

OAKLAND COUNTY – MICHIGAN SHOP SMALL & LOCAL



Social Media Video Guide

Thank you for your interest in participating in the county's "Shop Small & Local" campaign to help provide visibility and foot traffic to Oakland County's small businesses. This guide helps you create one or more videos that could be used in social media activities.

GETTING STARTED

During November, feature a business you own or enjoy in Oakland County. Use your creativity to make the small business a fun and attractive destination for others.

Film the video on your cellular device following the points in this guide.

Length of video should be around 15 seconds or less.

HOW TO SHOOT YOUR VIDEO

- Aim for Natural Lighting: Outside at daytime is ideal. For example, shoot outside the place you purchased an item, meal or service.
- Shoot the Video Twice: Once horizontally and once vertically. If you can only film one way, please film horizontally.
 - *Horizontal Videos work well for Facebook, Twitter and LinkedIn.*
 - *Vertical Videos work well for TikTok and Instagram.*



HORIZONTAL VIDEO



VERTICAL VIDEO

- Have a Family Member or Friend Film You: If you have a family member or friend available, have them take the video for you. If no one is available, film in selfie mode. *NOTE: If filming in selfie mode, please make sure your arm is fully extended when filming the video. Try to fully support the phone and minimize any shaking.*



WHAT TO SAY

- Keep It Short: Video should be around 15 seconds.
- Include the Who, What, Where and Why:
 - *Who are you?* (e.g., *I am Oakland County Executive David Coulter*)
 - *What are you doing?* (e.g., *I am out shopping for a gift for my brother for the holiday season.*)
 - *Where are you — what business and community?* (e.g., *I am here at Tootie and Tallulah's. A gift shop in Downtown Berkley that offers resale art and a variety of Made-In-Michigan gifts.*)
 - *Why are you doing this?* (e.g., *By shopping local, I am supporting the small businesses and economy in Oakland County. I bought my brother a scarf, and I can't wait for him to open it.*)
- Include the When—if you are shopping on Small Business Saturday, November 30.
- End with a “Call to Action:” Close your video with a message on what the viewer can do next. Leave the viewers with a purpose and encourage them to act on what you want them to do. For example, “Shop small in Oakland County.” Or, “Visit this website.” It can be the website for the store, community or Oakland County at OakGov.com/ShopSmall



VIDEO IS DONE. NOW WHAT?

Videos can be sent by the following method:

VIA text message or email to:

- Chelsea Schutz (248) 884-0438 or schutzc@oakgov.com
- Sarah Wills (248) 321-0175 or willss@oakgov.com

Thank you in advance for your participation! You will be notified if your video is published on social media so you can share on your personal profiles.

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#ShopLocalOaklandTogether
#OaklandCounty
#LocalGemOC

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