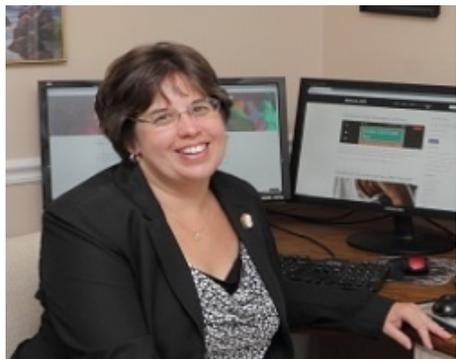


Add Video to Your Mix



By Jill Kurtz, Owner, Kurtz Digital Strategy

I've been writing about the need to be visual in online communication for a while. There are one billion YouTube users and posts on all social media channels, with images and videos getting consistently higher engagement.

I see proof with clients. Those who have videos and regularly use them as part of the content mix get great results.

Yet, I still can't quite figure out how to add video for my own efforts. It is so much easier to snap a photo and write some words.

As I work on my own self pep talk, I thought I'd share some ideas that could help you too.

- *Try off-camera methods.* Use animation, screencasts, and other off-camera methods. This can mean recording a Google Hangout or converting a PowerPoint presentation to video. Tools to help with this include VideoMakerFX and AdobeSpark, a free iPad app that enables you to create professional graphics and match music to text you insert.
- *Repurpose existing assets.* Get inspiration from blog posts, whitepapers, still images and other content assets on-hand and use them to create a video.
- *Record something live.* Record a portion of an event you are attending or a conversation that covers some good information. You can post it "raw" or edit to focus on

the key takeaway you want to share.

Keep in mind, that most social media users don't expect polished videos. They expect clear images, sound and messaging, because without those basics they can't understand your video. Just as with your text and images, match your video to the platform where it will appear.

***About the Author:** Jill Kurtz founded Kurtz Digital Strategy to help clients see the communication potential of the newest trends and technologies. She is an expert at website strategy and redesign, social media planning, and developing exceptional content.*