



# FIVE POINTS FOR SUCCESSFUL VIDEO CONTENT CREATION

## 1 Be Authentic

Expressing yourself in a way that's genuine and true to who you are will better showcase your experience and help the content to feel more believable. Speak like you're engaging in a casual conversation with a friend more so than reading a rehearsed script.



**Tip:** Picture someone you know is in your audience, and speak like you're having a conversation directly with them when recording.



Use stories when possible to create emotional connections and make content memorable. Maintain open and positive body language to help convey enthusiasm and authenticity. Avoid crossing your arms or appearing tense. Keep your recording device at eye level — it's more natural to look straight at the audience than to angle your neck too high or too low.

## 2 Keep It Short

With video content, less is usually more. Keep videos concise and focused. Video length should be anywhere between 15 seconds and no more than 2 minutes — with the sweet spot between 30 and 60 seconds — to maintain view attention and maximize engagement.



**Tip:** Before recording, write down the one key point you want to make sure you emphasize, and identify the simplest way to communicate it.

## 3 Consider the Setting

Where you record can impact the output. Consider simple backgrounds — solid colors walls, a tidy office or a neutral space — to keep the focus on the message. Lighting makes a big difference, with natural light the best option. Minimize background noise and speak loudly, clearly and slowly so your audience can hear you. Props or visual aids, like charts or graphics, can also help to clearly make your point — just make sure they aren't too small to read or too distracting.



**Tip:** Keep it steady when recording, avoiding movement or zooming. A tripod or stand can help keep the recording smooth.



## 4 Have a Purpose & Call to Action

Great content without a call to action is like running a race without crossing the finish line. Make sure the ask is clear, direct and related to what you spoke about — even if it's emailing for questions, commenting on the video or visiting a website.



***Tip:** Asking questions to have agents respond to as a part of the video — including asking what other topics they'd like you to cover — can be a great way to drive engagement and shape future efforts.*

## 5 Posting & Tagging

Once your video is recorded and you're ready to post, please make sure to tag Integrity in your content so we can view and repost. Tag Integrity's official social channels on LinkedIn, Facebook, Instagram, Threads, Twitter/X, TikTok or YouTube — wherever you post. And don't forget to use any of our approved hashtags to help increase your reach.

- **LinkedIn:** <https://www.linkedin.com/company/integrity-marketing>
- **Facebook:** <https://www.facebook.com/IntegrityMG>
- **Instagram:** <https://www.instagram.com/integritymktg>
- **Threads:** <https://www.threads.net/@integritymktg>
- **Twitter/X:** <https://twitter.com/IntegrityMG>
- **TikTok:** <https://www.tiktok.com/@integritymktg>
- **YouTube:** <https://www.youtube.com/@IntegrityMarketingGroup>
- **Approved Hashtags:** #Integrity #IntegrityFamily #LeadCENTER #MedicareCENTER

