



CHECKLIST

Creating a Video for Social

Ready to create a video for social? Use this checklist as a roadmap. For more in-depth strategy about planning, creating, and distributing social video, download our [Social Video Strategy guide](#).



Set an objective for your video.

Align the objective with a business goal, such as creating brand awareness or driving web traffic. Knowing what you want your video to achieve from the start will help you narrow down content ideas and measure success.



Choose the social network.

Consider where you've already built a community, what platform your audience uses primarily, and how they will most likely be consuming video.



Choose a genre and style.

Videos need to provide some utility or value for the viewer in order to be successful on social media. Is your video going to educate? Entertain? Inspire? Are you going to do this through a tutorial or how-to video? Maybe a documentary or behind-the-scenes tour? Decide what will be the most effective way to tell your story and achieve your video objective.



Choose a format.

Video formats come in many shapes and sizes: livestreaming, 360 virtual reality, short clips for platforms like Instagram, or higher-end long form videos for YouTube. Choose the format that makes the most sense for your objective, your available resources, and your brand.



Source your production resources.

The production value of your video is a direct reflection of your brand. Unless your video is animated, it will need good lighting, proper sound, and people who are comfortable speaking on camera. Some formats—live video updates from a conference for instance—won't require as much production, but still need to be enjoyable to watch.



Create a workback schedule.

Set both the shoot date and release date for your video, and make sure you've allotted enough time in between for editing, reviewing, and securing approvals.



Create a video storyboard and script.

Use an AV (audio/visual) format for your script. A storyboard could be as simple as reference photos you grab online, so that can help your production team get a sense of your vision and expectations.



Shoot and edit your video.

Find a location that fits your video concept and has minimal background noises that you can manage if necessary. For long form video content, try using a quality editing program like Adobe Premiere or Final Cut X to produce the final version of your video.



Upload and share your video.

With Hootsuite you can publish, schedule, and share your video across YouTube, Facebook, Twitter, or Instagram—all from one platform. After you've shared your video, you can use Hootsuite to monitor, manage, and reply directly to comments from your audience.



[Get started with social video in Hootsuite](#)