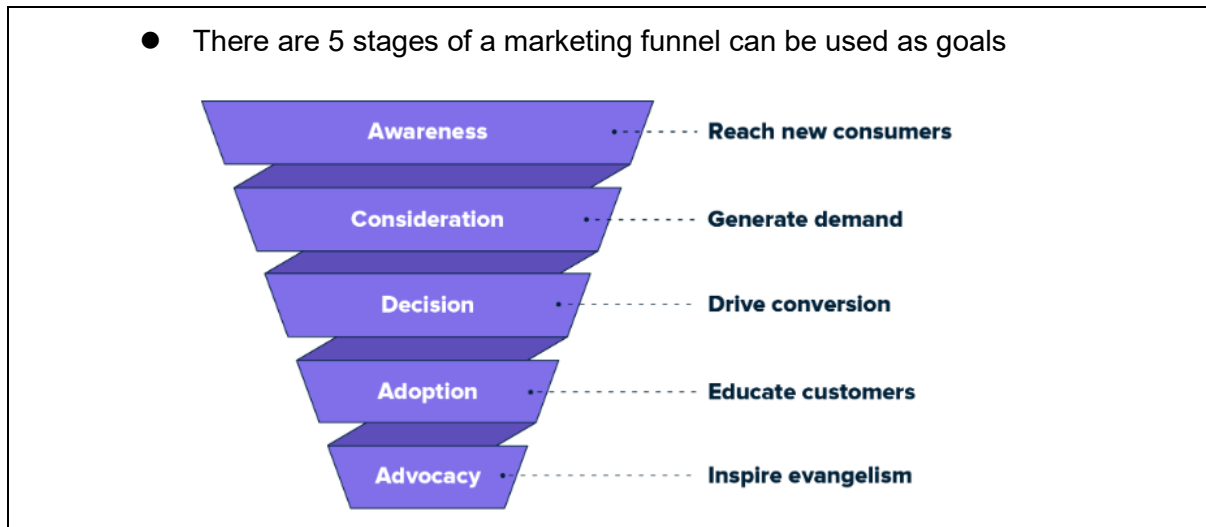
The next 9 slides will cover the 7 steps needed to successfully build a video marketing strategy. All video creation should start with an overall understanding of what we are trying to achieve for our business marketing plan. By covering these slides, we will be preparing our students better when they start building the videos. The content is taken from Sprout Social and have been accordingly credited.

Here is the link for your reference:

<https://sproutsocial.com/insights/video-marketing-strategy/#step1>

1-5. [Step 1] Set Goals for your video marketing plan

Objective: Use 5 stages of a marketing funnel as goals for your video marketing plan

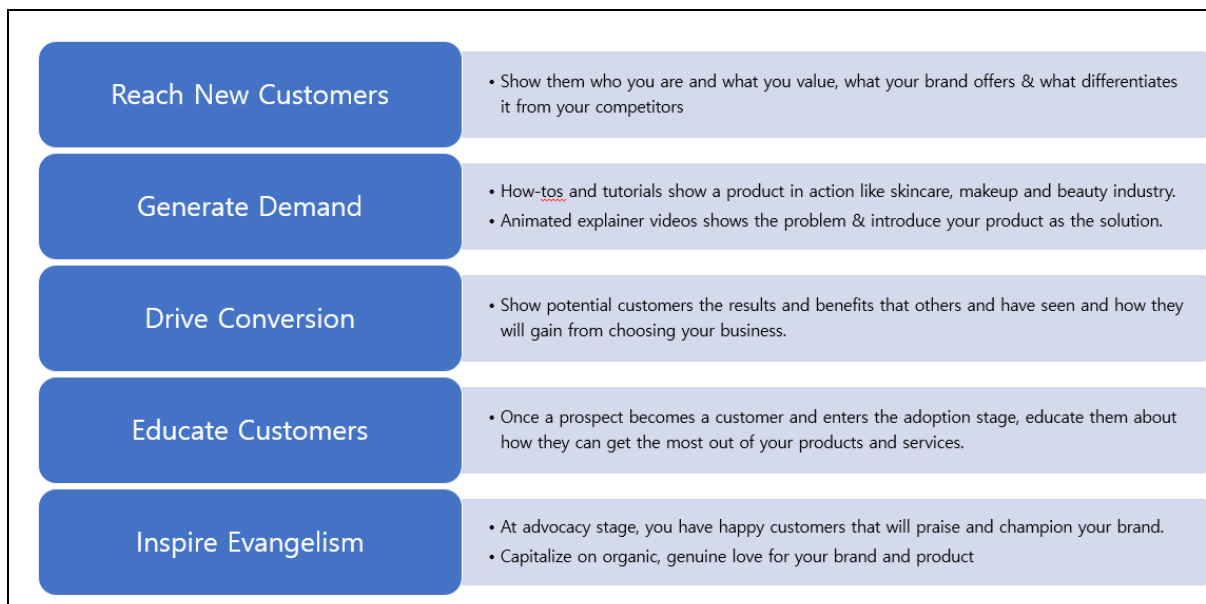


Additional details for this slide.

The next slide explains this marketing funnel. Students choose at least one goal based on where their business is at now. They can also have multiple goals.

1-6. [Step 1a] Marketing Goals

Objective: Look at video creation as a part of the overall branding and marketing plan.



Additional details for this slide.

This slide shows the marketing funnel steps and what can be done.

More readings below but do go to the webpage to get more details.

As you reflect on what your goals are for your video marketing strategy, consider where they'll fall within each stage of the buyer's journey and use it to inspire your [social media video ideas](#). Setting your goals and identifying the funnel stage will help you create highly effective [calls to action](#) in your video content as well.

Here are five example goals you can accomplish within each funnel stage:

Awareness: Reach new customers

If you're like the [majority of social marketers](#), brand awareness is your top goal. In the first stage of the buyer's journey, brands are trying to capture consumers' attention and introduce themselves. Social media video marketing is a great medium to reach new customers and show them who you are and what you value, what your brand offers and what differentiates it from your competitors.

With video you may only have seconds or minutes to capture your audience's attention, so get right to the point when you're creating awareness-stage video content.

For example, eye-catching educational videos or opinionated thought leadership can establish credibility and your brand identity, so when consumers have purchase intent, your brand is top of mind.

For some brands, videos are used heavily for advertising. They may start on a product page on the website and then branch out to land in a social ad. Others create videos only for social media ads.

Consideration: Generate demand

Once consumers have reached the consideration stage, they may know about your brand and what you offer, but it's still your job to generate demand for your products and services.

There are several ways you can achieve this goal with social media video marketing. For example, how-tos and tutorials show your product in action and make it easy for the consumer to envision how they'd use the product themselves. Brands in the skincare, makeup and [beauty industry](#), like [ColourPop](#), are masters of consideration-stage videos.

You can bet that whenever ColourPop has a sale or giveaway going, they will share short- and long-form social videos of makeup artists, influencers and real customers applying their products. Consumers can see the smoothness of foundations, color pigment of eyeshadows, creaminess of lipsticks and other visual markers that will catch their attention.

When people can see how your product works or how other people use your services to solve a problem, they can visualize themselves doing the same thing.

Animated explainer videos can be an alternative option to live-action demonstrations. While they might be a bit more abstract, they're still an opportunity to put the customer's problem into perspective and introduce your services as the solution.

Consideration-stage videos don't have to focus solely on your products or services, either. Consumers also consider a company's culture and core values before committing to being their customer.

Decision: Drive conversion

The decision stage is the point when your goal is to turn prospects into customers. Here, customer testimonial videos can go a long way to show the real potential and payoff of your products and services.

You may know about [Instant's](#) iconic pressure cookers and appliances, but people may be [surprised and delighted](#) to find out the brand has a tight-knit community on Facebook.

[Instant Pot's Community](#) features videos from the brand and members. Although there are a few product videos, the page focuses on what customers can create using Instant's home appliances.

Recipe videos like the one below can help customers envision how the product can help a plethora of recipes fit into their lives—or their mouths.

What makes this video a strong decision-stage piece, is the aspirational, yet authentic, “this could be you” feeling. Instant isn't just making a promise to you as a customer and hoping you buy with blind faith: they're showing they've already earned their customers' trust and made a difference in their lives.

Use this kind of video content to show potential customers the results and the real benefits that others have reaped and what they stand to gain from choosing your business.

Adoption: Educate customers

It's not just marketers who want to make sure they're seeing a return on their investments. Once a prospect becomes a customer and enters the adoption stage, educate them about how they can get the most out of your products and services.

This kind of fun, energetic how-to video is ideal for platforms like YouTube, Facebook or IGTV, where people are [willing to spend a bit more time](#) watching and learning.

You have a few options:

- **Educational video:** If your products or services have a lot of bells and whistles, features based on specific needs or there's a learning curve that comes with them, lean into educating your audience. Content that's focused on hacks, tips, optimization or special features can put complexities into perspective and make customers more confident.
- **Webinars:** These can be highly effective mediums: They give customers a chance to engage with your brand in real time, ask questions and get answers they're looking for.
- **Live stream:** Going live can help you capture a broader audience, but it's your biggest fans and existing followers who are most likely to tune in. And live is the third

most engaging type of in-feed content, according to our Index data. Unlike posts that show up in people's feeds, [Instagram Live streams](#) appear at the top of the interface at the beginning of Stories. Followers who have their app open when you go live will also receive a notification that you're broadcasting, so they can easily tune in to get the latest from your brand.

Advocacy: Inspire evangelism

By the advocacy stage, you have happy customers that will sing your praises and champion your brand.

The beautiful thing about advocacy videos is that customers don't feel like they're being sold anything. Capitalize on organic, genuine love for your brand and product using social listening tools like Sprout Social's. With Listening, you can meet the moment and capture brand mentions from engaged profiles, and you can surface [user-generated content](#).

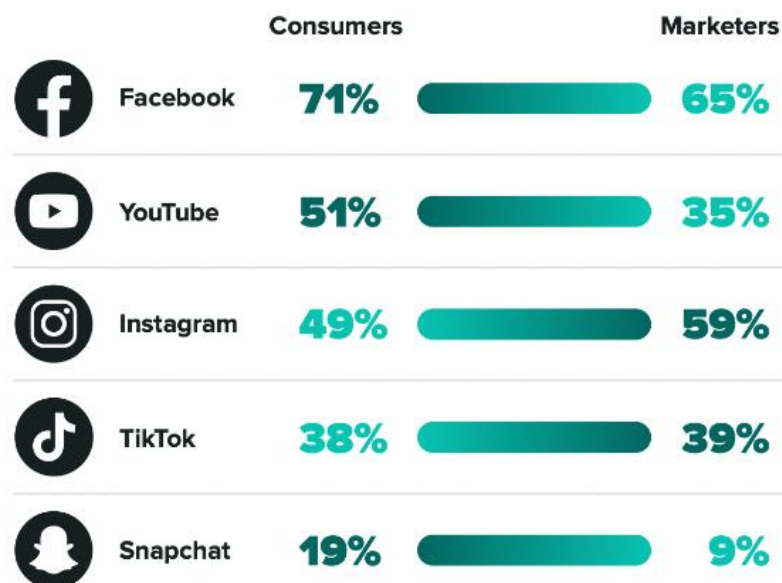
Not every advocacy video will be viral or come straight from your fans. Employer brand strategies can also be bolstered by [employee advocacy content](#). Consider showcasing your colleagues to show the ins and outs of your company and why they love working there.

1-7. [Step 2] Decide on the platform

Objective: The goal now is to decide which social media platform is best to launch a video campaign.

- Every major social media platform has its own form of video
- Begin with the ones where you already have audiences established.
- Data from Sprout Social index shows:
- Consumers find short-form videos on TikTok 2.5 x more engaging.
- With over 2.5B monthly users, YouTube is the most popular video platforms since it is also one of the most popular search engines in the world

The top platforms consumers and brands anticipate using most in the next 12 months



Additional details for this slide.

Talk about Tik Tok & YouTube.

When to use TikTok for video marketing

Without a doubt, TikTok helped popularize the love of short-form video and has become one of the internet's favorite apps because of it.

In the Sprout Social Index™, our data showed consumers find short-form videos 2.5 times more engaging than long-form ones. Plus, short-form video is the most engaging type of in-feed content, followed by images and live video.

The app's collaborative features like [Duets](#) paired with a nuanced culture fueled by [TikTok trends](#) and [TikTok sounds](#), give brands new ways to get creative with their video marketing.

The app is a powerful awareness driver, but trends like [#TikTokMadeMeBuyIt](#) show that short-form video can also convert consumers into customers.

When to use YouTube for video marketing

With [over 2.5 billion monthly active users](#), YouTube still reigns as one of the most popular video platforms amongst consumers and marketers.

A massive user base is great, but that isn't the only reason brands should consider [YouTube marketing](#). YouTube is one of the most popular search engines in the world and videos from the platform show up in Google's search engine results pages (SERPs) as well. Marketers can use YouTube to increase their brand's visibility by producing content that targets commonly searched topics.

You can use YouTube video marketing to address all the stages of the marketing funnel, so you can reach the goals of your strategy no matter what you choose.

1-8. [Step 2a] Social media video formats & features

Objective: Learn about the most popular social media and what features they offer. Blue links can be clicked.

Facebook

- Landscape and portrait feed video
- [Facebook Live](#) (live streaming)
- [Facebook Stories](#) (disappearing content)

Instagram

- Landscape and portrait feed video
- Live streaming ([Instagram Live](#))
- [Instagram Stories](#) (disappearing content)
- [Instagram Reels](#) (short-form and long-form content)

YouTube

- Landscape video
- Portrait video (may use pillarboxing on some uploads)

- Live streaming
- [YouTube Shorts](#) (portrait, short-form video)

TikTok

- Portrait feed video
- Live streaming
- [TikTok Stories](#) (disappearing content)

Twitter

- Landscape and portrait feed video
- Livestream

LinkedIn

- Landscape feed video
- Livestream

Pinterest

- Portrait feed video
- Idea Pins (set of images, videos or text similar to Stories)

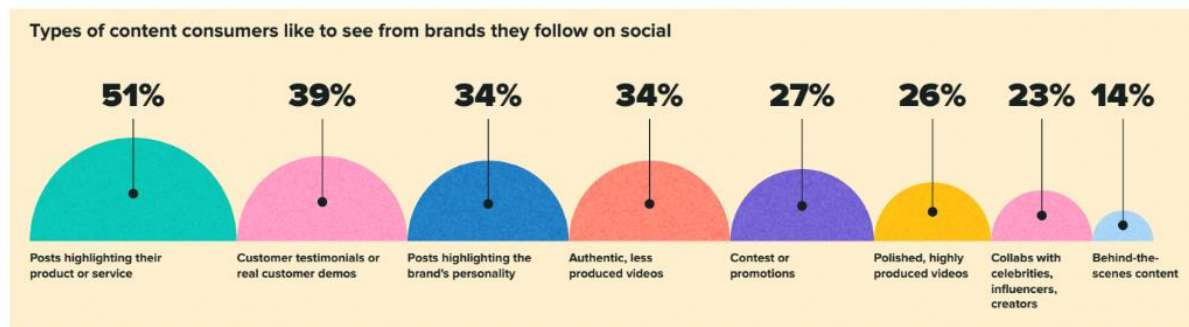
Additional details for this slide.

This is just an information slide in support of the previous slide.

1-9. [Step 3] Select Your Video Types

Objective: Talk about the types of video and content that can be created.

- Consumers want authentic content from brands on social media.
- 51% of consumers want to see brands highlighting their product or service.
- 39% want to see customers testimonials/demos, and 34% report wanting posts that showcase a brand's personality and less-produced videos.



Additional details for this slide.

The takeaway here? Consumers are looking for all-around authenticity within your content.

Here are a few different types of [social media video ideas](#) and their benefits to get you started with accomplishing the genuinity consumers are looking for:

- **Educational:** These are informative and can create brand awareness for new customers. They often take a less casual, more polished tone to establish the brand as an expert. If created for current customers, then the videos could be focused on guides and tips for getting the most out of a product.
- **Explainer:** Similar to educational videos, explainer content focuses on teaching the audience more about your brand and the product or service you offer. Use these videos to quickly explain what your company does and how the brand can help solve a particular problem. End with a strong call to action to prompt viewers further along the marketing funnel.
- **Behind-the-scenes:** These give a look into company operations and employees. They sometimes serve to entertain the audience or give a virtual peek behind the curtain.
- **Interviews:** With guest speakers, interviews are a great way of introducing your audience to a new influencer and vice versa. Handing the virtual mic over to a guest can be fun and provide a little more authenticity to your brand.
- **Entertaining:** These include jokes, cute puppies and even pranks. They serve solely to entertain the audience but can be a great way of emphasizing your brand voice and building a sense of community among your audience.
- **Testimonials:** In marketing, these videos look like customer highlights and help to create social proof for your brand. Videos that showcase how a customer uses your product or service and their satisfaction with it operate on a connection level: ideally, a potential customer will see themselves in that video and be persuaded to purchase.
- **Product:** Highlight the top features of your brand's most popular product or service by showing it in action. Showing off what makes your product or service unique can help customers envision themselves using your brand.
- **Narrative:** Put your author's hat on and tell an engaging story to leave a lasting impression on viewers. Use animation or go documentary-style to explain how your brand was founded or a customer problem you resolved—anything that showcases a memorable story.

Once you've determined which types of videos to tackle, it's time to move onto planning the actual video.

1-10. [Step 4] Plan the content creation

Objective: To decide whether to do the video yourself or hire an agency to get it done for you, of course, this will depend on available budget

- Hiring an agency or production company will alleviate a lot of the stress.
- If you're planning on doing this all in-house, you'll need to think of the following:
 - Identifying needed equipment and props
 - Writing and editing a script
 - Storyboarding the video
 - Planning the shoot for optimal filming
 - Gathering and nurturing talent (the people who are featured in the video)
 - Identifying the place(s) you'll film and taking natural daylight into consideration for timing
 - Knowing where to send the footage to be edited
 - Determining who will do the approval sign-offs for each step. For example, you want to make sure that the script sounds good and is in line with your voice. This might require two people to review it.
 - Checking that the music you're using is licensed for you

Additional details for this slide.

A good content production plan will save you time and money in the long run. Whether you plan with a spreadsheet or old-fashioned pen and paper, you need to establish how you'll create and film videos.

Evaluate your options for content production and post-production. Hiring an agency or production company will alleviate a lot of the stress. They'll handle all the planning and approvals, you just need to give the guidance.

But if you're planning on doing this all in-house, you'll need to think about all the steps needed to produce a successful video. This includes but is not limited to:

- Identifying needed equipment and props
- Writing a script
- Editing the script
- Storyboarding the video
- Planning the shoot for optimal filming. Filming won't be linear for the most part.
- Gathering and nurturing talent (the people who are featured in the video)
- Identifying the place(s) you'll film and taking natural daylight into consideration for timing
- Knowing where to send the footage to be edited

- Determining who will do the approval sign-offs for each step. For example, you want to make sure that the script sounds good and is in line with your voice. This might require two people to review it.
- Checking that the music you're using is licensed for you

As you run through the content plan, you'll find some ways you need to tweak it or things you missed earlier, especially if this is one of your first efforts putting together a comprehensive video content plan. After a solid plan is executed, it's time to move on to post-production.

1-11. [Step 5] Know what post-production entails

Objective: Steps involved in post production

- Allocate plenty of time to post-production, especially if your videos will be used for ads or have heavier editing needs.
- Post-production does not mean just cutting scenes and putting them back together to music.
- It also includes additions like closed captions, text overlays, call-to-action screens and more.
- The more you film and the more polished you want your video to be, the more time you'll need.

Additional details for this slide.

Allot plenty of time to post-production, especially if your videos will be used for ads or have heavier editing needs. Post-production does not mean just cutting scenes and putting them back together to music. It also includes additions like closed captions, text overlays, call-to-action screens and more. The more you film and the more polished you want your video to be, the more time you'll need.

Some videos will only need light edits post production. For example, if you host a Facebook Live, the video is published immediately after it ends. You'll be able to edit the caption and title but not much else.

Uploaded videos will go through the post-production process. On YouTube, for example, you'll be able to add tags, multiple language closed captions, detailed captions and more.

Know what you're getting yourself into before you start: formal, polished videos on YouTube require a lot more work than a basic livestream. Since YouTube is a video platform, you'll need to optimize your words and visuals to stand out.

1-12. [Step 6] Schedule and promote your video

Objective: Now that we have created our video, we look at how to promote our video.

- Don't think of videos on social media as one-and-done.
- One fully produced video could be uploaded to several networks over a month-long time period, depending on your social schedule.
- On Twitter, you could promote it many times.
- For livestreams, you'll need to promote often to ensure lots of people will join in at the right time.

Additional details for this slide.

Don't think of videos on social media as one-and-done. One fully produced video could be uploaded to several networks over a month-long time period, depending on your social schedule. On Twitter, you could promote it many times. For livestreams, you'll need to promote often to ensure lots of people will join in at the right time.

One film recording session could produce multiple videos. Different clips could be used for promotion or spliced together to create new videos. Think big when you're promoting videos.

1-13. [Step 7] Understand and analyze metrics

Objective: The importance of tracking and analyzing metrics that our video has reached.

- The last step in any strategy is the most important of them all: analyzing it to see how a video performs.
- What are the view counts? The watch times? The shares and likes and comments?
- Each network provides different sets of [video metrics](#), so it's important for you to know what they are before you start on production.

Additional details for this slide.

The last step in any strategy is the most important of them all: analyzing it. You won't know how a video performs unless you take a look at the statistics associated with it. What are the view counts? The watch times? The shares and likes and comments? Each network

provides different sets of [video metrics](#), so it's important for you to know what they are before you start on production.

Each platform has native analytics that will tell you how your video content performed. The metrics you use to analyze success should match the goals you set in the beginning. If you wanted brand awareness for a video, the matching metric might be impressions or video views.

Keep in mind that audiences will even watch your older videos. With the right combination of keywords and an evergreen topic, a three-year-old video might still be relevant to your users today.

1-14. [Facts] Using AI like ChatGPT to generate content

Objective: Brief participants on the latest AI tech that can help them generate content based on prompts and suggestions.

- Identify your target audience and marketing goals to determine the tone, style, and messaging that you need to convey in your videos
- Provide ChatGPT with information and prompts such as information about your product or service, target audience, marketing goals, specific prompts or questions that you want it to answer.
- Use ChatGPT's generated content as a starting point then edit, refine and adapt.
- Incorporate visuals and other multimedia elements such as images, graphics, and animations.
- Edit and refine your videos such as adjusting the pacing and timing, adding music or sound effects, and applying visual effects or color correction.
- You can try ChatGPT at <https://chat.openai.com/>

Additional details for this slide.

Identify your target audience and marketing goals: Before creating any video content, it's important to define your target audience and marketing goals. This will help you determine the tone, style, and messaging that you need to convey in your videos.

Provide ChatGPT with information and prompts: To generate video content, you can provide ChatGPT with information about your product or service, target audience, marketing goals, and any other relevant details. You can also provide ChatGPT with specific prompts or questions that you want it to answer.

Use ChatGPT's generated content as a starting point: Once ChatGPT generates content based on your input, you can use it as a starting point for creating your marketing videos. You may need to edit, refine, or adapt the content to fit your specific needs and the format of the video.

Incorporate visuals and other multimedia elements: To create effective marketing videos, you'll also need to incorporate visuals, audio, and other multimedia elements such as images, graphics, and animations. These elements can help to reinforce your messaging and make

your videos more engaging and memorable.

Edit and refine your videos: Once you have a rough draft of your marketing video, you can edit and refine it to improve its quality and effectiveness. This may involve cutting out unnecessary footage, adjusting the pacing and timing, adding music or sound effects, and applying visual effects or color correction.

1-15. [Recap] Summary of module

Objective: Summary of module 1

- How videos can be used as a marketing strategy
- Why it is important to choose the right channel
- Why a strategy plan is needed to launch a successful video marketing campaign

Additional details for this slide.

Tie back the recap to the module objectives.

- The 2023 trends for social media including YouTube, Instagram and TikTok
- How a marketing strategy can help plan videos to market your business
- The importance of choosing the right social media channel for our video

1-15. [Activity] Takeaways

Objective: End of module 1 – closing activity

- Participants, please pair up with one person in the room and share 3 things that you have learnt in Module 1
- Who would like to share their takeaways with the room?

Additional details for this slide.

- The sharing will help students internalize what they learnt and compare notes with another student.
- Ask participants to pair up with one person in the room and share 3 things that they learnt in Module 1
- Select a few to share with the room.

MODULE 2. USING VIDEOS ON SOCIAL MEDIA

2-1. [Activity] Video sizes

Objective:

- Google what are the sizes of videos on Instagram, Facebook, TikTok and YouTube.
- Explain why it is important to not use the same size video in different channels.

Additional details for this slide:

<https://piktochart.com/blog/ideal-video-length/>

These are the answers:

Why should you be concerned with video length?

Because the amount of time that your audience is willing to spend in watching a video is not fixed. It varies with their state of mind, platform, where they are in the [sales funnel](#), and many other factors.

While you can't completely control all the possible factors, you can optimize the ones you can. For example, early-stage prospects (like the ones browsing their social media feeds) are usually just curious and not seriously considering your product. They aren't open to watching a long video. If you provide them with a long-form video early in the funnel, they will likely get intimidated and leave; you won't capture your audience's attention. The right call at this stage will be to present them with shorter clips.

However, the further prospects go in the funnel; the longer your videos can be. Interested prospects are eager to learn more and engage with extended tutorials or expert-led webinars.

By considering factors such as your target audience buyers' journey, you can tweak your video content and implement video length best practices to engage your audience at the right time with the right message.

With that in mind, let's discuss the ideal video lengths for common social media platforms, video types, and use cases.

Ideal video length for social media

Each social media platform has its unique audience and specifications that impact how long a social media video should be. Some social media channels also restrict social media video length. Here's a summary:

- TikTok video length: 10 to 15 seconds
- Pinterest video length: 15 to 30 seconds
- Twitter video length: 20 to 45 seconds
- YouTube video length: 5 to 15 minutes
- Facebook video length: 30 to 90 seconds
- Instagram video length: 30 to 45 seconds

- LinkedIn video length: 30 seconds to 5 minutes

Ideal video length for different types of videos

There is no one-size-fits-all video length for different types of videos and video content. For example, Instagram Stories and Reels max out at 15 seconds, feed videos are at 60 seconds and IGTV videos are at 60 minutes.

As with social media platforms, it depends on what your prospects expect and the nature of your business. Here's a summary:

- Ideal company culture video length: 2 to 4 minutes
- Ideal sales video length: 30 to 90 seconds
- Ideal homepage video length: 30 to 60 seconds
- Ideal landing page video length: 30 to 60 seconds
- Ideal explainer video length: 60 to 90 seconds
- Ideal email video length: 30 to 45 seconds
- Ideal testimonial video length: 2 to 4 minutes

2-2. [Activity] Answers to the questions: Video length per platform

Objective:

Ideal video length for social media

Each social media platform has its unique audience and specifications that impact how long a social media video should be. Some social media channels also restrict social media video length. For example, Instagram Stories and Reels max out at 15 seconds, feed videos are at 60 seconds and IGTV videos are at 60 minutes.

Here's a summary:

- TikTok video length: 10 to 15 seconds
- Pinterest video length: 15 to 30 seconds
- Twitter video length: 20 to 45 seconds
- YouTube video length: 5 to 15 minutes
- Facebook video length: 30 to 90 seconds
- Instagram video length: 30 to 45 seconds
- LinkedIn video length: 30 seconds to 5 minutes

Additional details for this slide:

This is just to display and show the participants the answer – there is no right answer, anywhere within the range is acceptable.

2-3 [Activity] Answers to the questions: Video length per content

Objective:

Ideal video length for different types of videos

There is no one-size-fits-all video length for different types of videos and video content. As with social media platforms, it depends on what your prospects expect and the nature of your business. Here's a summary:

- Ideal company culture video length: 2 to 4 minutes
- Ideal sales video length: 30 to 90 seconds
- Ideal homepage video length: 30 to 60 seconds
- Ideal landing page video length: 30 to 60 seconds
- Ideal explainer video length: 60 to 90 seconds
- Ideal email video length: 30 to 45 seconds
- Ideal testimonial video length: 2 to 4 minutes

Additional details for this slide:

This is just to display and show the participants the answer – there is no right answer, anywhere within the range is acceptable.

2-4. [Info] The Right Tool to Make Your Videos

Objective: What tools are needed to create videos

- Canva (with free courses available on Coursera, Udemy & YouTube)
- Using your phone camera
- Using a professional camera
- Using tools such as Powtoon, Moovly, InVideo, Biteable

Additional details for this slide:

The simplest will be to use phone camera.

2-5. [Info] Storyboard Your Video

Objective: The importance of creating a storyboard

- Storyboarding is a method that sketches different scenes in the video you are making. It looks like a [comic strip](#) with each frame showing who or what is in the scene, what is being said, text or graphics that appear.
- Storyboards help work out inconsistencies in your idea for the video and the script.

How to Make a Storyboard for Video

- Step 1: Plan Your Video
- Think about:
 - Objective of the video
 - Key Message
 - Length of video
 - Promotional Channels

Additional details for this slide:

The next few slides will discuss creating a storyboard and why this is good practice before creating the video

2-6. [Info] Storyboard Your Video (continued)

Objective: Creating storyboards

Step 2: Visualize Your Script with a Storyboard

- Before you go ahead and start drawing the scenes, there are several things you need to finalize first. Identify,
 - Key characters or props
 - When the key characters/ props appear on the screen
 - The theme of the video
 - Setting/ backdrop
 - Order of sequences (or collections of different scenes)

Step 3: Add Script and Additional Notes

- Under each box where you've sketched the shot, write down the description explaining what's happening, any dialog shared between the characters and additional notes such as camera angle or special effects.

Step 4: Collaborate and Revise

- Your video is not yet ready to be produced.
- Now that you have visualized the script you've created or the idea you had on mind using a storyboard, it's so much easier to make your team understand what you won't be able to explain in words.







Additional details for this slide:

Just run through the content.

2-7. [Info] Sample of storyboard

Objective: Just to share samples

Template 1: A blank video storyboard template

Title:	Date:	Name
Scene: Shot:	Scene: Shot:	Scene: Shot:
		
Audio: _____ _____ _____	Audio: _____ _____ _____	Audio: _____ _____ _____
Scene: Shot:	Scene: Shot:	Scene: Shot:
		
Audio: _____ _____ _____	Audio: _____ _____ _____	Audio: _____ _____ _____

2-8. [Info] Sample of storyboard

Objective: Just to share samples

Template 2: Video Storyboard Template with Images

Scene:		Page:
SHOT# 1	SHOT# 2	SHOT#
		
Action:	Action:	Action:
Dialogue:	Dialogue:	Dialogue:

Additional details for this slide:

<https://creately.com/guides/how-to-make-a-storyboard-for-video/>

2-9. [Info] Resources on creating storyboard

Objective: Info sharing

- <https://www.youtube.com/watch?v=qFS1Gtz56Ww>
- **Creating a Storyboard | Video Editing Tutorial**
- <https://www.vyond.com/resources/what-is-a-storyboard-and-why-do-you-need-one/#:~:text=A%20storyboard%20is%20a%20graphic,the%20script%20during%20that%20shot.>

2-10. Recap

Objective: Checking the participants understanding

- Summarize the learnings
- Review what we can learn from storyboarding

Additional details for this slide:

Ask participants what they learnt – go around the room.

2-11. [Activity] Where is your audience?

Objective: Understanding audience for the video

- Identify who your audience will be and the customer persona.

Additional details for this slide:

Group the participants into similar industry and conduct the activity together. Break up into groups of 2-3 person and discuss who their target market is and . Have the group share Have the groups share their discussions.

MODULE 3. DESIGNING YOUR VIDEO CHANNEL

3-1. [Activity] What Will Your Channel Be?

Objective: Select one channel to work with.

- Identify which social media channel is best for you based on where your audience are (Module 2)
- Share which social media channels inspire you and why

Additional details for this slide:

The goal is to identify one social media channel to work with. Someone may have multiple user groups on different channels but just choose the one that has the majority of their target customers.

3-2. [info] What are the Top Social Media channels?

Objective: Look at various channels and how many MAUs.

- Identify which social media channel is best for you based on where your audience are (Module 2)
- Share which social media channels inspire you and why

Additional details for this slide:

Supporting slide for the activity.

3-3. [Information] Getting started on YouTube

Objective: What does it take to setup on YouTube?

- Find the Best Video Equipment
- Start with Simple Editing Software (Windows Movie Maker or Apple iMovie)
- Create great content
- Market your YouTube channel
- Connect with your viewer

Additional details for this slide:

Just information slide.

3-4. Getting started on TikTok

Objective: What does it take to setup on TikTok

- Research and Define Your Niche
- Embrace Vertical Filmmaking
- Follow the Trends
- Use Caption for Clarity
- Add Outbound Clickthrough Links

Additional details for this slide:

Just information slide

3-5. Hands on Session

Objective: Practical lesson

Build videos (need about 1 hour each)

- Create a Promotional Video using Canva
- Using Video in Social Media Posts with Canva

Video Resources

- https://seller-my.tiktok.com/university/course?learning_id=144&content_id=10755899&identity=1
- <https://eclincher.com/11-tips-for-creating-amazing-social-media-videos/>
- <https://imagen.io/blog/social-media-video/>
- <https://visme.co/blog/social-media-videos/>

Additional details for this slide:

None, go to next one.

3-6. [Hands On] Create a Promotional Video using Canva

Objective: Practical session that can be done during class. Can be completed in 30 mins

Create a Promotional Video using Canva

Course Objectives

- In this course, we are going to focus on **three** learning objectives:
 1. *Learn to create a Promotional Video*
 2. *Learn to create a Script for the Promotional Video*
 3. *Learn to add animation, fonts, video backgrounds and images to make the video more appealing*

Course Structure

- This course is divided into 3 parts:
 1. Course Overview: This introductory reading material.
 2. **Create a Promotional Video using Canva:** This is the hands on project that we will work on in Rhyme.
 3. Graded Quiz: This is the final assignment that you need to pass in order to finish the course successfully.

Project Structure

- The hands on project on **Create a Promotional Video using Canva** is divided into following tasks:
 - **Task 1: Create a new Canva Account**
 - **Task 2: Canva Dashboard Overview and Pixabay Integration**
 - **Task 3: Video Creation: Customer's Pain Point**
 - **Task 4: Video Creation: Introducing our Business & Solutions**
 - **Task 5: Video Creation: Our USPs and Testimonials**
 - **Task 6: Video Creation: Call to Action**

Course Link: [Create a Promotional Video using Canva, Canva, Coursera](#)

Additional details for this slide:

Course Link: [Create a Promotional Video using Canva, Canva, Coursera](#)

Welcome!

Welcome to **Create a Promotional Video using Canva**. This is a project-based course which should take approximately 1.5 hours to finish. Before diving into the project, please take a look at the course objectives and structure:

Course Objectives

In this course, we are going to focus on **three** learning objectives:

1. *Learn to create a Promotional Video*
2. *Learn to create a Script for the Promotional Video*
3. *Learn to add animation, fonts, video backgrounds and images to make the video more appealing*

By the end of this course, you will be able to **create a script and then create a Promotional Video around it and make the video appealing using video backgrounds, images and animations.**

Course Structure

This course is divided into 3 parts:

1. Course Overview: This introductory reading material.
2. **Create a Promotional Video using Canva:** This is the hands on project that we will work on in Rhyme.
3. Graded Quiz: This is the final assignment that you need to pass in order to finish the course successfully.

Project Structure

The hands on project on **Create a Promotional Video using Canva** is divided into following tasks:

Task 1: Create a new Canva Account

Task 2: Canva Dashboard Overview and Pixabay Integration

Task 3: Video Creation: Customer's Pain Point

Task 4: Video Creation: Introducing our Business & Solutions

Task 5: Video Creation: Our USPs and Testimonials

Task 6: Video Creation: Call to Action

Meet the Instructor

Abhishek is an Engineer and an Entrepreneur who loves solving real-world problems using technology and data science. His vision is to make technology so simple that anyone can understand it. His passion is to create internet related businesses.

3-7. [Hands on] Using Video in Social Media Posts with Canva

Objective: Practical session to be done after class.

Using Video in Social Media Posts with Canva

Course Objectives

- In this course, we are going to focus on **six** learning objectives:
- Create Canva account.
- Create a video-based post for Instagram Story.
- Create a video-based post for Instagram Feed.
- Create a video-based post for Facebook.
- Create a video-based post for Twitter.
- Organize folders within Canva.

Course Structure

- This course is divided into 3 parts:
- Course Overview: This introductory reading material.
- **Using Video in Social Media Posts with Canva:** This is the hands on project that we will work on in Rhyme.
- Graded Quiz: This is the final assignment that you need to pass in order to finish the course successfully.

Project Structure

- The hands on project on **Using Video in Social Media Posts with Canva** is divided into the following tasks:
- **Task 1: Create a Canva account.**
- **Task 2: Create a video-based post for Instagram Story.**
- **Task 3: Create a video-based post for Instagram Feed.**
- **Task 4: Create a video-based post for Facebook.**
- **Task 5: Create a video-based post for Twitter.**
- **Task 6: Organize posts in folders.**

Course Link [Using Video in Social Media Posts with Canva, Canva, Coursera](#)

Additional details for this slide:

Course Link [Using Video in Social Media Posts with Canva, Canva, Coursera](#)

WELCOME!

Welcome to **Using Video in Social Media Posts with Canva**. This is a project-based course which should take approximately 40 minutes to finish. Before diving into the project, please take a look at the course objectives and structure:

COURSE OBJECTIVES

In this course, we are going to focus on **six** learning objectives:

1. Create Canva account.
2. Create a video-based post for Instagram Story.
3. Create a video-based post for Instagram Feed.
4. Create a video-based post for Facebook.
5. Create a video-based post for Twitter.
6. Organize folders within Canva.

By the end of this course, you will be able to create and organize social media posts that incorporate video.

COURSE STRUCTURE

This course is divided into 3 parts:

1. Course Overview: This introductory reading material.
2. **Using Video in Social Media Posts with Canva:** This is the hands on project that we will work on in Rhyme.
3. Graded Quiz: This is the final assignment that you need to pass in order to finish the course successfully.

PROJECT STRUCTURE

The hands on project on **Using Video in Social Media Posts with Canva** is divided into the following tasks:

Task 1: Create a Canva account.

Task 2: Create a video-based post for Instagram Story.

Task 3: Create a video-based post for Instagram Feed.

Task 4: Create a video-based post for Facebook.

Task 5: Create a video-based post for Twitter.

Task 6: Organize posts in folders.

MEET THE INSTRUCTOR

Ashley Burton is an instructional designer in higher education with experience in training faculty and staff on best instructional practices and strategies, creating and supporting online faculty and courses, and working with edtech tools and software to complement and enhance the online learning experience.

3-8. [Hands On] Additional Video Courses

Objective: Additional resources to be done after class.

https://www.youtube.com/results?search_query=canva+video+tutorial

- Canva tutorial on YouTube

https://www.youtube.com/watch?v=Gaf_jCnA6mc

- **ChatGPT Tutorial: How to Use Chat GPT For Beginners 2023**

<https://www.youtube.com/watch?v=FekID4qex-c>

- **Using ChatGPT-3 to Make YouTube Videos in Minutes**

<https://www.youtube.com/watch?v=GPFDLaWYKOg>

- **New AI Video Editing Tools Beyond 2023 (Mind Blowing!)**

<https://www.youtube.com/watch?v=PPmGYE38o50>

- **How to Make AI YouTube Videos with ChatGPT in Minutes!**

Reading: <https://www.lemonlight.com/blog/how-to-create-the-perfect-promo-video>

Additional details for this slide:


Just additional resources.

3-9. [Info] Getting started on YouTube

Objective: Discuss what it takes to setup a YouTube channel.

Getting started on YouTube

- Find the Best Video Equipment
 - Start with Simple Editing Software (Windows Movie Maker or Apple iMovie)
- Create great content
 - Plan Your Content, Look for inspirations
- Market your YouTube channel
 - Optimize Your Videos for Search and SEO
 - Build Your Network with Social Media
 - Connect with Your Viewers
- Upload Videos Regularly
- Create Real Value for Your Viewers



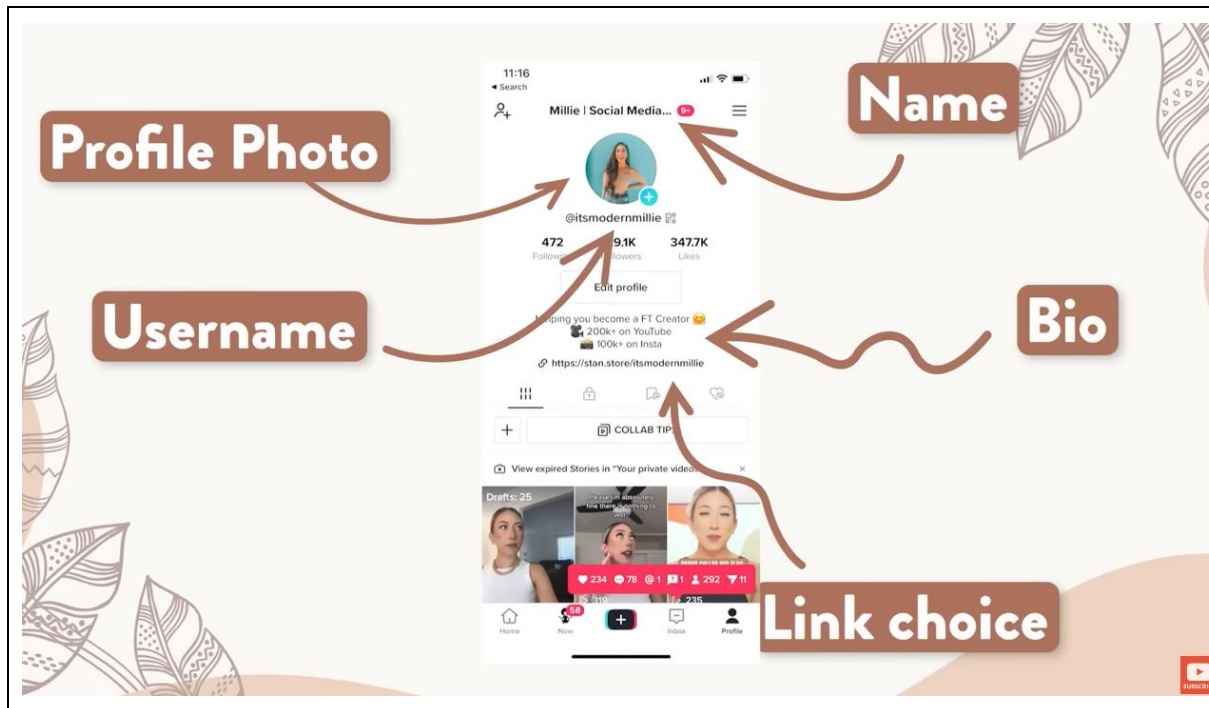
The illustration shows a red laptop on a wooden desk. The laptop screen displays a woman's face with speech bubbles that say 'SUBSCRIBE', 'Follow', and 'SHARE'. Surrounding the laptop are various icons: a perfume bottle labeled 'COSMETICS', a hairbrush, a hair dryer labeled 'BEAUTY', a clapperboard, a 'LOADING....' progress bar, a smartphone, a lipstick, and a makeup palette. A small text at the bottom left of the illustration reads 'Image via Shutterstock'.

Additional details for this slide:

Just information slide. <https://www.adorama.com/alc/10-tips-for-starting-a-youtube-channel/>

3-10. [Info] Create a good profile for your channel

Objective: Information Slide



Additional details for this slide:

Just information slide.

3-11. [Info] Getting started on TikTok

Objective: What it takes to get started on TikTok

- Research and Define Your Niche
 - Search targeted tags, browse content available on TikTok, research and outline a plan of action.
- Embrace Vertical Filmmaking
 - This is actually great for filming one person on camera straight on
- Follow the Trends
 - TikTok allows the latest trends to quickly rise to the top.
 - Focus on creating videos and content that allows for fast turnarounds and, at times, multiple videos a day

- Use Caption/Text for Clarity
 - Text not only helps with clarity (and views from those who might be hearing impaired), it also helps to create a feeling of professionalism
- Add Outbound Clickthrough Links
 - These “social media reference landing pages” can be inserted into your TikTok account’s bio, allowing viewers to clickthrough to a landing page that houses direct links to all your specific content.

Additional details for this slide:

<https://www.premiumbeat.com/blog/starting-your-tiktok-channel/>

How to grow on TikTok in 2023

https://www.youtube.com/watch?v=L7_YIURTcaY

3-12. [Recap]

Objective: Summarize the module

- Summarize the learnings

Additional details for this slide:

This slide needs to be updated based on what hands on activity is conducted in the session.

3-13. [Activity] What will your channel look like?

Objective:

- Plan your channel look and feel.
- Decide on 12 months overall content ideas.

Additional details for this slide:

Pair up and discuss each other’s plans

References and further readings

Can be found at the relevant slides above.