

Video content on social media: Preparation and editing techniques

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Social media offers opportunities for associations: you can use these free channels to recruit members, draw attention to events, or showcase what makes your association special. Creative and effective videos can be produced using simple means – even without professional equipment.

This work aid serves as a roadmap for creating video content: from the initial idea to filming and editing to posting with maximum reach.

How are videos prepared for social media?

Step 1: Preparation and planning

Create a brief concept for your video that answers the following questions:

- What do we want to achieve with the video?
 - *Communicate the purpose of the association*
 - *Highlight the importance of the association's existence*
 - *Appeal to new members*
 - *Promote an event*
- Who do we want to appeal to?
 - *Children and young people*
 - *Young adults*
 - *Families with children*
 - *Adults*
 - *Seniors*
 - *Potential volunteers*
 - *Potential supporters*
 - *Members*
 - *Donors and sponsors*
- What trends/challenges are currently relevant?
 - *TikTok trends*
 - *Instagram Reels*
 - *Music trends*
 - *Seasonal challenges such as #soberjanuary*

TIP: Digital natives generally find it easy to use social media. Are there any young people in your organization who you could involve in social media management?

- What interaction do we want to trigger with the video?
 - *Comments*
 - *Sharing/distribution*
 - *Website visits*
 - *Event registrations*
- Is a narrator needed? If so, who will provide the voice?
 - *A friendly voice from within the association*
 - *computer voice generated by AI*

- What added value does the content offer to our members? And to other recipients?
 - *Entertainment*
 - *Information*
 - *Inspiration*

TIP: The more obvious the benefit, the greater the attention.

The hook: grabbing the viewer's attention in the first few seconds

The first few seconds of a video determine whether someone continues watching or scrolls on. A so-called «hook» sparks interest and makes people want to know more.

Tips and examples for a strong hook

- Surprise factor:
e.g., a funny introduction: «No one will believe us anyway...»
- Addressing the viewer directly:
«Did you know that you can learn to dance for free with us?»
- Cliffhanger:
«What happened next surprised us all...»
- Before/after effect:
Empty clubhouse → cheerful group training.
- Teasing with a plot twist:
«POV: You thought we only did marching music...»
- Showing people & emotions:
A smiling face, a hug, an emotional moment.
- Incorporating familiar places or names:
e.g., the pitch, the town festival, a well-known local celebrity.

Step 2: Record your content

You don't need professional equipment to produce good videos. Here are a few simple tricks for recording your video:

- Format: Portrait format (9:16) is the standard format for TikTok, Instagram Reels, and YouTube Shorts.
- Duration: 15–60 seconds is ideal – long enough for content, short enough to hold attention

Practical tips for filming:

1. Good lighting conditions:
Use daylight, preferably outside or by a window. Alternatively: inexpensive ring light that can be positioned on a tripod in the room.
2. Film from different angles:
Close-ups, long shots, movement – this keeps the video visually exciting.

3. Think about editing while filming (optional):
e.g., plan camera movements, transitions with gestures, or scene changes.
4. Clear and lively language:
Speak with energy and express yourself clearly – as you would in a real conversation.

Step 3: Cut and edit content

Editing brings dynamism and structure to the video. It guides the eye and influences the dramaturgy and narrative style of the content. This, in turn, influences the attention span of your audience.

Editing tips

- Fast, dynamic editing:
Scene changes every 1–3 seconds grab the viewer's attention.
- Editing in sync with the music:
Creates rhythm and mood. TikTok offers an auto-edit function for this.
- Less is more:
Keep the video natural. Filters and effects can be omitted during editing.
- Use text selectively:
Short keywords can serve as hooks. And subtitles increase accessibility.

Recommended tools

1. CapCut: free, lots of features
2. InShot: particularly beginner-friendly
3. TikTok Editor: handy for quick editing directly in the TikTok app
4. Canva: perfect for graphics, less so for videos – good for posts, thumbnails, and stories

Step 4: Posting – cleverly increasing visibility

Even the best content is useless if no one watches it. You can generate reach with hashtags, captions, and targeted sharing.

How to post successfully:

1. Choose appropriate hashtags:
e.g., #vereinleben #jugendarbeit #ehrenamt-machtspass – also check which hashtags other similar channels are using and choose hashtags with high follower numbers.
2. Link people and places:
Tag cooperation partners, event locations, local businesses.
3. Write exciting captions:
The caption should attract attention in just a few words.
4. Targeted advertising (optional):
e.g., Instagram advertising with target groups based on age, location, and interests.

How to go viral – Increasing your reach

Social media thrives on interaction. But how does the algorithm work and how can you systematically increase your reach?

1. A high interaction rate generates more reach: The more likes, comments, and shares your post generates, the more users you will reach. Interaction can be increased by means of surveys, questions to users, or calls to action.
2. High watch time rate (WTR): The more people watch the video to the end, the more successful it will be.
3. Good search engine optimization (SEO): Relevant keywords in titles, descriptions, and hashtags improve your SEO value.

Additional tips:

- Incorporate a call to action:
«Tag someone who is active in an association!»
- Interact with other channels:
Comment on and like other similar content – this will make you visible.
- Use collaborations and duets:
e.g., with neighboring associations, schools, or active individuals.
- Involve the community:
Ask in the caption: «What do you think?» or «What ideas do you have?»