

The Social Business Blog: Getting Creative with YouTube

YouTube can be a great asset for your company. It has the potential to bring new customers to your business and show your expertise. It's a great way to share information to an audience, as you can link your videos on Twitter, your website, and Facebook.

So, maybe after some thinking you've decided to set up a YouTube account for your business. You might even had someone create a design for your channel. And now it looks nice and empty? Yeah. Here comes the hard part, actually posting content. It sounds easy, but it can be difficult to come up with ideas. The great thing about YouTube is the wide variety of formats you can use to share information.

Below are some formats you can experiment with for your videos. Maybe try one, or all of them. Eventually you will find out which ones work for you and which ones don't. Don't be afraid to experiment!

1. Vlogs

The name is weird, but this format can be quite useful! If you want to share information or an opinion, this can be a great way to do that. Video Blogs or Vlogs can be pretty informal, but they are easy to do. Just turn on your camera and start talking. It's important in this format to keep it concise. Try to keep your video between 3-5 minutes.

2. Documentary Style

This can be an interesting way to give viewers a look into your business. You can explore your office, important skills needed in the industry you work in or show what it's like being the boss. Get creative with this format and show your unique perspective!

3. Slideshow

Slideshow videos can be a great way to spread information about what you want to say with the option of not being on camera. Not everyone wants to be on camera and that's okay. You can still share your knowledge without the anxiety of being filmed. With slideshow videos you can present facts and diagrams in an accessible way.

4. Interview

Interviewing people can be a great way to get different perspectives on a topic. It could be someone you work with or a mentor you have in the industry. If you think they would be relevant to your YouTube plan, go for it! Just focus on asking great questions and try to keep the conversation flowing.

5. Case Studies

Case Studies can be an interesting way to look into the work you do on a daily basis. If you come across an issue a lot, this format can be a good way to show how you fixed the issue. You can give tips for each case study to help people avoid the same issue. This is an excellent way to share your knowledge and gain a reputation as an expert in your field.

6. Marketing Videos

Do you have marketing videos for your company? YouTube is a great place to display them. Upload and share them so everyone can see what your company has to offer.

7. Question & Answer

Question and Answer videos are a fantastic way to address specific questions that clients may have. Are there questions that people ask you a lot? Use them in this video. You can also ask your clients or co-workers if they have any questions that could be addressed in a video. Pay attention to the comments that people leave on your video; they could have a question that many people are curious about too.

These are only a few ways to make a YouTube video. Don't be afraid to get creative with your work. It's important to remember that it could take some time to gain an audience, but that's okay. It gives you time to experiment and find your groove. Making a YouTube video can be a lot of work, but it can also be fun!