

Creating Impactful Content and Today's Social Media Landscape

MI PLAYGROUND

September 2023

About Us

- Brothers from the Upper Peninsula
- Now live in West Michigan
- We create experiential content that is meant to inspire others while also providing quality content libraries for use in marketing and social media efforts. This is done with a mix of video, photo and audio.



Creating Vertical Video

“TikTokification”

- TikTok blows up in popularity in 2019
- A new way to consume content online

Written word was king

- BLOGS
 - WEBSITES
 - READY TO BE SEARCHED
-

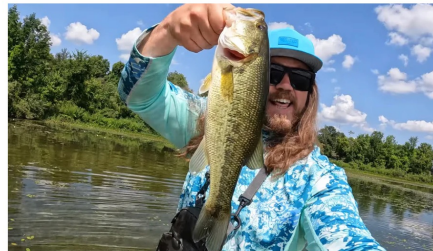


SEPTEMBER 12, 2023

The St. Marys River Grand Slam

The St. Marys River stretches for almost 75 miles, connecting Lake Superior and Lake Huron but there is one area in particular that is a go-to for us when we...

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AUGUST 16, 2023

The Pinckney Grand Slam

The Pinckney State Recreation Area is full of endless opportunities for outdoor adventures. The 11,000 acres includes lakes, trails beaches and more. We decided to head to the Silver Lake...

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AUGUST 25, 2023

Paddling, Lighthouses, Dunes and the Makers Trail: Summer in Southwest Michigan

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AUGUST 3, 2023

VIDEO TAKES OVER

- HORIZONTAL
- YOUTUBE
- FACEBOOK VIDEO



TIKTOK GOES VERTICAL

- HANDHELD
 - ALGORITHM DRIVEN
 - SHORT FORM GOES LONG
 - EVERYONE FOLLOWS
- Everyone's main screen is vertical (smartphone)
 - 4k camera connected to the phone

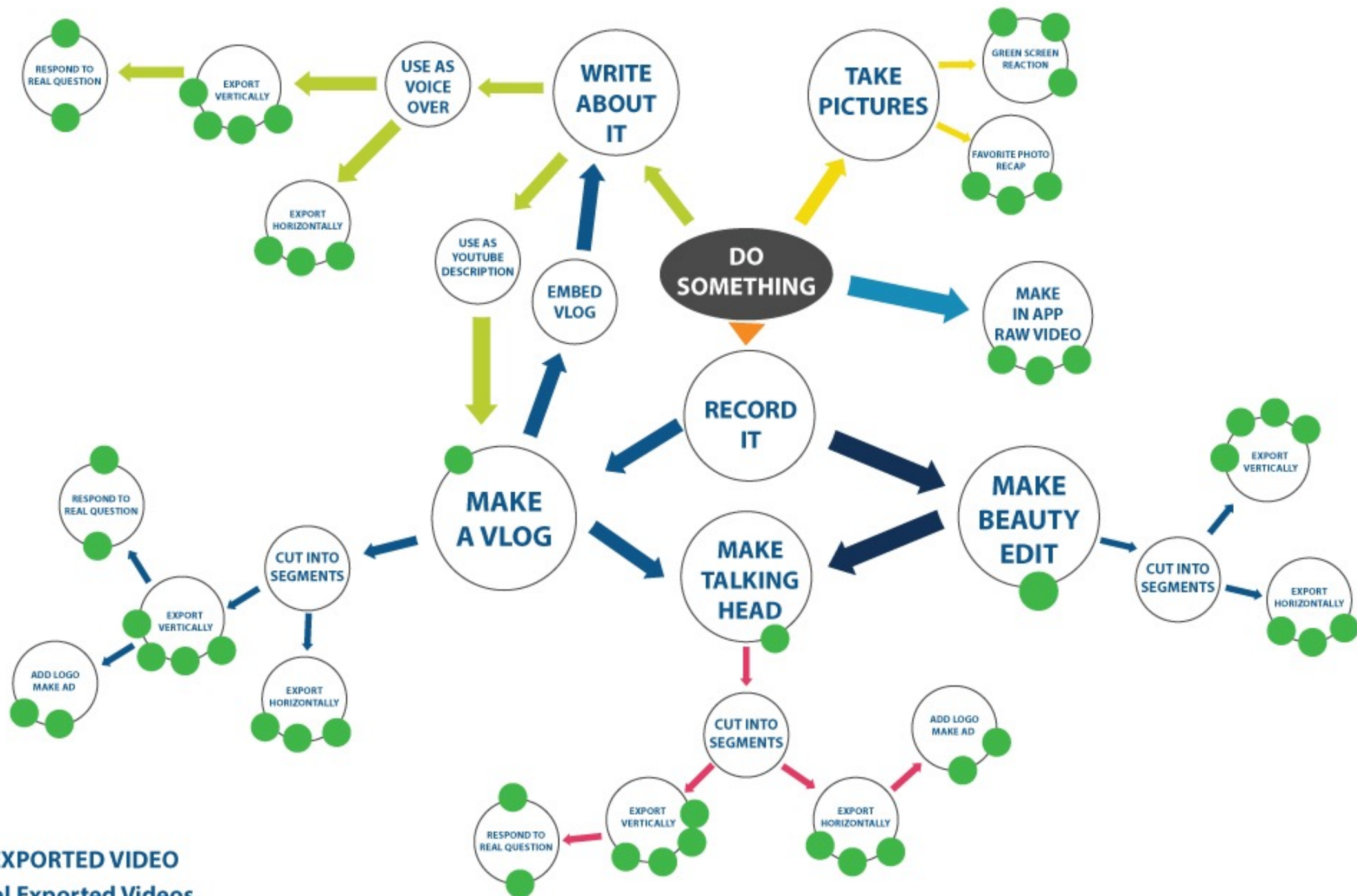
EVERY OTHER PLATFORMED COPIED

- TikTok was the trendsetter for vertical video
- Other social networks followed with their versions of vertical video

Our Process

- Do something
 - Record what we are doing
 - Edit into a story
 - Cut into scenic segments
-







Why we post What we post

We post content that most closely
resembles the type of activities we
promote

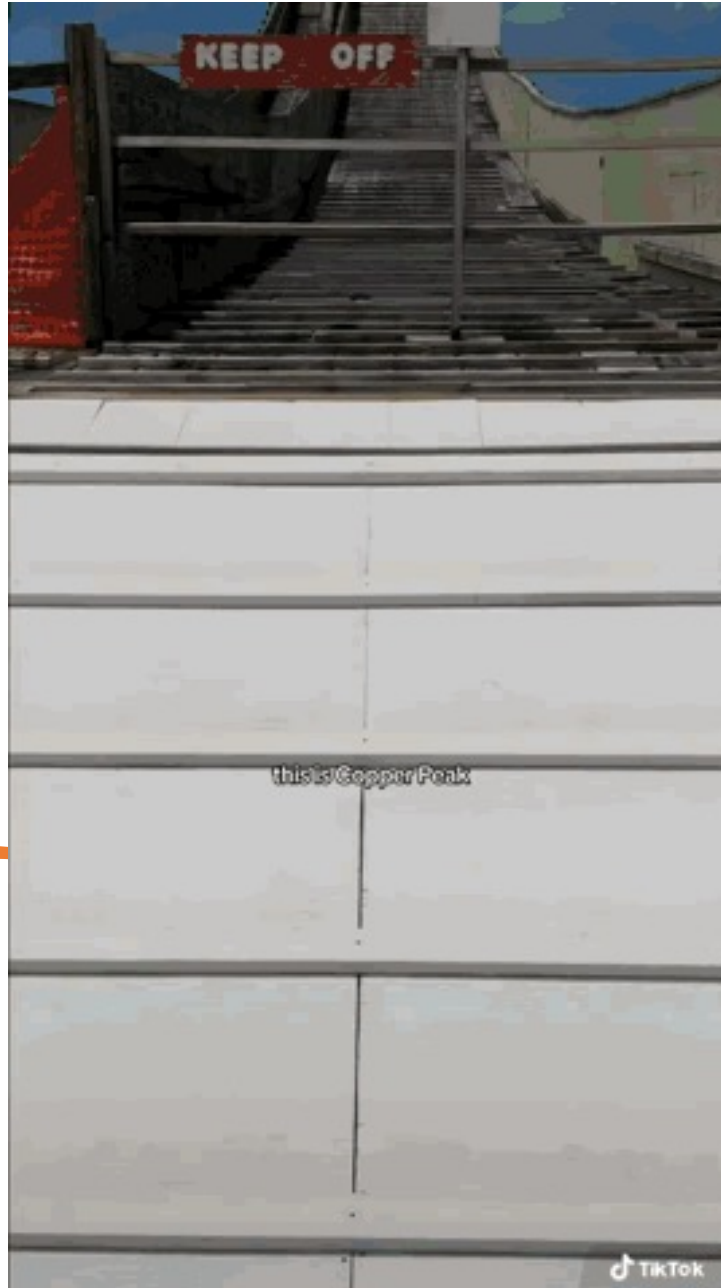
ON THE RIGHT IS THE EXPERIENCE
ON THE LEFT IS THE AD



VLOG



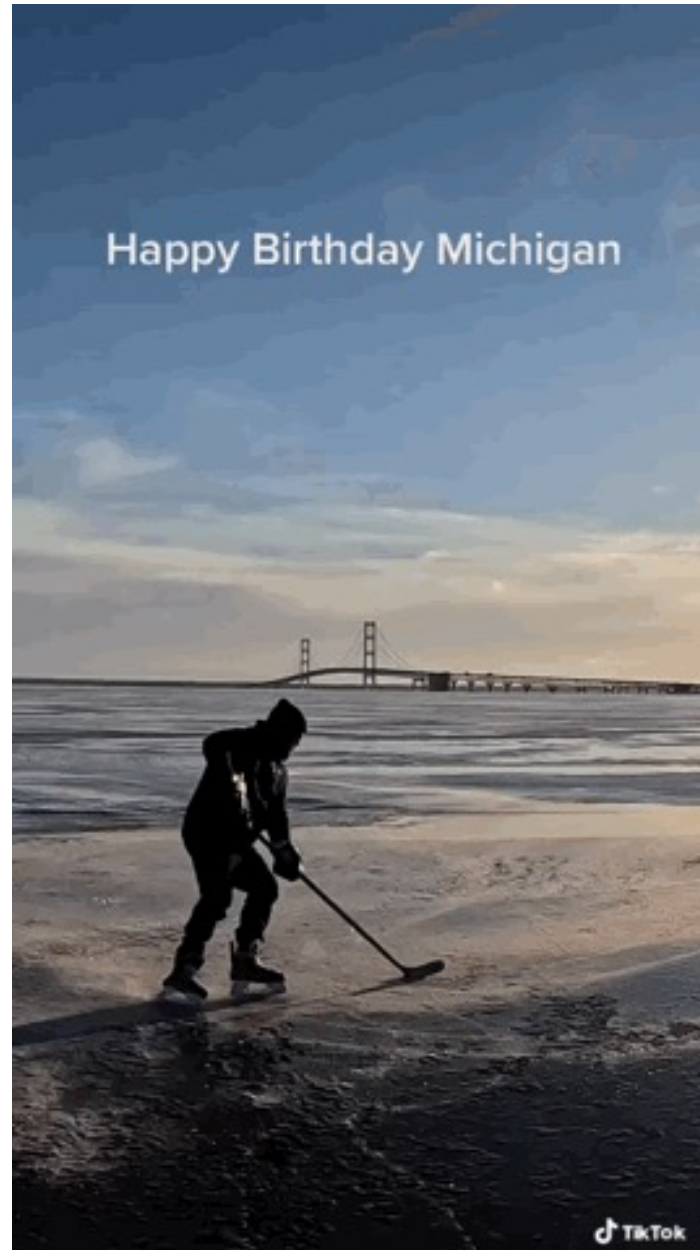
Voice Over



In the
moment



Scenic Beauty



Talking Head



BUT I DON'T HAVE TIME

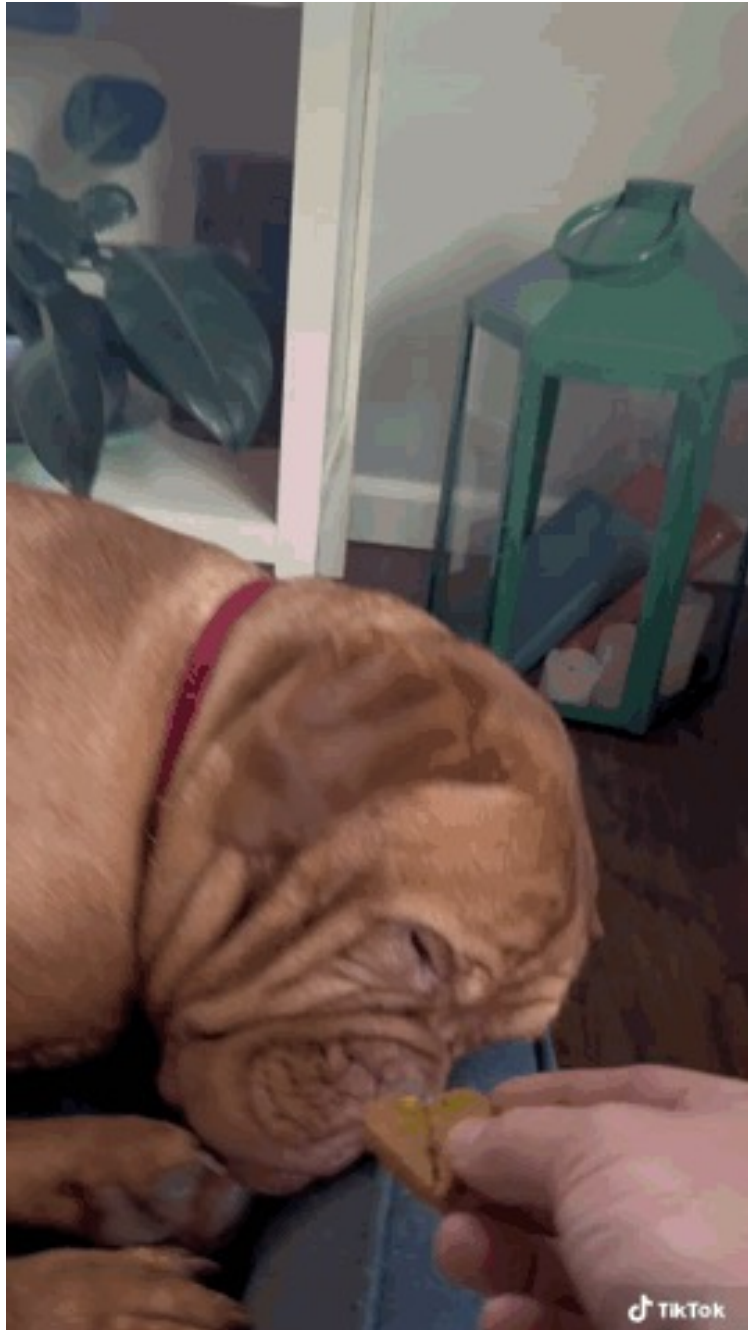
- How much time can you give yourself or your team to work on video content?
- Is it 40 hours a week? 5 hours? 1 minute per day?



One Minute A Day



EDNA_JUNE



4.8 Million views



EDNA_JUNE



4 thousand views



EDNA_JUNE

Relatable
No Dancing



EDNA_JUNE

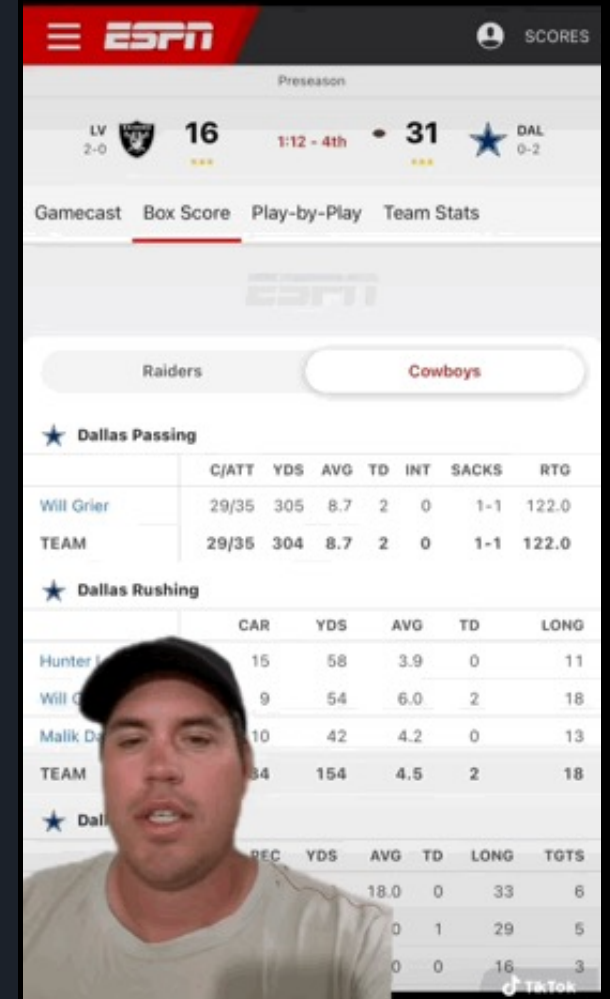
SKILL BUILDING

- Practice. Continuous repetitions and testing
- We believe speaking on camera is a skill that is currently as important as learning to type or computer class



Andy covers sports for fun
and for practice

- In the moment
- Speaks instead of tweets
- Invites interaction
- Moves on to the next video



Let's talk about you

- Is there something interesting in your area, show it.
- Tell people why it matters
- Find the smallest detail in the area and talk about it
- Rinse and repeat





RED FLAGS

Red flag: how long this place has been in business(75 year)

Solution: Show the 75 year old marble slab that all the fudge is made on



RED FLAGS

Red flag: panning the
inside of a brewery
saying they have
plenty of selection

Solution: Show your
favorite beer and
board game to play
in the brewery



RED FLAGS

Red flag: Let's make
this funny video

Solution: you're not
funny, don't try to
be. Be genuine and
kind. Humorous is
genuine, funny is forced

15 script cues

A day in the life of

Three things you
didn't know about

Here is how to

My favorite place
to eat lunch

My favorite meal
at this restaurant

Before coming
here, you should

I love this job but
Hate having to _____

Here is how we
make _____

Everyone that
comes here loves
_____ let me show
you

Meet _____ they are
new.

Most people who
visit here wish
they had _____

Have you heard of
_____ well we have it
and Ill tell you
about it

My favorite
restaurant makes
_____ Let me show
you it

_____ has worked
here the
longest. What's
your favorite part?

We get asked _____
a lot. Let me
explain how to do
that.

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longest. What's
your favorite part?

We get asked _____
a lot. Let me
explain how to do
that.

My Favorite Patio Meal on this patio



15 Video Starters

Answer every FAQ on
your website

Three things to do
when you get here

What to do after you
buy ____

Unbox, make, or tour
your best product

Unbox, make, or tour
your newest offering

Unbox, make, or tour
an alternative to your
best product

Show the weather
outside and explain
how your offering is
helpful in said weather

Point at the most
interesting offering on
your property or down
an aisle and provide a
detail

Daily update (Weather,
Fishing, Business) same
subject every day

Take a photo and
explain why it matters

Read your Blog

Daily video of your
finished product
offering

Daily video of your in-
progress product or
offering

Show the smallest
detail you do

Smile and say why you
appreciate your client

Read Your Blog



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Basic story layout

I observed _____ and
thought _____

because of That I did _____
and experienced _____

This is the result

Basic story layout

I am in Port Huron speaking to a group of smart people and that makes me nervous

I heard that taking three deep breathes can help relax my nerves before I continue

Now I feel better and realized everyone is here to learn not judge. Now I'm going to finish this presentation



Adobe Premiere Rush





But who does the work?



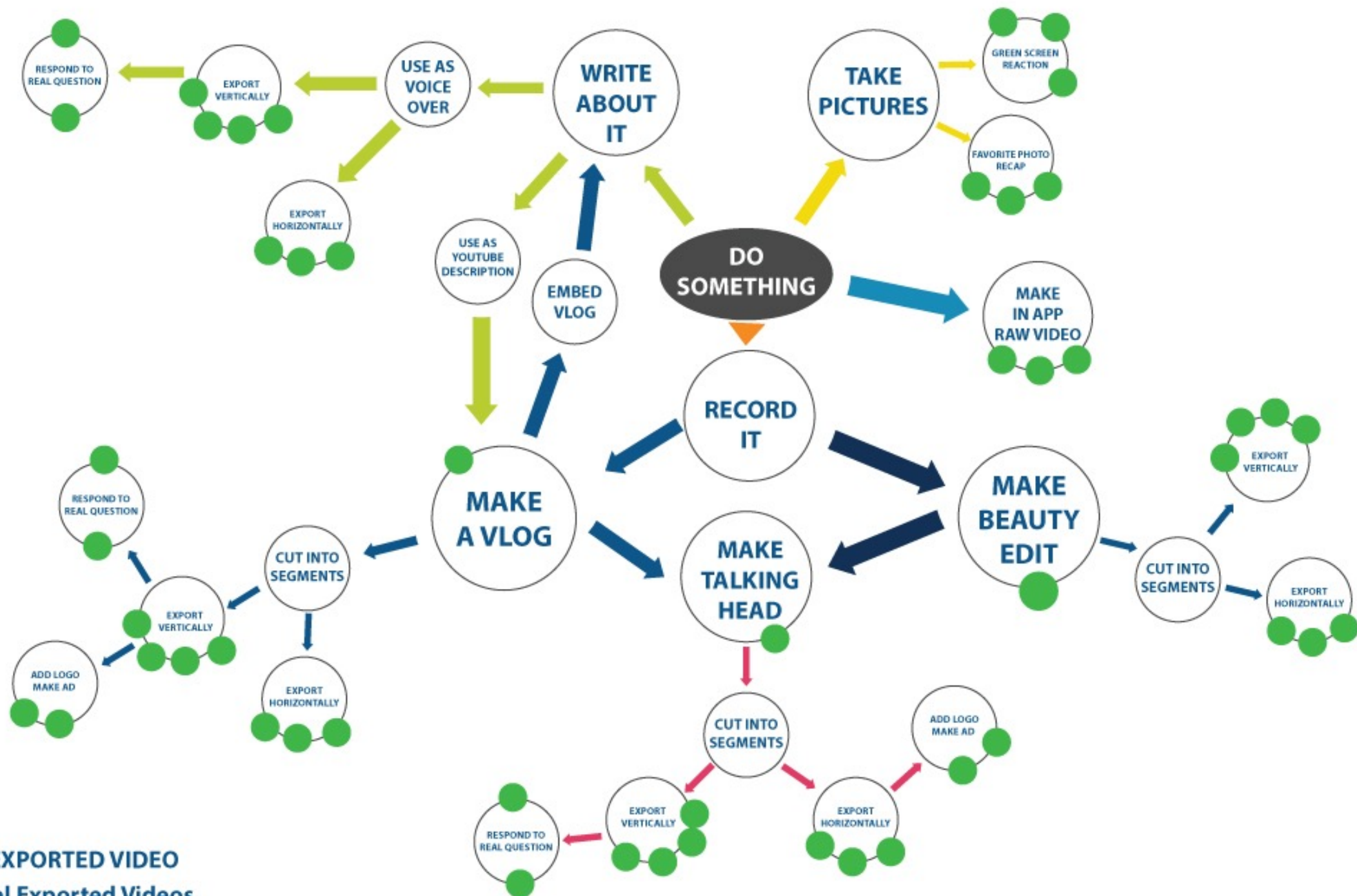
A PERSON WHOSE SOLE DEDICATION IS TO WORK FULL TIME ON WRITING RECORDING AND EDITING VIDEOS WHERE THEY HAVE THE AUTONOMY TO CREATE AND POST WITHOUT A BIG REVIEW PROCESS.



HIRE THAT PERSON, OR THE COMPANY. BRING 50 VIDEO IDEAS TO THEM. THEY BRING 50 VIDEO IDEAS TO YOU. TACKLE THE BEST COMBINED 50 IDEAS



BUILD A LIBRARY WITH HUNDREDS OF VIDEO AND HOURS OF FOOTAGE TO CHOOSE FROM



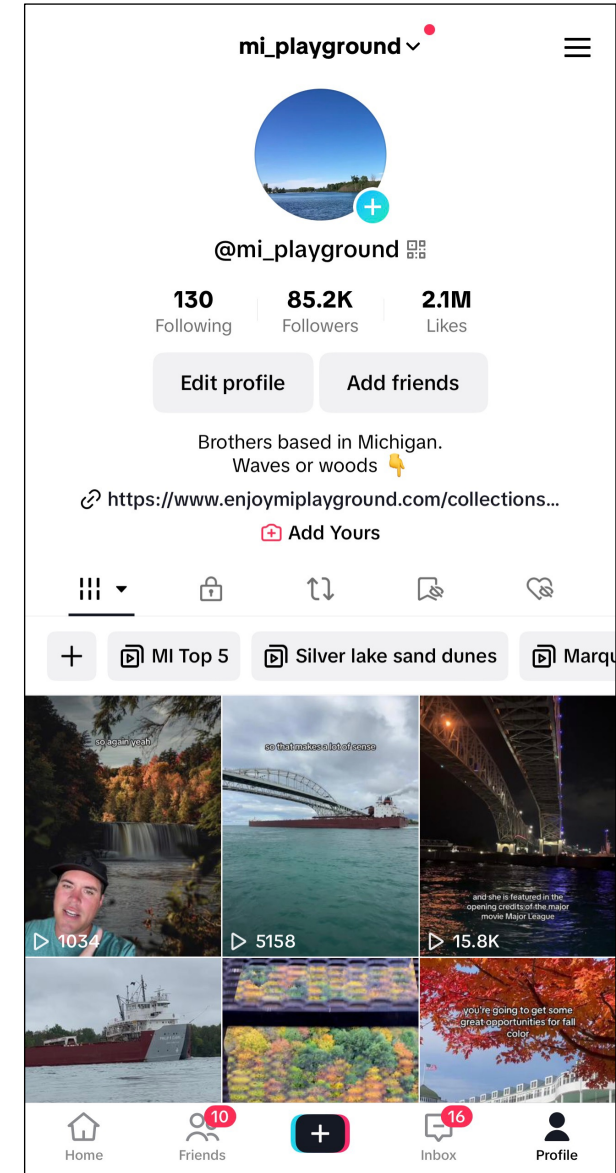
● = EXPORTED VIDEO
50 Total Exported Videos

Let's Talk Social Media Platforms

- Which Platforms
 - Content to Use
 - How to Post
 - Best Practices
 - Performance
- Find the platforms you want to use and be the best you can on those platforms
 - You don't need to use every platform just because it exists

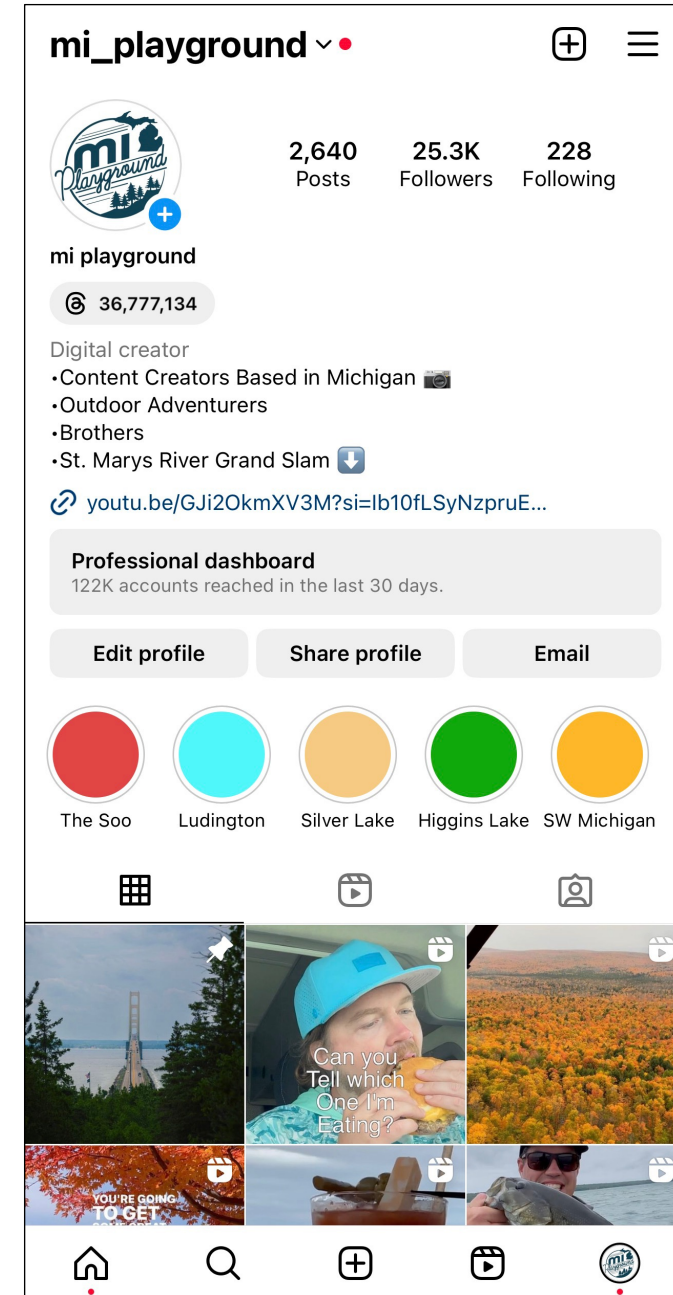
TikTok

- Users consume more than create on platform
- Fun, informational, entertaining content
- Research brands, products and destinations
- Long scrolling sessions
- My TikTok is different than yours
- Opportunity for reach with no audience
- Utilize in the moment content, green screen, produced pieces
- Posting on TikTok
 - Make sure app is up-to-date
 - Open the app and click the “+”
 - Record video directly in app or upload a video
 - Add sounds if needed
 - Consider trends if they make sense
 - Captions
 - Utilize relevant hashtags based on topic or geo
 - Descriptions have high SEO value
 - Consider tagging geo's or other accounts



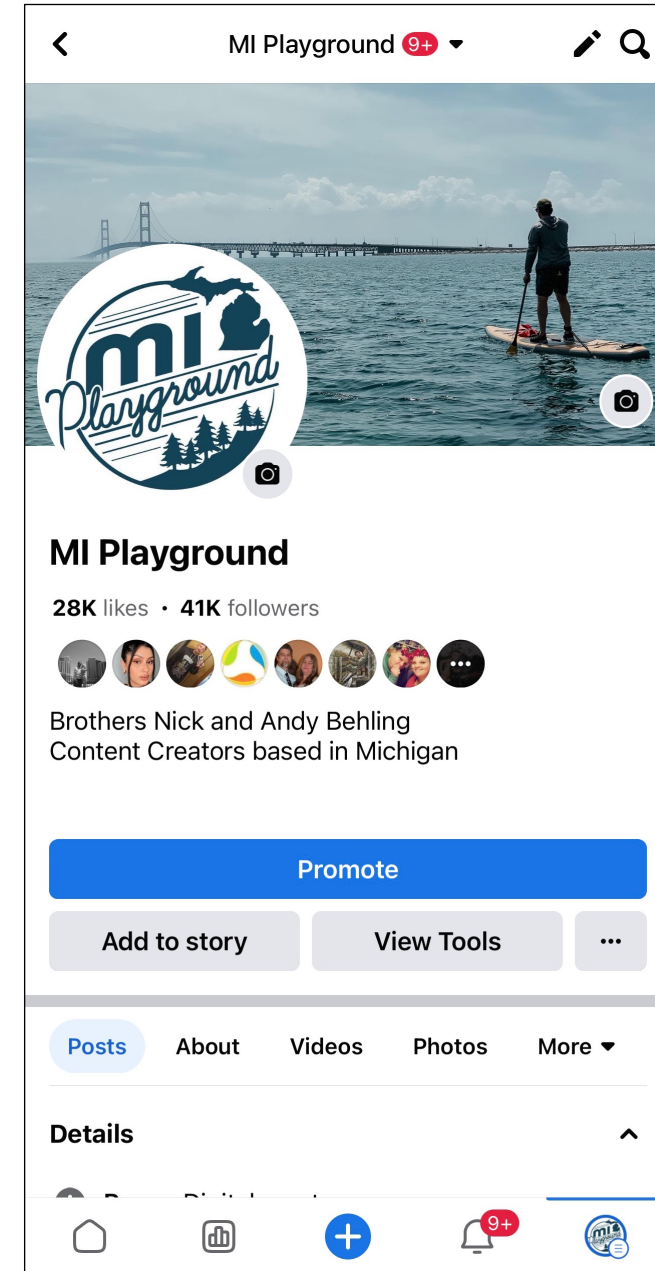
Instagram

- Users follow brands and products more than any other social network
- Higher percentage of users post on IG
- Huge focus on Reels
- Photos?
- Green screen videos, produced pieces
- Posting on Instagram Reels
 - Make sure app is up-to-date
 - On the home page click the “+” and then select “Reels”
 - Upload the original video, create caption, tag location and utilize relevant hashtags
 - Scheduling now available
 - Don’t use videos with other social platform watermarks
- Instagram Stories
 - Click “+” then select stories
 - Use video or photos
 - Ability for all accounts to have a link to a page on your site
 - Up to 60 second video or photos
 - Add links and other features



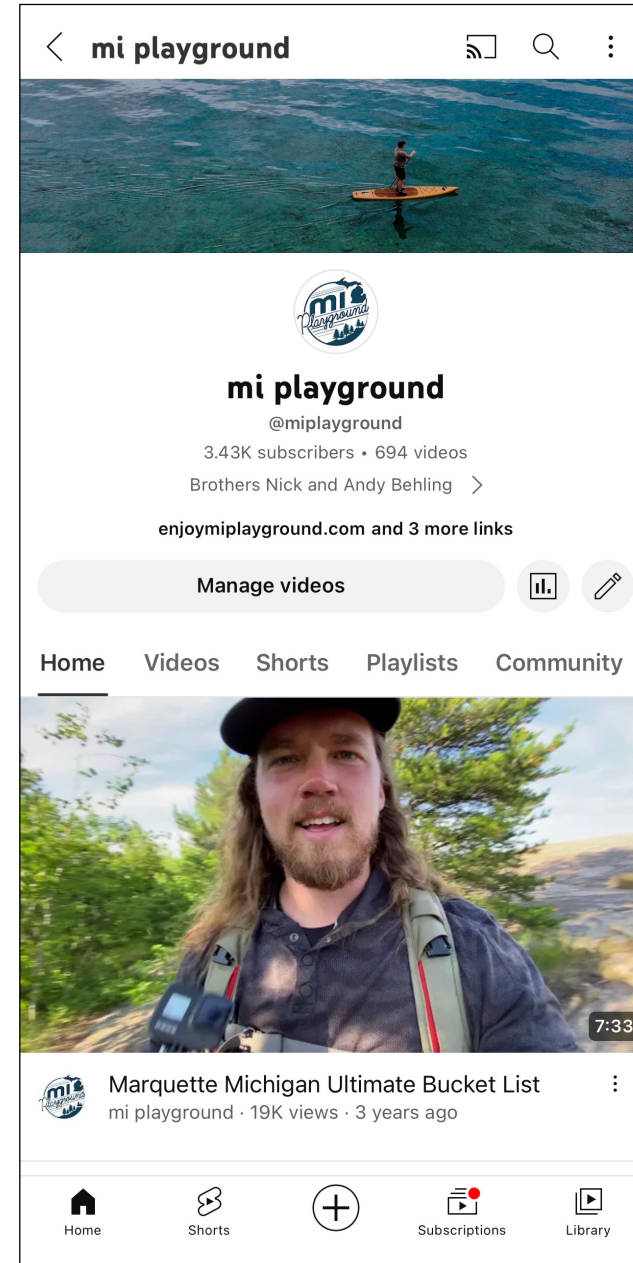
Facebook

- The longest standing OG of social media
- Great for various forms of content
- Strong ability to drive website traffic
- Staying connected with family and friends
- Links and photos still posted more than videos by users
- Sharing content
- Meta Business Suite
- Robust ad platform
- Great for long form content, photos and vertical video
- **Posting on Facebook Reels**
 - On the home page click the “+” and then select “Reel”
 - Upload the original video and utilize relevant hashtags
 - Scheduling now available
 - Don’t use videos with other social platform watermarks
- **Posting Long Form Video**
 - Best to utilize Business Suite
- **Facebook Stories**
 - Click “+” then select “Story”
 - Use video or photos



YouTube

- YouTube is often not seen as “social media”
- Most time spent per month by users
- Long form content
 - Answer Questions, how to, storytelling
- Posting Long-Form Video
 - Optimize titles
 - Optimize Descriptions
 - Use tags
- Posting on YouTube Shorts
 - Make sure app is up-to-date
 - Open the app and click the “+”
 - Select “Create a Short”
 - Record in app or upload video
 - Utilize relevant hashtags based on topic or geo
 - Limited customization and functions as of now



Performance

- Track what works best for you or your business
- Each platform offers analytics. Use them.
- Don't get discouraged
- Start or keep creating

Thank you!

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Nick Behling

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