

# Using Short-Form Video to Promote Your District:

Workshop + Challenge

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NEW MEXICO  
**MAINSTREET**<sup>™</sup>  
*Promotion*



# What is Short-Form Video?

any **vertical** video less than 60 seconds



Made popular by social media platforms:

- Tik Tok
- Instagram/FB Stories
- Instagram/FB Reels
- Snapchat
- YouTube Shorts



## Why are they successful?

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- **Attention spans** (or lack of)  
*average human's attention span is less than 8 seconds\**
- Opportunity for **repetitive views**

Why we're doing  
this workshop?







If you don't tell your story,  
someone else will.





# Branding is Important

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**Everything** contributes to the district brand



- Marketing (or lack of it), businesses and services, customer service, architecture, cleanliness, safety, beauty, events...
- **Perceptions** are reality



# Places are sensory experiences!

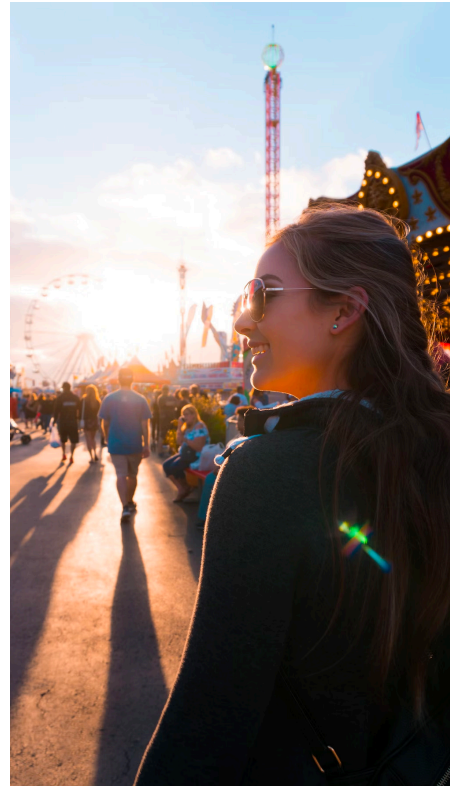
What do you...



SEE



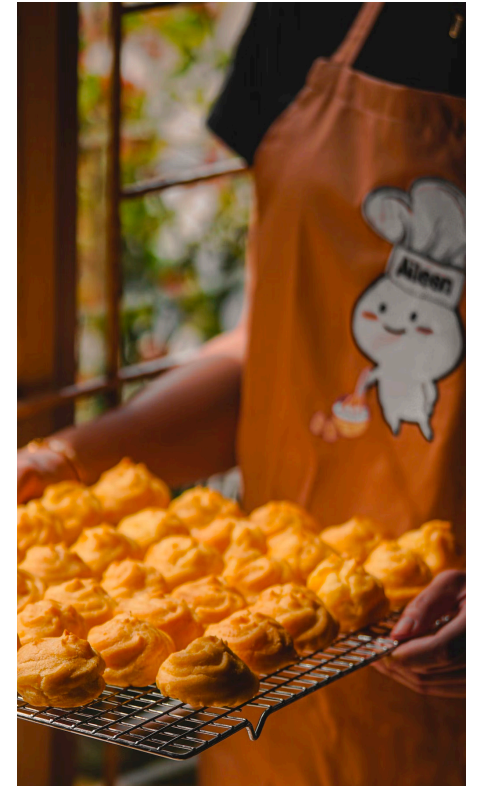
SMELL



HEAR



TOUCH



TASTE



# Content Ideas

\* **hint hint:** these are also ideas for static content!



Business Spotlights

**Business/Maker/Artist Process, BTS**

Business Owner Interviews

**Business Owner Day in the Life**

Event Promotion

**Event Recaps**

Entrepreneur Tips

**How to volunteer w/ MainStreet**

Project Highlights

**Projects in Progress**

Vacant Building Spotlights

**Weekly Recap** *(This week on MainStreet)*

Executive Director Day in the Life

**MainStreet Business perks**

**What is MainStreet?**

District/Downtown History *(fun facts)*

**Guess That Business** *(show products, closeups of buildings/signs)*

End of Month/Year Wrap-ups

**What's Happening this month/season?**

Menu items of the week *(for restaurants, cafes, breweries, etc.)* call to action: try this!

**New Business Opening**

How to spend a day in District/Downtown

**What did you buy?** *(customer interviews/reviews)*

Address FAQs

**Take a trend & remix it for MainStreet**

Sponsor/Donor Highlights

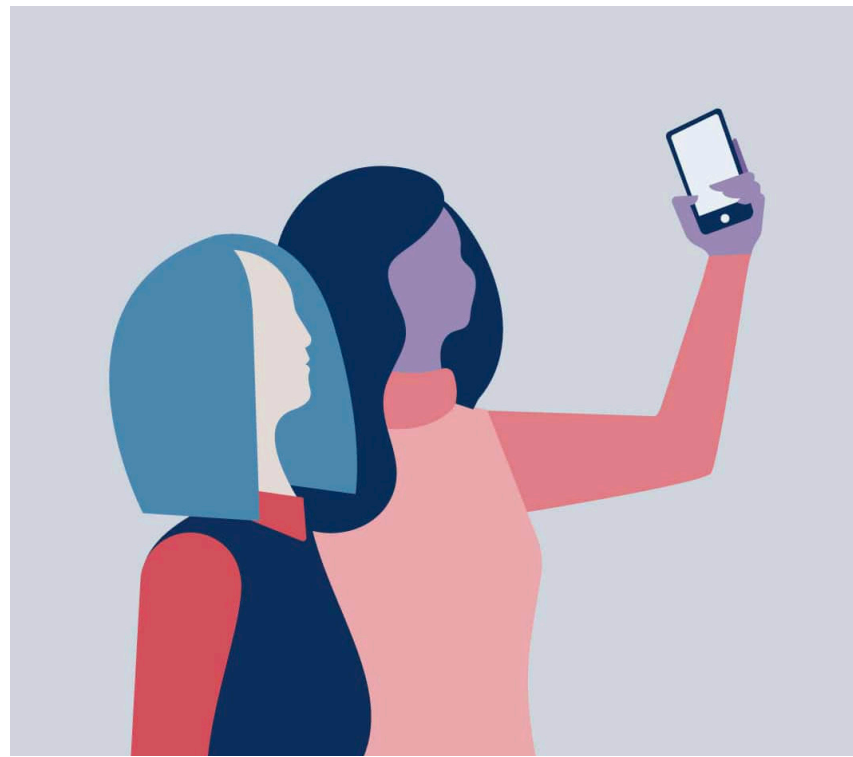


# How to Repurpose Content

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Recycle your previous work.

No need to reinvent the wheel!



- Photos ► Short-Form Video
- Make short clips from a longer video
- Short-Form Video ◄► Newsletter/Email Content
- Short-Form Video ◄► Social Media static posts
- Distribute them on all of your social platforms!

# Apps! + InShot Demo



**InShot**

- Available for Apple & Android
- User-friendly
- Built-in music & filters
- Free to Download / Free version (watermarked exports)

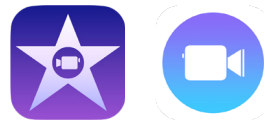
**Pro Tiers available:**

- \$3.99 one-time to remove ads, watermark
- \$3.99 Monthly
- \$14.99 Yearly
- \$34.99 one-time purchase



**Splice**

- Available for Apple & Android
- Advanced features, Audio library
- Free trial, plans from \$2.99-\$69.99



**iMovie, Clips**

- Available for Apple only
- Free
- Less editing capabilities



**CapCut**

- Available for Apple & Android
- Basic features
- Watermarks (can be removed)
- Free



**Premiere Rush**

- Available for Apple & Android
- Syncs with Desktop app
- Can share directly to social media
- Free w/ Adobe Creative Suite
- \$9.99 Monthly





[bit.ly/nmmssshortform](https://bit.ly/nmmssshortform)

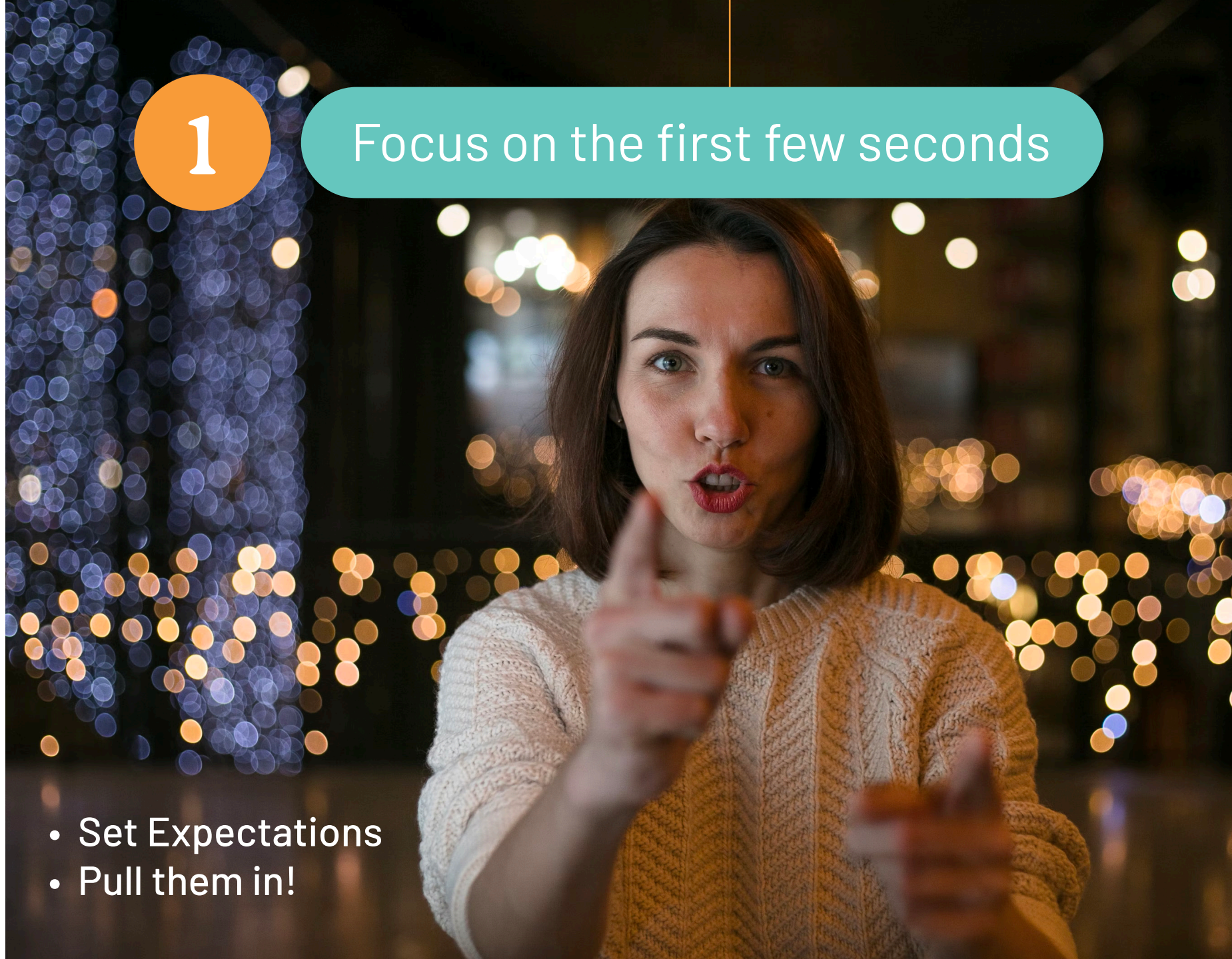
# Best Practices for Short-Form Video

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1

Focus on the first few seconds

- Set Expectations
- Pull them in!





2

Shorter is Better!

- Attention Span
- Rewatchability







3

## Consider Captions

- Accessibility
- Muted Devices
- Combats Sound Issues







4

Don't overthink it!

- Experiment, make it fun!
- Format favors AUTHENTICITY over professionalism



5

Remember the 'WHY'

- Call to Action?
- What is the desired outcome?





# Challenge

IT'S YOUR TURN.

1. Make a short-form video about something while experiencing the conference.
2. Post it to social media with the hashtag **#nmmsshortvideochallenge**
3. Videos will be screened Friday morning; winner will be chosen and awarded a Video Challenge Prize!

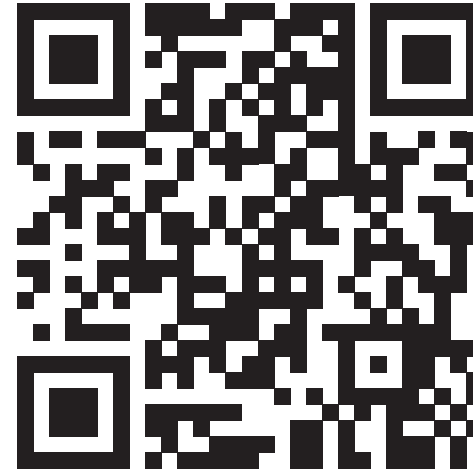
# Thank You!



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**InShot Demo**

[bit.ly/nmmsshortform](https://bit.ly/nmmsshortform)

