

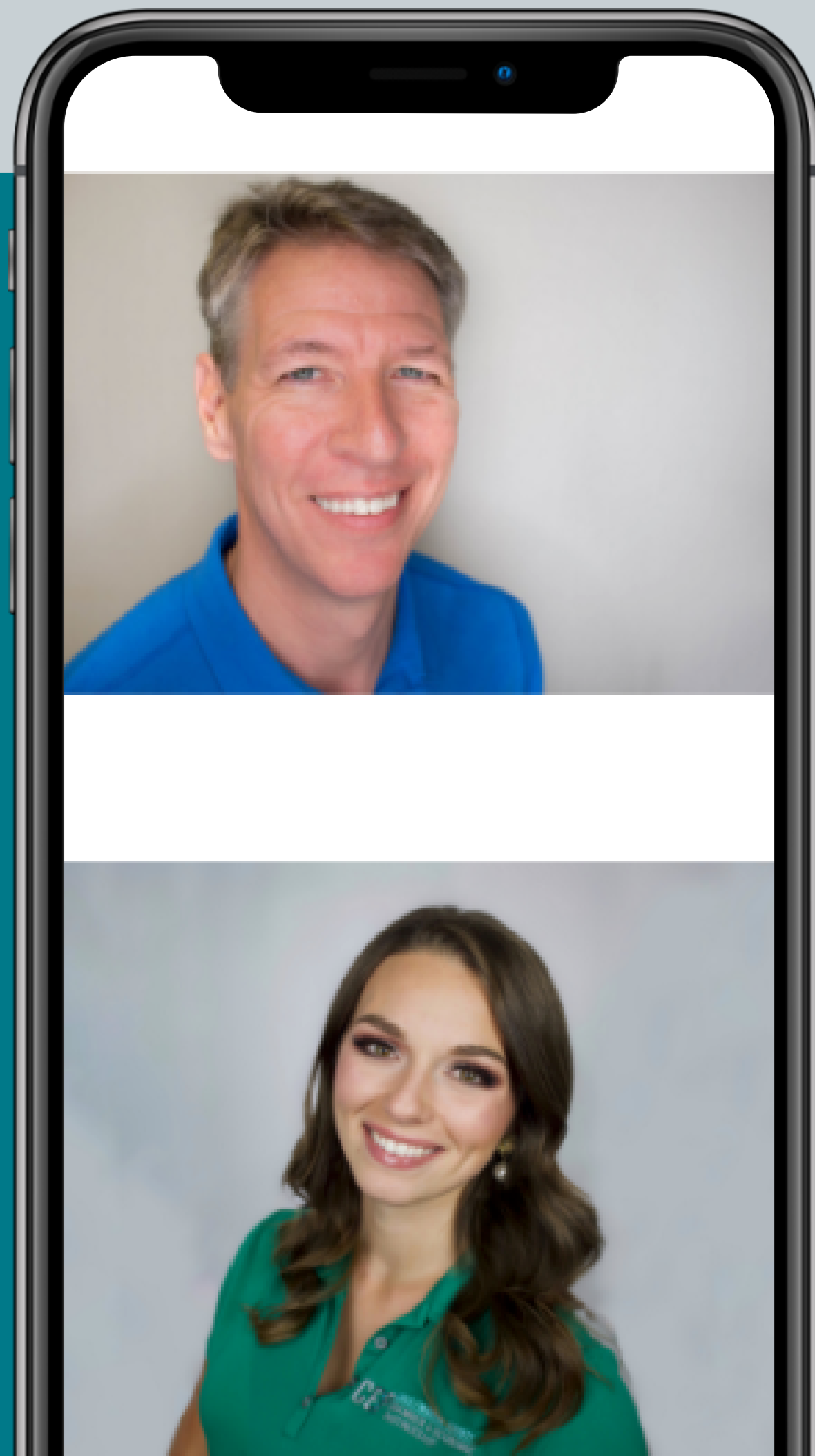


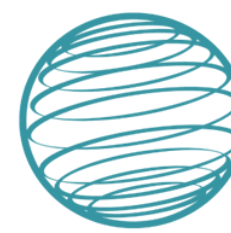
FACP WEBINAR

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"



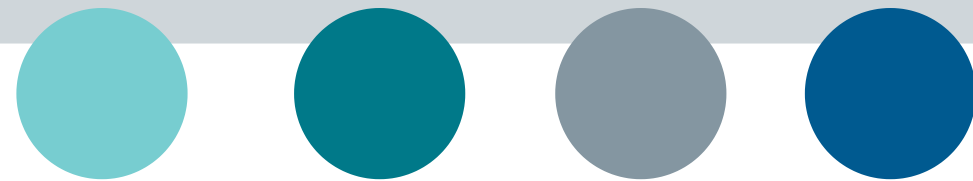
Before we get to video...



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



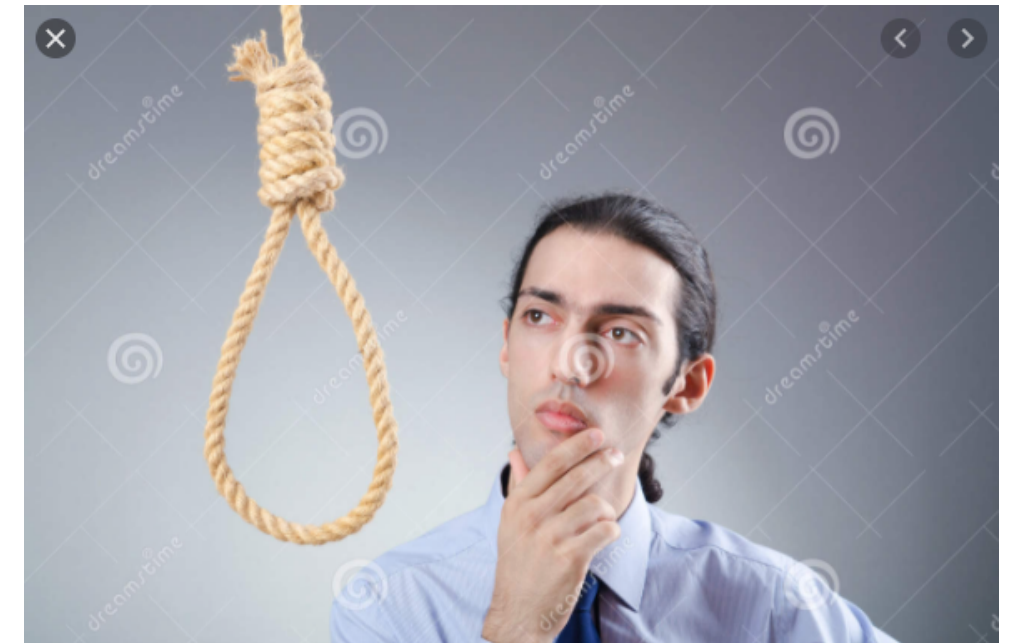
Quality content matters

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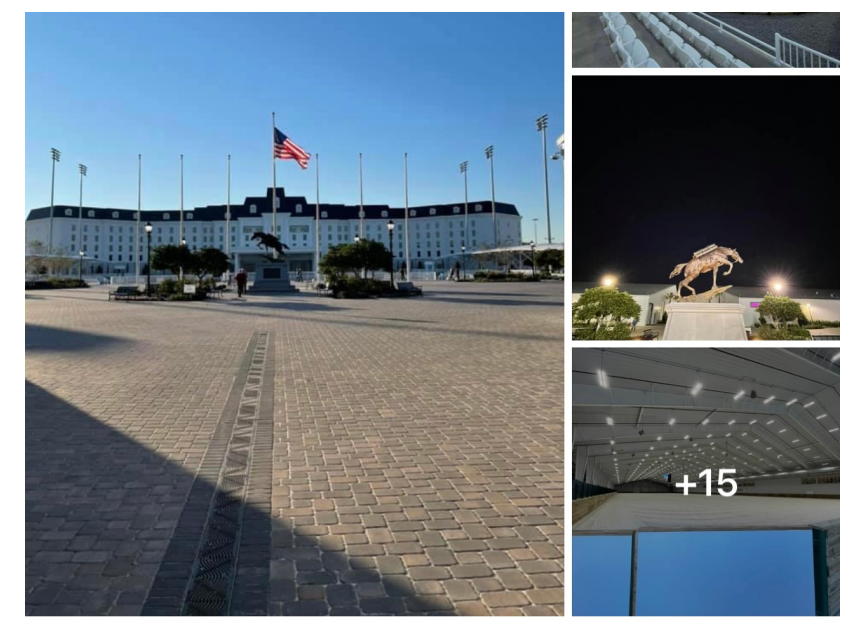
[our team](#) [Buzz & BTS](#) [events](#) [awards](#) [CEP partners](#)

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!

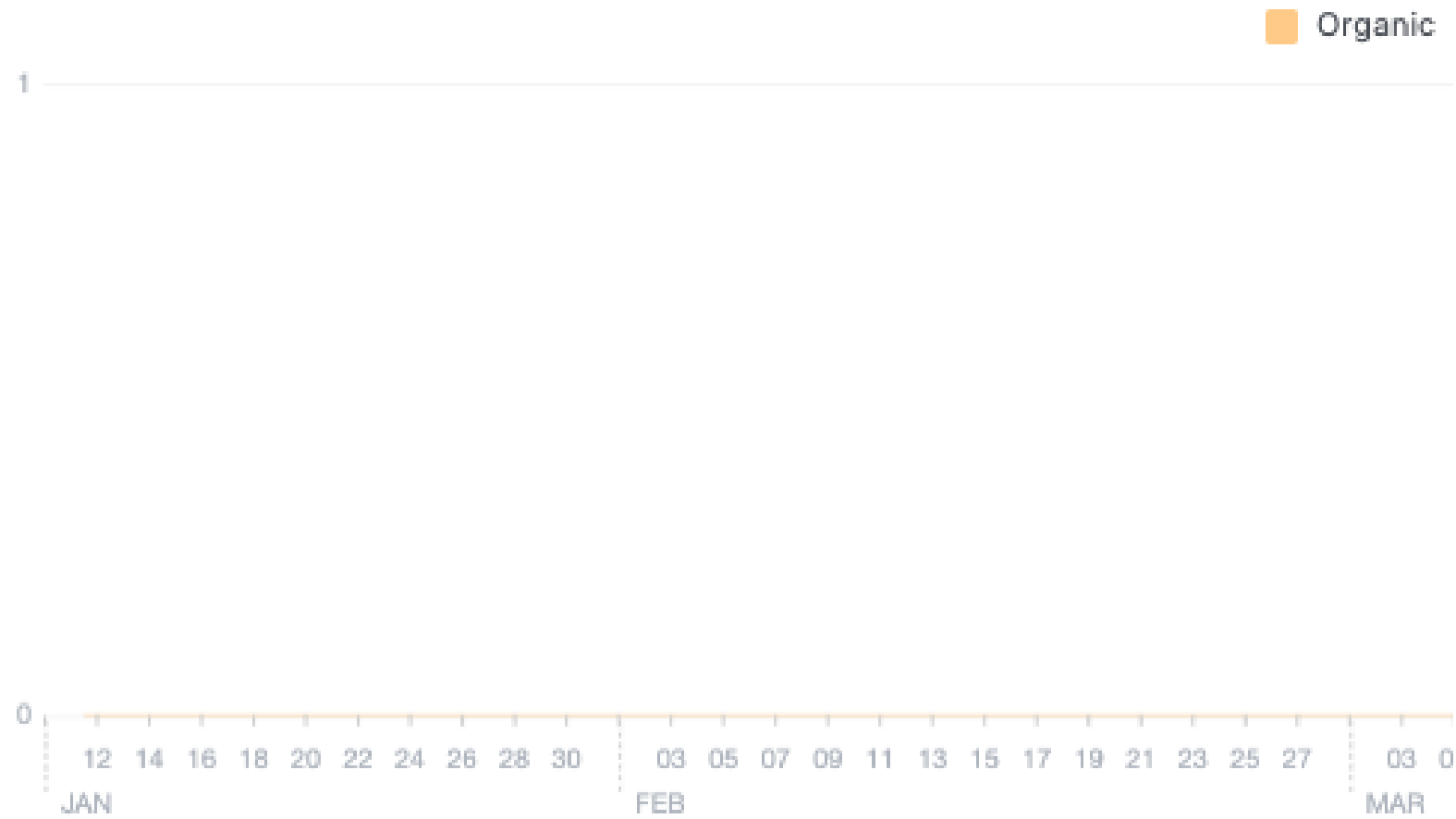
Silly videos will always get more engagement. Post intentionally funny videos, but for the others, don't stress about it!

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!

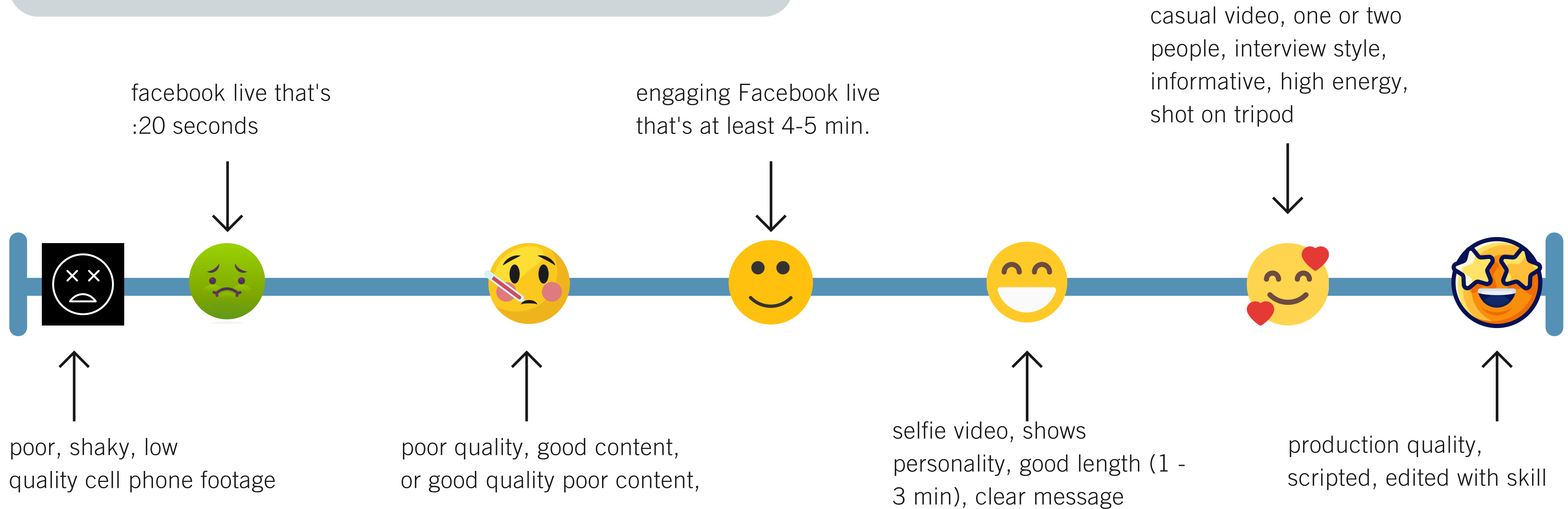
Post Reach

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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