



Linked in Friendship, Connected in Service

TRANSFORMING
Communities
FULFILLING OUR
Purpose

HEALTHY EATING VIRTUAL COMMUNICATIONS

HOW DO WE GET THE MESSAGE OUT?



VIRTUAL COMMUNICATIONS

SOCIAL MEDIA OFFERS YOU THE POTENTIAL TO EXPAND YOUR AUDIENCE AND THE ABILITY TO REACH COUNTLESS NUMBERS OF PEOPLE.

Let's begin with learning how to present the best YOU on video. YouTube offers an expansive number of tutorial videos. YouTube videos are a great source of information, because the videos not only tell what you to do, they *show* you how to do it. Here are a few examples:

- *“How to shoot video on your phone”*: This quick video covers the basics in a very simple way, <https://youtu.be/j685NaMDVYE>
- *“How to look your best on a video call”*: This video reinforces the tips above but in more detail, <https://youtu.be/ACNGhPKnmok>

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- *“How to film and edit on your smartphone/tablet”*. Maya revisits all of tips above and really brings it altogether. She even touches on editing. Watch this third video and you will be on your way to expert status, <https://youtu.be/vpZvc8vtHvo>

You can type in a variety of topics in the YouTube “search” box and learn more about how to shoot video on your specific type of mobile phone, more about editing, more about lighting ... the list goes on.

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Now let's turn to how best build your message. There are a few general tips to keep in mind whenever you are messaging, especially on social media.

TIMING IS EVERYTHING: For recorded videos that you are posting to social media, don't go too long! Videos make people stop and take a look, but if your video is too long ... well, viewers may lose interest and move on.

KEEP IT SIMPLE: Try breaking your message down into three words in your mind and then build your message from there. Boiling down your message into three words will help narrow your focus. For example, say you want to message about sugar and the negative effect it has on our bodies. In three words, that message is "sugar has consequences." Keep the focus in mind as you compose. Cut out anything that seems wordy or takes you off message.

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WRITE IT DOWN: Strongly recommend writing out your script even if you don't memorize it. Writing down or typing out your script forces you to come up with complete sentences in sequence which ensures your message makes sense. It organizes your thoughts. The goal is to organize your thoughts and to be in command of your subject. Try not to read from a paper when delivering your message on video. Another good reason to keep your videos short.

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THE 5 “W’s”: Always keep these questions ... Who, What, When, Where, and Why (and, sometimes, How.) You hit all the answers to a few or all of those questions in your messaging and you will have hit the most critical information. The 5 W’s help you to stay out of the weeds.

FOR MORE INFORMATION ON VIRTUAL COMMUNICATIONS, VISIT THE HEARTLINKS TOOL KIT IN THE MEMBERS ONLY SECTION OF THE LINKS, INCORPORATED WEBSITE.