

POSTING VIDEO ON SOCIAL MEDIA DRIVES RESULTS

If you're a business owner with a Facebook page, you've probably noticed that so many others are using Facebook to share video. You've also probably asked yourself, "What kind of videos should I share on my page?".

According to HubSpot, more than 40% of people want to see more video from brands – that means a lot of opportunity for your business. Not to mention, videos posted on social generate 1200% more shares than text and images, as noted by Brightcove. But what exactly should you be putting on your page to move the needle for your business?

Here are some tips from the social media team at Net Driven that you can use to add video to your social media content strategy:

- **Events make for great live content.** Hosting a car show or an all-day event in the shop? Post a Facebook live video. This lets your customers know what's going on as it's happening so they can get to your event while there's still time. Plus, these videos aren't deleted when you're done filming so your customers can watch it in the future and share it on their own pages.
- **Show and tell.** Want to show your customers what happens when they leave their vehicle at your shop? Create short (under 90 seconds or so) and informative videos about the services you offer, techniques you use in your shop, or products in action. Explainer, product demonstration, and how-to videos are some of the most watched and shared videos across the web. People react better to seeing something happen than by reading about it – in fact, viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.
- **Be a storyteller.** Every business has a story to tell and video is a great way to show that off. Think about doing video interviews with your staff to help your customers get to know them better. Or, you can record video testimonials from happy customers to help those who might be researching your business before visiting. Google estimates that almost 50% of internet users look for videos related to products or services before visiting a store. Meet your customers in that important moment when they're searching!
- **Don't forget captioning!** Did you know that 85% of Facebook videos are watched without sound? It's true, as reported by Digiday. If you're uploading a video that includes

dialogue or voiceover, be sure to add captioning for an even better experience for your social media fans and followers. Uploading your video to YouTube also? Include a transcript to make your video easier to understand (and be found through search!).

The trend of businesses sharing more video rose dramatically in 2017. More than 500 million people are watching videos on Facebook every day. So don't wait-- get started on your social video journey.

Here are some additional resources to get you started:

- [4 Tips for Sharing Videos On Facebook](#)
- [17 Ways to Get More Views, Engagement, and Shares for Your Facebook Videos](#)
- [8 Ways to Use Facebook Video for More Engagement](#)