



# Creating Videos to Tell the Rotary Story

# Visual Storytelling with Video

- Video = Builds Trust, Connection & Engagement



## Why use video?

- Video on **Websites** significantly raises your Search rankings
- Longer engagement converts visitors into ‘customers’ or new members, sponsors or community partners
- Second largest search engine is **YouTube**
- Video is becoming more important on all social media platforms
- Video is the content type that tends to spark the most engagement on **Instagram**
- **Facebook** native videos get further reach than other types of content
- According to Facebook, people are gazing 5X longer at video content than at static content on **Facebook** and **Instagram**.

# Visual Storytelling with Video

## Ideas & Examples

- Highlight your club's culture & personality
- Showcase your members
- Answer commonly asked questions or FAQ
- Promote Fundraisers
- Thank sponsors & donors
  - <https://bit.ly/naturethankyou>
- Go live/stream at a meeting or event
  - Rotary Club of Dallas Livestreams meetings on Facebook
- Host a live Q&A on Facebook Live
- Share videos in email via MailChimp, Constant Contact or Facebook messenger, etc.
- And so many more...



# Visual Storytelling with Video // Tips & Resources

## Filming Tips:

- Content is King
- Audio is incredibly important
  - Film interviews in quiet location
- Look for best lighting
- Horizontal or Vertical???
- Be authentic & have fun!
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## Music Licensing resources:

- [youtube.com/audiolibrary](https://www.youtube.com/audiolibrary)
- [soundstripe.com](https://www.soundstripe.com)
- [Audiojungle.com](https://www.audiojungle.com)

## Stock video & photos:

- [pixabay.com](https://www.pixabay.com)
- [istockphoto.com](https://www.istockphoto.com)

## Other:

- [Animoto.com](https://www.animoto.com) – easy slideshows & marketing motion graphic editing video, templates
- [Rotary Brand Center](#) – for RI videos