

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.



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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...



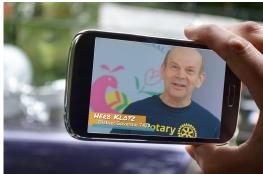


Visual Storytelling with Video // Tips & Resources

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!





Music Licensing resources:

- youtube.com/audiolibrary
- soundstripe.com
- Audiojungle.com

Stock video & photos:

- pixabay.com
- istockphoto.com

Other:

- Animoto.com easy slideshows & marketing motion graphic editing video, templates
- Rotary Brand Center for RI videos

