

Social Media Video Guide

brick &
batten
VIRTUAL EXTERIOR DESIGN

Our team looks to collect video and still photos for design consultation projects to showcase progress through different construction stages for continued social media awareness.

Preferred Content:

Videos featuring camera movement effectively showcase a home's entire property. This helps to create more engaging content for Instagram Reels and TikTok.

- Showcase progress & updates
- Tell a home's story
- Build excitement for the *final* product
- Big reveals upon completion

Video Best Practices

Vertical video rules social media

1 Content must be engaging

2 Hook users with punchy cuts

3 Short & snappy clips

4 Post consistently

5 Capitalize on trends

CAPTURE ATTENTION IN

3 sec.

OR LESS

Social video is **NOT** a matter of quantity over quality. You have 3 seconds or less to capture a viewer's attention. Make an immediate impression and make it count.

Image Styles

Rather than showcasing a wide shot of a home at the same angle consistently, consider focusing on distinctive areas for more engaging content that makes each job look especially unique.

