

## Tips and Best Practices for Creating Videos

Your patients want to hear from you. Social media usage has skyrocketed in recent weeks, so one of the best ways to connect with your patients is on Facebook with a short (1-2 minute) video.

To help you create an effective video, we addressed three key topics:

- 1. Crafting Your Message**
- 2. Tips for Shooting a Video with Your Smartphone**
- 3. How to Post a Video on Facebook**

In addition to candid messages and updates to your patients, you should consider recording informational “how-to” sessions for example, device care and maintenance tips or virtual “lunch and learn.”

In addition to Facebook, consider uploading your videos to YouTube.

### Crafting Your Message

Your patients are looking to you for guidance, so your video should reassure them that your top priority is their health and well-being. Additionally, your message will change slightly based on whether your practice is open or temporarily closed.

#### Practice is open:

First, people watching your video will want to know what additional precautions are you taking to keep them safe? So, tell them! You are:

- Offering curbside/drive-through service. Expand on this.
- Pre-screening patients before their appointment.
- Limiting the number of people allowed in the waiting area at one time.
- Disinfecting the exam room(s) after each patient.
- Offering Telehealth services. If so, how does that work and how can they reach you.

Even better, show them - if you can. For example, if you've installed a hand sanitizer dispenser at your front entrance, let the audience see it. If you're offering curbside service, record a video that shows you helping a client from his/her car (**\*Note** - make sure to get the client's permission or use an employee to demonstrate this service instead).

Sample Verbiage:

- "Your health and well-being will always be our top priority."
- "We have enforced an even more strenuous policy in terms of cleanliness and hygiene."
- "Our team at (Practice Name) is committed to the health and safety of our patients and staff. All of our clinics are sanitizing frequently and taking every safety precaution to prevent Coronavirus (COVID-19) exposure. If you have any questions or concerns, please call PHONE."
- "At this time, we are operational and will continue to follow the advice of state and local officials."
- "Our clinic has initiated the following new guidelines to reduce exposure and spread of COVID-19..."
- "At Practice Name, we realize that the Coronavirus is a growing concern for many of our staff and patients. For several weeks we have been closely monitoring the reports and updates shared by the Centers for Disease Control and will continue to do so. We will comply with all instructions passed down from the CDC in hopes to help contain this growing virus."
- "We are open by appointment only, so please call ahead to schedule."
- "We are open with limited hours, so please check out website for the latest updates on our hours and services."

### **Practice Temporarily Closed:**

Even if you're not physically seeing patients, you should continue to build your relationship with them.

1. It is important patients know you are available for questions and/or to schedule a future appointment, so let viewers know how they can reach you - by phone, email, chat, and/or text. Explain that you're answering messages and will get back to them as soon as possible.
2. Explain to viewers why you made the difficult decision to close your office.

3. Talk to them about what they can do to help protect themselves from the virus
4. Keep your message personal. Tell them about what you're doing personally to stay productive during this downtime. Maybe that includes training for your staff or checking in with your patients via phone, so your team can hit the ground running once it's safe to do so. Or maybe you've been knitting a scarf for your nephew and want to show it off. Ask viewers to share in the comments below (the Facebook post) what they've been doing to pass the time.

Sample Verbiage:

- "Your health and well-being are our top priority."
- "We've been carefully monitoring the health and safety updates related to the Coronavirus and we've taken every precaution to date, however, we've made the difficult decision to close our practice."
- "Although this is a difficult decision, we have closed our practice(s). We expect to open again on DATE, but are waiting for guidance from the state and local governments."
- "While we are closed, we will provide "drive-through" device support. Please call ahead and our staff member will meet you at your car, retrieve your device following CDC guidelines, clean or restore your device, and return it to your car."
- "Our team will be checking our phones and emails daily, so please reach out with any questions or concerns and someone will get back to you as soon as possible."

### **Practice Open or Closed:**

Close the video with a thank you:

- "Thank you for your support during these challenging times."
- "Thank you for your patience and understanding. We will get through this together."
- "Thank you for supporting our efforts to reduce community spread of the Coronavirus. We look forward to continuing to support your hearing healthcare needs."

Whatever you decide to say in the video, remember: Be calm. Be compassionate. Be helpful. And, be human!

**Consult YHN Associate Example:** <https://www.youtube.com/watch?v=DmKnDOLfj4w>

# Tips for Shooting a Video with Your Smartphone

You don't need an expensive camera or professional film crew to shoot a good video—all you need is a smartphone and something to say.

Please see below for tips to guide you through the process and ensure you create an effective video.

## The Basics:

- Keep it short - ideally, 60-90 seconds. If you have a lot to say, consider breaking it up into a few short videos.
- You want it to look and sound natural. In other words, don't use a script. Speak to your patients just like you would in person.
- Plan the flow of the video and identify 2-3 key messages you want to communicate.
- If you lose your train of thought, stop and start again
- Create a cheat sheet with your key points to help keep you on track (but keep it out of the video).
- Do at least one test video. If everything looks and sounds good on the first take, great. If not, adjust and try again.
- If camera shy, consider asking someone on your team to shoot the video.
- Slight imperfections give the video a personal feel, so don't worry about small mistakes. Remember, it's most important that you are seen and heard clearly.

## Location:

- Find a quiet, well-lit room away from foot traffic and usual office noises (phones, chatter, etc.)
- Find a nice wall to use as a backdrop.
- Avoid having a lot of things in the background that might distract viewers.

## Lighting:

- Make sure there's plenty of light, either natural light (close to a window, but away from direct sunlight) or turn on all the lights available in the room.
- Under low light conditions, your video will appear too dark. If the camera compensates for the lack of light, then it'll appear too grainy.

**Sound:**

- Make sure your hand doesn't block the microphone (the tiny hole at the base of the phone).
- If someone else is filming you, make sure he/she stands close enough that you can still be heard - loud and clear.
- Be mindful of any white noise nearby that could be picked up by your microphone.

**Stabilize:**

- Minimize camera movement - try to keep your phone as stable as possible.
- Hold your phone either with two hands directly in front of you or with one hand, keeping your elbow as close to your body as possible (rest it on your waist for added support).
- If possible, consider propping the phone up rather than holding it (or using your computer).
- Keep the camera at eye level.
- Don't zoom in and out.

**Focus:**

- Press and hold an area of the shot (which in this case would probably be your face) to lock both exposure and focus.
- Avoid zooming in, as it can decrease the clarity of the video and intensifies any camera shake.
- Avoid panning and any other fancy effects - it only detracts from your message.

**Composition:**

- Use full HD resolution.
- If you only plan to post the video on Facebook, it's best (and easier) to hold the phone vertically.
- If you plan to post it to YouTube, your website, or your blog, then it's best to shoot in landscape/horizontal format.
- If you film horizontally, don't place your head right in the middle of the shot but rather slightly above center, closer to the top.
- While you might think you look better at certain angles, remember that you're trying to shoot a semi-professional-looking video—not taking a selfie.

# How to Post a Video on Facebook

It's easier than you might think!

**Step 1:** Click "Create Post" at the top of your News Feed or Timeline.

**Step 2:** Click "Photo/Video."

**Step 3:** Select the video that you would like to upload. (Upload from your smartphone or computer)

**Step 4:** Add your title, video description, and tags (tags are optional).

**Step 5:** Click "Next," then select your publishing options. When complete, press "Publish."

Facebook will then process your video and let you know when it's ready to view (which only takes a few seconds).

## Tips for Facebook Videos

Here are some quick tips to make sure your video is optimized for Facebook and gets the most views:

- **Keep it short.** Two minutes or less is best.
- **Ensure movement in the first two to three seconds of the video.** This will attract the attention of people who have auto play.
- **Choose an engaging thumbnail.** This is the first thing people see and it needs to grab their attention as they scroll through their News Feed. If you don't like the thumbnails Facebook provides you, you can upload a different one.
- **Give your video a title and description.** Both should be short, simple, and "search-friendly." Don't leave either blank as that could make the video seem less credible.
- **Upload the video directly to Facebook.** As opposed to posting it on YouTube, then posting the link on Facebook. Facebook automatically boosts videos uploaded directly over other videos.
- **Pin it to the top of your page (at least for now).** Pinning your post ensures it will be the first post people see when they visit your page. To do this, publish the post and then click the small pushpin icon in the top right corner of the post or click on the 3 dots in the top right corner and use the drop down menu and choose "Pin to Top of Page."