

ADVICE FROM A LOCAL EXPERT

Unable to film your usual content? Here are some alternative ideas for video content.



HNE Media (HNE Media Services Limited) was established in 2016. Based in Hertfordshire, we provide video production and training courses in video production throughout the UK. Our work covers commercial video production and social media content, short films, conferences and events, live streaming, dance and theatre, live music, animation and video editing.

The period of isolation that we currently find ourselves in presents us with many, many challenges. For those that produce video content which predominantly involves people, this can be a very tricky obstacle to overcome. In this blog I look at alternative options for your video content creation which don't rely on human contact, but that can still create some really strong, engaging content for your marketing.

▪ Why not re-edit some of your existing content?

If you are looking to create some fresh content, perhaps to promote a future webinar, live stream or future in-person event, you might want to consider a re-edit of existing video footage. Many of our clients create promotional videos, including testimonials and sometimes content recording from the seminars, talks, and demonstrations at their events. These are used to promote future events.

If you are unable to create new content, because for example your event has been postponed or cancelled, you might want to think about doing a re-edit of your previous video and updating the titles, choosing a new backing track and updating the branding so you can use it to promote your current event, product or service.

If you have archive material of testimonials or interviews you could consider doing sub-edits of longer videos or creating bitesized social media friendly short versions from existing material. If you have talks from events filmed in full, why not share this on social media or do an update to edit it down to the key salient points.

▪ Animation or Animated Text Videos

Animation and animated text or typography videos can be a really powerful, eye catching and highly engaging form of content for social media. These are designed to catch your eye whilst scrolling through your social media feed. Ideally these should be fairly short, from a few seconds in length to 30 seconds, or longer depending on the platform and the limit on the length of videos you can upload.

Animated videos or animated text videos can be very effective as you can really harness your brand and create something visually stimulating that will attract attention. A good animated social media short video will have a call to action at the end encouraging the viewer to 'take an action' such as visiting your website or clicking to subscribe or join a mailing list.

The BID has collated this expert advice from a local company to help businesses.
For more information on other subjects which you may find useful see www.bishopsstortfordbid.co.uk/expertadvice

▪ Ask your video company to edit footage that you have filmed yourself

We have been asked to do this a lot over the last few weeks. Many of our clients are sending us video interviews, testimonials or pieces to camera filmed using their computer webcam, their camera or phone, or recorded zoom calls with several participants. Many of these have been to conduct panel interviews and general interviews which could not take place in person.

Why not consider asking your video company or video editing team to edit footage that you have filmed. They can add the professional touches that make your content look great; the branding, titles in your brand font and any music and subtitles to give your videos. For social media sharing subtitles are an absolute must so this is well worth asking for.

For guidance on settings, e.g resolution, video formats and aspect ratios please contact us and we can advise on this.

If you are considering producing an online training course, for example you might be a Yoga instructor or a teacher or tutor, then you might want to film the videos yourself and then send them via file transfer to a professional company to turn this content into modules ready for sale as an online course. If you are producing content for sale as an online course, we would recommend that the content is high quality, with good visuals and good sound quality.

▪ Stock Footage or Photo Videos

If you do not have the option of doing any 'live action' filming and animation does not fit your needs, you might want to consider creating, or having a professional company, create a stock video or stock photo video for you. Stock footage and photo videos can be a really powerful communication tool and can convey your message in a really engaging way.

There are many free stock video and photo websites where you can search and download stock footage and photos for use. The one we recommend to clients most frequently is Pexels

For a wider range of stock videos and photos you might want to look at a website such as iStock which has paid for photo and video content.

▪ In summary

Whatever option or options you choose for your video content, be sure to make the content consistent with your brand and your messaging. There are so many options for creating videos that extend beyond live action filming. With 15 years experience we are always happy to guide and advise organisations and individuals on what would be most effective, and cost effective in terms of budget.

For more information or for an informal discussion about your video content ideas please contact us.

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