

Video Tip Sheet



Video is an increasingly popular communications tool across social media, web and email. **National Plan for Vacation Day** is a great opportunity to get out your camera or smartphone and encourage Americans to plan their time off and explore all your destination, business or attraction has to offer through storytelling. Make sure to include **#PlanForVacation** when sharing your videos for a chance to be included in our recap video.

Tip #1 Hook Your Audience

Don't be afraid to put the best content at the very start of the video—the best performing videos hook in audience in the first 10 seconds.

Tip #2 Think Visually

When considering what to include in a video, turn to user-generated content. Capitalize on what your audience is already seeing on their social media news feeds and connect it to a story. Think of creative ways to keep the audience engaged that are audio-independent like on-screen graphics and captions.

Tip #3 Experiment with Different Video Formats

Nearly all smartphone users hold their phone vertically—flipping the frame of a video can boost views and keep the audience engaged longer. To do this, you don't need to change any of the video content. A videographer can easily change the framing so that it fits vertically and can be shared as a story on Facebook, Instagram and/or Snapchat.

Tip #4 Keep It Short

Instead of showcasing everything in one long video, create a suite of short, social-friendly videos with one common theme and branding. Different video topics could include: Best Places to Eat, Staycations, Family-Friendly Activities, etc. Keeping it short will help reach the right audience with each video and keep them engaged.

Tip #5 Get Creative!

Every destination, business or attraction has a unique story to tell for the role it plays in the lives of visitors and residents alike. Showcase what makes YOU unique. Find an energetic personality serve as the host for the video or feature recognizable faces and landmarks to keep locals and visitors alike engaged. Don't be afraid to think out of the box and get creative.

Questions? Reach out to Nolan Nichols (nnichols@ustravel.org).