



# Expand Your Reach with Short-Form Videos

An expert shares ways to use videos to reach wider audiences.

**T**here are dozens of social networking apps that give you the ability to easily share videos. While TikTok has been in the news due to security concerns and abuse allegations, it isn't the only media platform with video functions. There are dozens of good alternatives, including Instagram, Snapchat, YouTube, Funimate, Huddles, and Lemon8, to name a few. All these apps offer opportunities for you to expand your brand identity and increase your target audience.

While these platforms have traditionally been used mostly by 16-24 year olds, they're becoming increasingly popular with older generations, giving you a springboard you can use to express creativity to a broader group. Chloe Chai, a spokesperson for Business Name Generator

([businessnamegenerator.com](https://businessnamegenerator.com)), shares ways you can reach more people using short-form videos:

## **Establish yourself as an authority.**

First, you want to position your organization as a credible, trustworthy authority in order to attract audiences and keep them engaged. While there are plenty of people creating videos of dance challenges and pointing at text bubbles, it's doubtful that this kind of content will help build your organization's credibility. Your audiences would rather hear the voice behind your organization.

Therefore, engage with people by using your voice, whether it be providing content they want to see or answering questions you receive frequently. You can do so by using the keyboard shortcut tool, demonstrating internal training, or creating educational videos around what your audiences want to know.

## **Show that you're the face of your organization.**

People need to establish who or what can offer them familiarity – and that's part of building your brand. If you're posting videos of yourself, you'll likely end up in front

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of people who have no idea who you are. This is important because algorithms are personally customized for the users' watching habits. Therefore, it's essential to be the face of your brand. People love to hear success stories, so share details about the growth of your organization and your journey as the organization's leader.

### **Cross promote.**

If you're already established elsewhere on the internet, whether it be on your own personal website, other social-media platforms, or a podcast, short videos can be crucial marketing vessels. You can promote external projects you have going on by including links to where your organization appears elsewhere across the internet.

### **Link your organization in your bio.**

Having a link in your bio is a foundational strategy, ensuring it's easy for users to direct themselves to your website once landing on a short-form video. In the bio section, you could add a link with an arrow pointing downwards, which clearly indicates where your organization's main website is. Having actionable links will help you encourage users to navigate to your website, which is how you'll gain supporters for your organization.

### **Go live.**

Going live is an excellent way to get to know your audiences in an unscripted, unfiltered kind of way. People want to know the person behind an organization in a personal way, as it makes them feel more involved in the organization's journey.

Going live reinforces the point mentioned above – that you want to establish yourself as credible and trustworthy. By showing your audiences the real you, you're encouraging them to trust your organization, giving it authenticity.

### **Use the latest trending sounds.**

Sound is essential to the video experience. Be sure to get it right. By following the latest algorithms, you can check the video editor, then select “Sounds” to browse the latest trending audio tracks.

Be careful when using songs, as they must comply with copyright. And check that the trending sounds aren't at odds with your brand image in any way. To take advantage of the latest trends, you can check the top performing sounds and find out whether a trend is on the rise, at its peak, or starting to slow down.


### **Demonstrate a day in the life of your organization.**

“Adayinthelife” videos are extremely popular, so jumping on the trending hashtag is a no-brainer for anyone wanting to attract attention. Taking your followers along with you on a typical day is a good way to keep them involved with your journey. From simple things like coffee and breakfast to galas and fundraising events, it's nice for people to get to know you and the team that helps to keep your organization afloat.

### **Use hashtags to attract niche audiences.**

Using relevant hashtags, such as #volunteer and #giveback, in established social-media communities, can help you tap into users in certain niches. It's then easy for you to be involved with them, connect with them in your comment section, and answer their questions.

### **Produce and post consistently.**

Short-form videos are an excellent marketing tool. Posting rich and value-centered content two or three times a day is a superb way to increase your following and keep your audiences happy. Once you attract followers, they'll continue to want to see more. 

## **Boost Your Chances of Getting Seen**

You can find more ways to increase support and gain the benefits of social media and the internet with these articles at [NonprofitWorld.org](https://www.nonprofitworld.org):

**Using Social Media to Advance Your Goals** (Vol. 27, No. 1)

**Ignite Passion by Connecting Online** (Vol. 34, No. 4)

**The Best Way to Tell Your Organization's Story?**

**Capture It on Video** (Vol. 35, No. 4)

**Are You Reaping the True Rewards of Social Media?**

(Vol. 40, No. 2)

**A Better Brand = More Loyal Supporters** (Vol. 38, No. 4)

**Engage Donors with Social Media** (Vol. 33, No. 3)

**Simple Tips to Nail Your Online Fundraising** (Vol. 38,

No. 1)

**Benefits & Risks for Nonprofit Leaders Using LinkedIn**

(Vol. 31, No. 2)

**Two Surprising Ways to Broaden Your Reach Online**

(Vol. 32, No. 4)

**Accelerating Fundraising through Social Media** (Vol. 28,

No. 3)

**Yes, You CAN Make Powerful, Affordable Videos**

(Vol. 14, No. 2)

**Livestreaming for Good: A Nonprofit Guide** (Vol. 38,

No. 3)

**Top 10 Things Donors Want from Your Website** (Vol. 38,

No. 3)

**Don't Take Risks with Social Media** (Vol. 29, No. 1)