

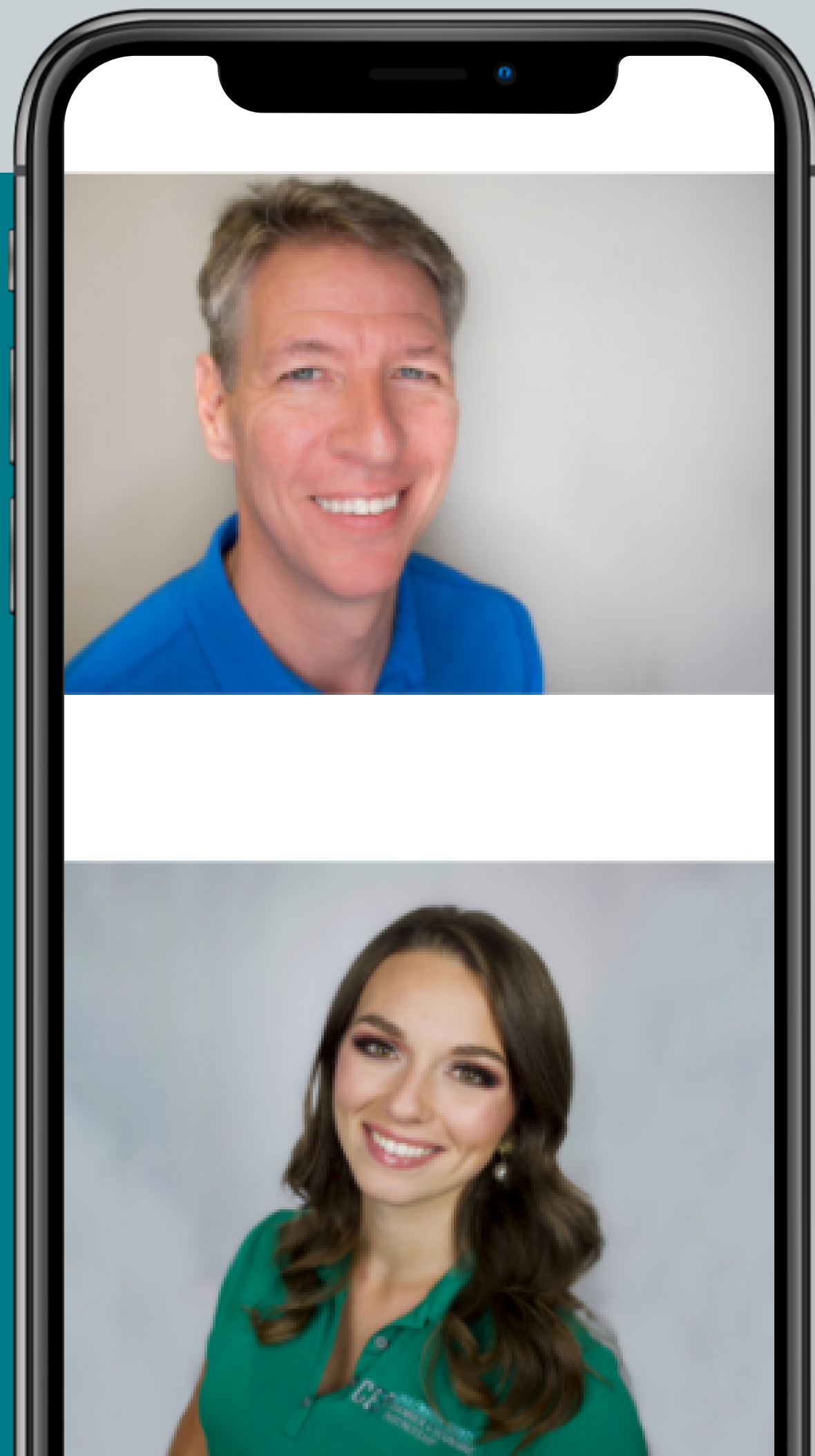


FACP WEBINAR

# IMPLEMENTING VIDEO INTO YOUR CHAMBER COMMUNICATIONS



With Kevin Sheilley, CEO, &  
Olana McDonald, Director of  
Communications





## Organization background & information

**The Ocala Metro is one of the America's fastest growing metros.**

- » *Current population is 372,000 pushing to 400,000 by 2025*
- » *The CEP's roots date back nearly 134 years with the founding of the Ocala Board of Trade in 1887*
- » *The CEP has approximately 1400 partners.*
- » *The communications operations budget is approximately \$60,000/annually and the Weekly Buzz generates \$14,000 annually in net revenue*

### **Why did we start the Weekly Buzz?**

We can no longer rely on traditional media to tell our story for us.

If there are stories we want/need people to know, they need to be told on social media and video is king!



Making the Weekly Buzz possible:

## Communications HQ: The "she shed"





# Before we get to video...



## Building your brand on social media

### Brand continuity

Are you speaking in your company's voice? Are you regularly adding your logo to your posts? What's your color scheme & font?



### Why your team is amazing

Post often about networking/ events/ successes, or highlight different team member's areas of work. WHY are you the best at what you do? This is a great place to start with video.

### Why people should join

What's your mission for businesses that join your chamber? What will they gain? What's the ROI? Transparency creates a bond between you and your followers.

### What makes you unique

Here's where you push your BRAND (i.e. slogan, awards, best work, successes, statistics)



# the social media pyramid





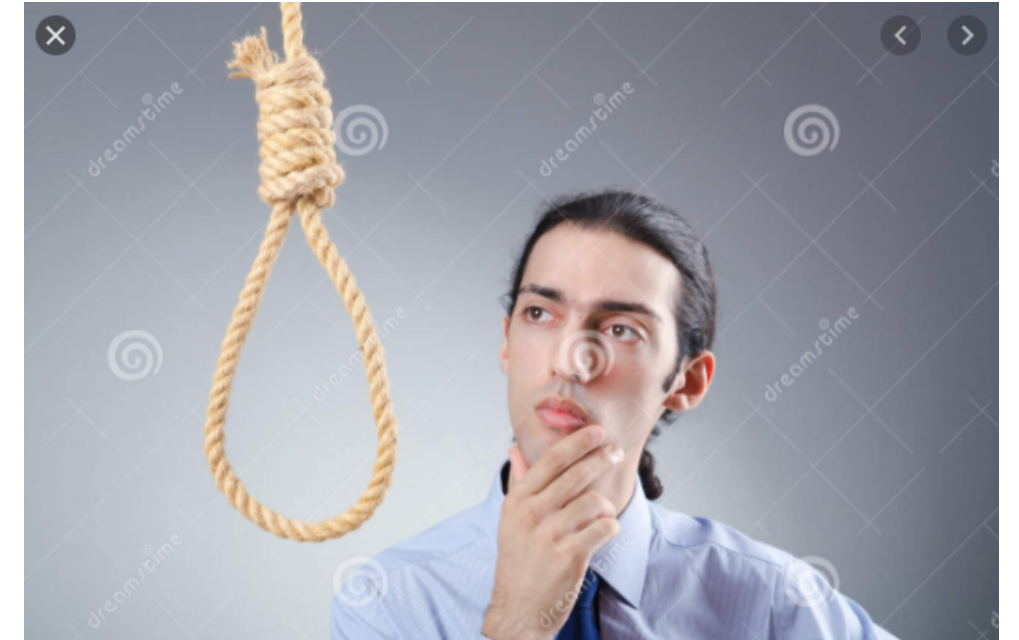
# Quality content matters

## DO:

use your own images (preferred) or add your own content to SIMPLE stock photos



## DON'T:





# Recommended creation & production tools

For graphics & design:



Mojo

For photo & video:



Videoshop



Adobe Premiere  
(OR other video editing platform like iMovie/ Edius)





- Activity**
- woodbs60 started following you. 2d [Follow](#)
  - garygil7 started following you. 3d [Follow](#)
  - indira\_sanabia started following you. 3d [Follow](#)
  - carpenterbrice started following you. 4d [Follow](#)
  - brickcityfoodtours tagged you in a post. 4d
  - ivyonthesquareboutique started following you. 4d [Following](#)
  - ivyhouserestaurantwilliston started following you. 4d [Follow](#)
  - ocalalandscape management started following you. 4d [Follow](#)
  - joesellsocala started following you. 4d [Follow](#)

This week's episode of the Weekly Buzz celebrates success with [The Power Plant Business Incubator](#) resident [Biznct](#), that's moving into a brand new, 2,500 sq. ft. office... See More



22 2 Comments 24 Shares 1.5K Views

[Like](#) [Comment](#) [Share](#)

3,566 people reached > [Boost Post](#)

Welcome to the community!!

**Jessica Schultz**  
November 20 at 8:17 AM · 🌐

Welcome to the community, [Julianna Harlow](#) with UPS Store and PRINT SHOP, where packing pays the bills but printing is their passion! We are so excited to h... See More



890 Views

**CEP** Ocala Metro Chamber & Economic Partnership

43 Posts 763 Followers 119 Following

2020 ACCE Chamber of the Year  
The Ocala Metro Chamber & Economic Partnership is the catalyst for a prosperous community ☀️ Tag us for a chance to be featured! #WeLoveOcala ocalacep.com  
310 SE 3rd St., Ocala, Florida

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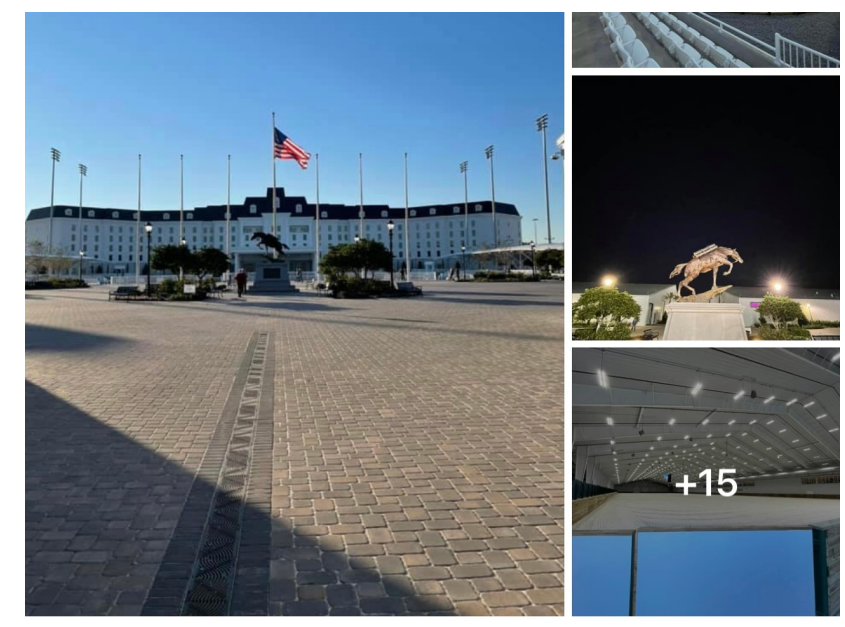
[our team](#) [Buzz & BTS](#) [events](#) [awards](#) [CEP partners](#)

**Post Insights**

Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe. [Learn More](#)

52 5 5 1

36 7 9 0



You and 107 others 5 Comments 30 Shares

[Love](#) [Comment](#) [Share](#)

**Get more Likes, Comments and Shares**  
This post is performing better than 90% of other posts on your Page. Boost it to show it to more people.

4,235 people reached > [Boost Post](#)



# How do I start implementing videos?



## Start somewhere

It's not going to be perfect the first time. You may need part time assistance from a professional until you gain confidence.

## Stay consistent

If you don't have a full time person in charge of social media, multiple contributors is the ONLY way your feed will always have fresh posts & videos.

**Try all different types of videos: Facebook lives, selfie-style videos, interviews, more polished videos, silly videos, etc.**

## Continue to post photos, links, etc., between video posts

You have to have a mix of content to keep the algorithm happy. Your followers want to see more than only videos, but posting zero videos won't engage your audience.

## Have fun with it!

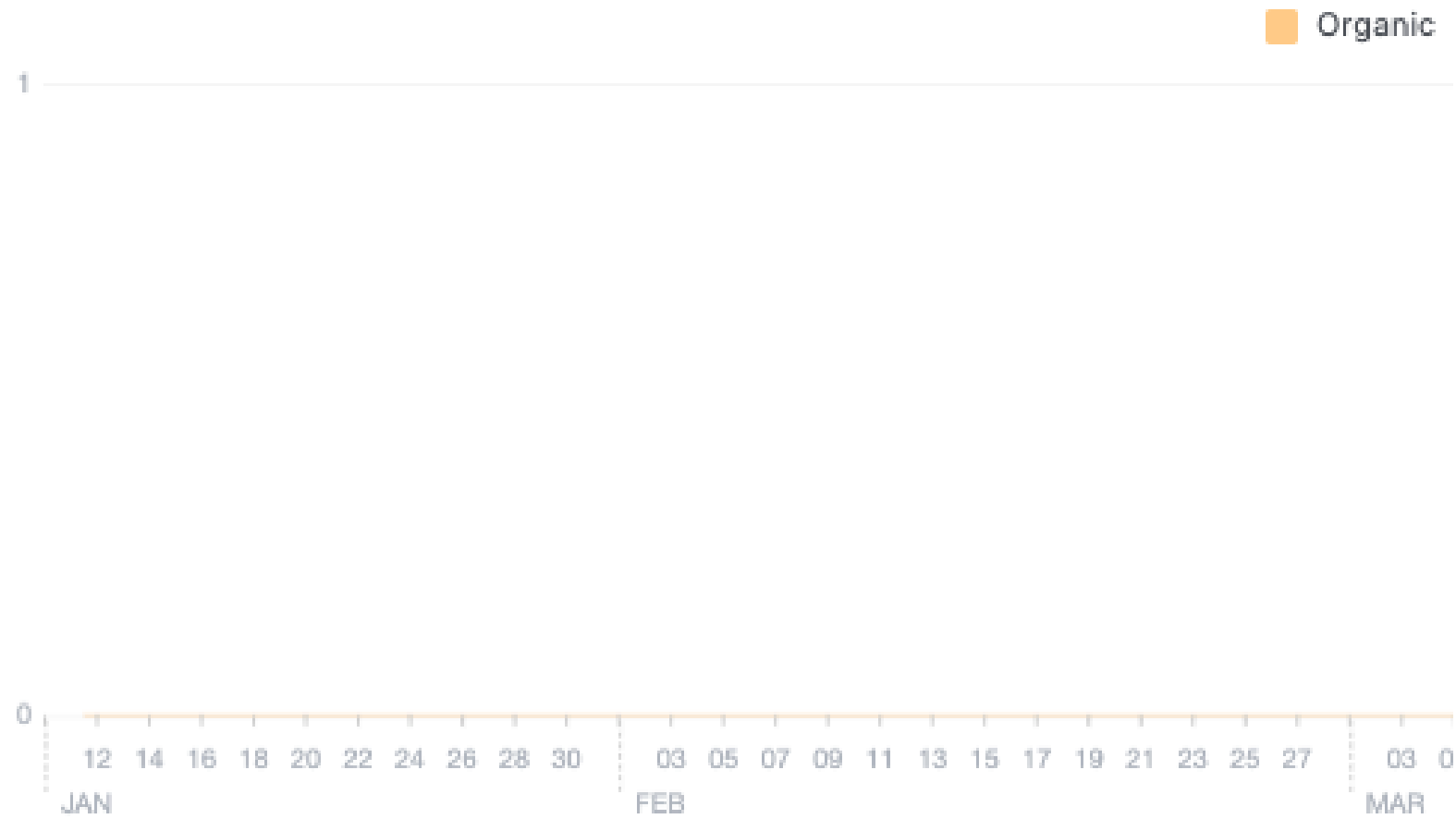
Silly videos will always get more engagement. Post intentionally funny videos, but for the others, don't stress about it!

Video ideas: Overview of a regularly scheduled event, interviews/ tours with new partners, advice for a successful ribbon cutting, Facebook live at a new/ special event, updates on reopening after COVID, introduce your team, or post bloopers/ a silly video!

# Consistent video will take your social media from this...

## Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



# To THIS!

## Post Reach

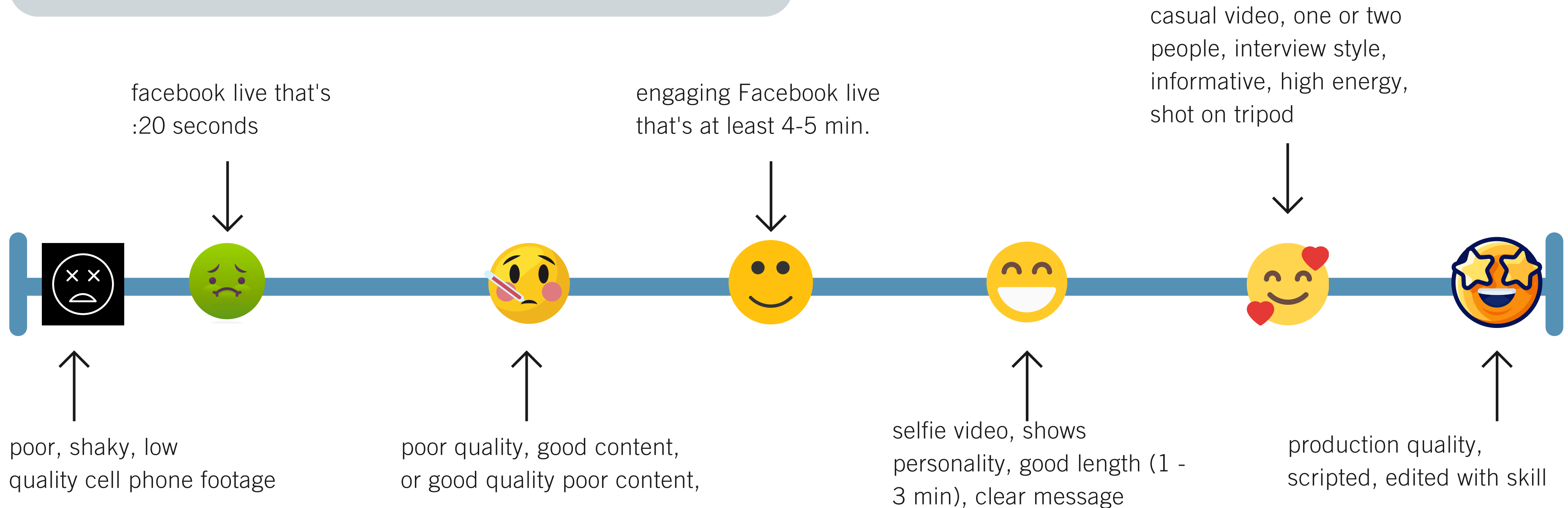
The number of people who saw any of your posts at least once. This metric is estimated.





# THE VIDEO PRODUCTION SPECTRUM

When you start out, you'll be all over the spectrum. Don't be scared to keep going & don't delete the videos if they got a lot of engagement! You'll get better with practice.



# Thank you!



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