

Video initiative benefits members

The social media gurus tell us that videos are one of the most popular forms of content for social media. They're a great way to deliver messages where your audience may not want to stop and read a traditional post or look at a static image. The Aiken Chamber staff decided to test the experts.

Members who had ribbon cutting events scheduled in November were asked to participate in our test. We scheduled one image-based post and one video post for each member. The following members participated: Aiken House of Beauty, Insurance Masters, 803 Food Delivery, Merrick, Jobella's Discount, Bloom Salon Spa Boutique, Edward Jones Investments – Dustin Ennis, Jackl's Care and Lounge, Smile Aiken – Advanced Oral and Facial Specialists, South on Whiskey, Aiken Bites and Sites, and HolidIce.

The results were astounding. After measuring the post analytics from previous months, it was evident that the videos were a huge success. Compared to the previous 5 months, the Chamber's Average Organic Post Reach increased by 72%. Engagement levels were elevated, and the Average Watch Time on each video surpassed industry averages. The video posts, along with the ribbon cutting photos, combined to reach an average of 2,763 people per post. In a few cases, some posts even topped out at 8,200 to 15,400 views.

"In the videos, business owners were given an opportunity to talk about what services they provided, products they offered and how folks could connect with them," said Aiken Chamber Director of Membership Services Jim Tunison, who is responsible for the video initiative. "This simple format has allowed our members to connect with the Aiken community in a big way."

In 2020, the Aiken Chamber will increase the amount of content it produces on its social media sites. This infusion of new content aligns with the 2020 Program of Work to utilize all forms of media at its disposal to promote the 1,000 Aiken Chamber members.

"These videos are short, fun and tell our member's story. It's great to be a part of helping our members grow and thrive," Tunison said.