

## EP. 35 Tips for Using Videos in Your Social Media

We spoke to video production specialist, Tina Shaw, and picked her brain on tips dental practices can use when they make videos for marketing.

### How to enhance your marketing videos:

- 1. You don't need a fancy camera to make a quality video.** You can make a great video with a smart phone.
- 2. Quality sound is even more important than a quality picture.** It's worth it to invest on a microphone. Camera audio is not good because it will pick up all sounds. Whereas, a microphone is sensitive and will only pick up what is near it.
- 3. Authenticity is key.** Natural light works great! You don't need fancy lights to create a great video. Create a video in your element.
- 4. Tell a story and create emotion around it.** Record a smile makeover reveal.
- 5. Have a production meeting and be intentional about your video.** It doesn't need to be scripted, but have an idea of what you want to talk about.

Videos are a great way to market your practice. Don't feel like you need fancy equipment to make them. Get your team involved with making videos and have fun with it!