

Easy Video Creation and Editing for Facebook

Facebook videos can vary in length, but it's best to keep them concise and engaging. Short videos (1-2 minutes) often perform well.

- You can post a mix of video formats, including live videos, pre-recorded videos, and even 360-degree videos.

Content:

- Share behind-the-scenes footage of your historical society's activities, such as preparing exhibits or conducting research.
- Create video tours of your historical sites or collections, showcasing the unique aspects of each.
- Any other content in your content plan!

Captions and Subtitles:

- Since many Facebook users watch videos with the sound off, include captions or subtitles to convey your message effectively. To add captions to your own videos or to videos you're watching, look for the "Edit Video" or "Edit Post" options, usually found in the dropdown menu on the video post. From there, you can add or edit captions as needed.

Engage the Audience:

- Encourage viewers to like, comment, and share your videos. Ask questions or include calls to action to prompt engagement.

Live Streaming:

- Facebook Live is a powerful tool for real-time engagement. Use it for live Q&A sessions, event coverage, or unveiling new exhibits. But start with recorded videos to get confidence level up.

Creating videos for Facebook doesn't have to be overly complex. Here are some easy tips for capturing and editing videos for Facebook:

Capturing Videos:

Use Your Smartphone: Most modern smartphones have good-quality cameras, making them suitable for capturing videos. Make sure your camera lens is clean to

avoid blurry shots.

Steady Shots: To avoid shaky footage, hold your phone with both hands, and consider using a tripod or a stabiliser for more stable shots, or leaning your arms against something.

Good Lighting: Natural light is your best friend. Film in well-lit areas, near windows or outdoors. Avoid harsh shadows and backlit scenes.

Plan Your Shots: Before recording, plan your shots and scenes. Think about what you want to convey in the video and have a script or talking points ready.

Editing Videos:

Use Video Editing Apps:

- There are many free and user-friendly video editing apps available for both iOS and Android. Popular options include iMovie (iOS) on your phone. Just try it!

Trim and Cut:

- Trim your video to remove unnecessary parts and cut out mistakes. This will help keep your video concise and engaging.

Add Captions and Text:

- Many video editing apps allow you to add captions and text overlays. This is important for Facebook, as it often autoplays videos without sound. This is another option for where you can add captions.

Add Music or Voiceovers:

- Enhance your video with background music or voiceovers. Make sure you have the rights to use any music you add. Record your voiceover separately and then merge it with your video using these tools.

Include Transitions:

- Add simple transitions between scenes to make your video look more professional. Most video editing apps have various transition options.

Optimize for Mobile Viewing:

- Ensure your video is in a vertical or square format for easy viewing on mobile devices, as most Facebook users access the platform on their phones.

Export in High Quality:

- When you're done editing, export the video in the highest quality available to ensure it looks good on Facebook.

Uploading to Facebook:

Choose the Right Audience:

- When you're ready to upload your video to Facebook, ensure you select the appropriate audience for your post (public, friends, specific groups, etc.).

Add a Compelling Description:

- Write a captivating and concise description for your video. This will entice viewers to click and watch.

Thumbnail Selection:

- Choose a thumbnail that represents the video's content and is visually appealing. This is the image that users will see before clicking to watch.

Engage with Comments:

- Once your video is live, engage with viewers by responding to comments and questions. This helps build a sense of community around your content.

Remember, practice makes perfect. The more you create and edit videos, the more proficient you'll become. You don't need professional equipment or extensive video editing skills to produce engaging and informative content for your Facebook audience. Just try and have fun! If in doubt ask a tech savvy person around you to assist, or there are many 'How To' videos on YouTube.