

Creating Video for Social Media

Purpose: To provide students with the tools, knowledge, inspiration and time to create simple videos in a variety of formats for use on their social media profiles.

Outcomes:

- Learn to plan a variety of videos
- Choose a video editing app/program to meet your needs
- Create four videos for use on social media
- Learn to “go live” from Facebook, Twitter and Instagram
- Learn to create .gifs from video
- Set up a YouTube Channel
- Optimize videos for SEO
- Upload videos to various social channels

1	Intro
2	Planning photo collage video
3	Learn to use Adobe Spark and create video
4	Planning Whiteboard Video – “Explainer
5	Learn to use Video Scribe and create video
6	Planning testimonial video
7	Use a video editor to create video
8	Planning - Live Streaming video
9	Conduct a live video on at least one platform
10	Creating .gifs with Giphy Set up YouTube Channel and upload videos Video optimization for SEO Embedding video into WordPress blogs
11	Portfolio day & Graduation

Potential Programs

- Adobe Spark
- Ripl
- Video Scribe
- Animaker

Promo description

In less than two years it is expected that videos will account for 80% of all internet traffic. If you’re not using video marketing to promote your business, you will be left behind. Video marketing increases reach and improves information recall. And video doesn’t have to be crazy expensive or complicated. There are many ways a small business can DIY videos for social media. Village on Main is pleased to

present an 11-week learning opportunity to help you get started in video marketing, through Labour and Advanced Education Nova Scotia.

In this 11-week course, you will be exposed to several inexpensive video editing programs, both for computers and mobile devices. You will learn about several different types of videos, then plan, create and execute them for your own business. This series includes both learning and implementing so you will graduate with a few videos you can actually use!

Participants interested in taking this course must demonstrate advanced computer skills to be accepted. The course instructor and materials are PC/Android based but Mac/iOS participants are welcome.