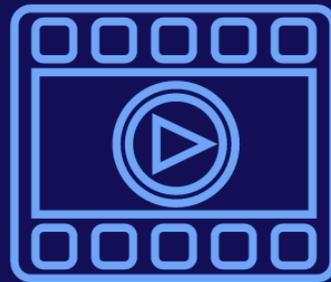


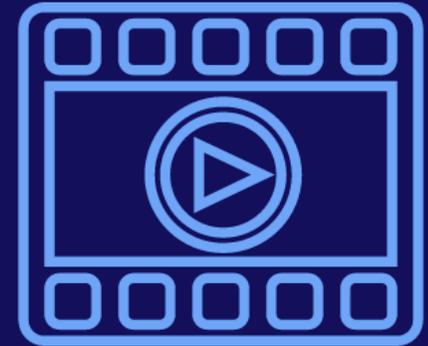
Communications Toolkit for Beer Distributors

# Creating Videos 101



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# Why Use Videos

Videos are a **powerful way to deliver messages** directly to stakeholders (consumers, policymakers, employees, etc.) through email, social media (Facebook, Twitter, Instagram, TikTok, YouTube, LinkedIn, etc.) and corporate channels. **Videos are a flexible communications medium** that can be used to quickly, effectively and inexpensively:



Bring People Together



Inspire Action



Build Trust

**Remember to use NBWA as a resource.**

Have a question or need help? Please email [ajones@nbwa.org](mailto:ajones@nbwa.org)

# When to Use Videos

As we continue to rely on virtual communication throughout the pandemic, videos are also a great way to personalize messages in an **engaging, compelling and fun manner**. Distributors should consider adding videos to their communications tactics for important information, including:



Company Milestones



Events and Holidays



New Product Launches



Employee Notifications



Community Engagement  
Initiatives

# Video Production Tools

The days of needing expensive, specialized equipment to produce video content are over! High-quality, cost-effective videos can be captured using your smartphone or tablet and edited with easy-to-use apps like Quik and VIDLAB.



# Best Practices and Advice

- Integrate the production of videos into your overall communications strategy and **establish buy-in** across your business (executive team, employees, etc.).
- **Find a creative person** within your business who is passionate about communications and digital media and empower them to create unique content.
- **Engage your employees** when creating video content; provide them with opportunities to share their own pictures and clips to include in your company's videos.
- Approach video creation like you would tell a good story. **Start by defining your audience and outlining the key points** you want them to take away.
- Record video in **4K resolution and horizontally** when using your cell phone or tablet to capture content.
- **Post your video content on a variety of platforms** as each social media channel attracts different users/consumers.
- **Be authentic!** No one understands the beer industry better than YOU! You are your best advocate, so use videos to get your message out in your own words.

# Let's Get Started!

Creating your first video?  
Watch this clip to learn how  
to start developing  
engaging in-house video  
content!

[Watch Now!](#)



NBWA would like to offer a special thanks to S.R. Perrott, Inc. in Ormond Beach, FL for providing their insights!

# Share Your Stories

We hope this deck inspires you to create a video for your business!

When you do, please be sure to tag NBWA when posting to social media and send a copy to Annele Jones at [ajones@nbwa.org](mailto:ajones@nbwa.org).

