



# How to Make a Social Video

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# Welcome & Thanks for Joining

Today you will learn basic tips and tricks for capturing video for social media then practice what you have learned as we walk around the hotel property.

We encourage you to take these with you as you create short-form videos to promote your community and tourist attractions.



# TikTok



TikTok is the fastest growing social media of the decade.



## Video Length

6 seconds–3 minutes



## Audio

Music focused, with creators leveraging the app's vast library of top hits, voice effects, and video filters



## Content Includes

Clips of dancing, lip-synching and story telling



# Instagram Reels



Instagram Reels provides brands with an opportunity to demonstrate who they are in a fun, digestible way.



## Video Length

Up to 90 seconds



## Audio

Instagram's music library and various original audios

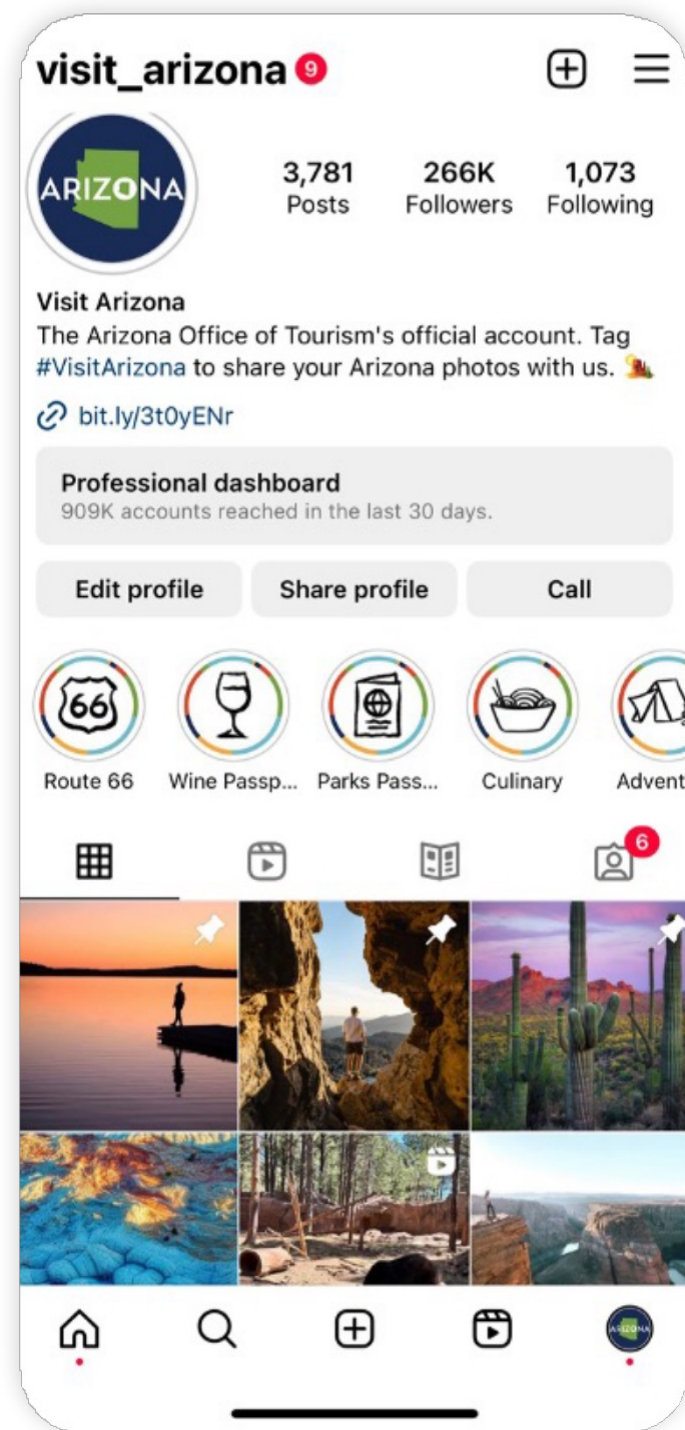


## Content Includes

Clips of mini vlogs, how-to/DIY, and visual story telling

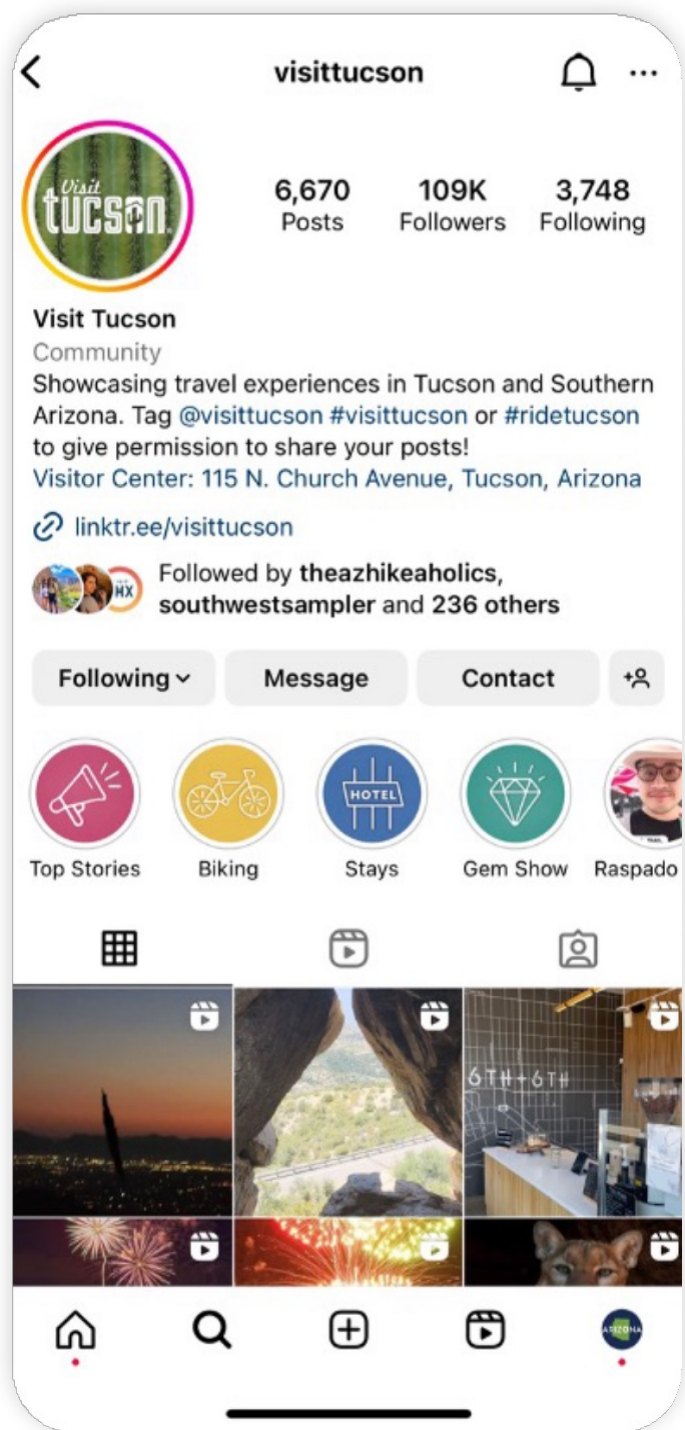


# Short-Form Video in Use



## Visit Arizona

- Include all tourism partners
- Diversity content (pillars)
- Strong partnerships
- Surprise and delight



## Visit Tucson

- Strong UGC presence
- Consistent video posting cadence
- Collaboration is key
- Budget for influencers



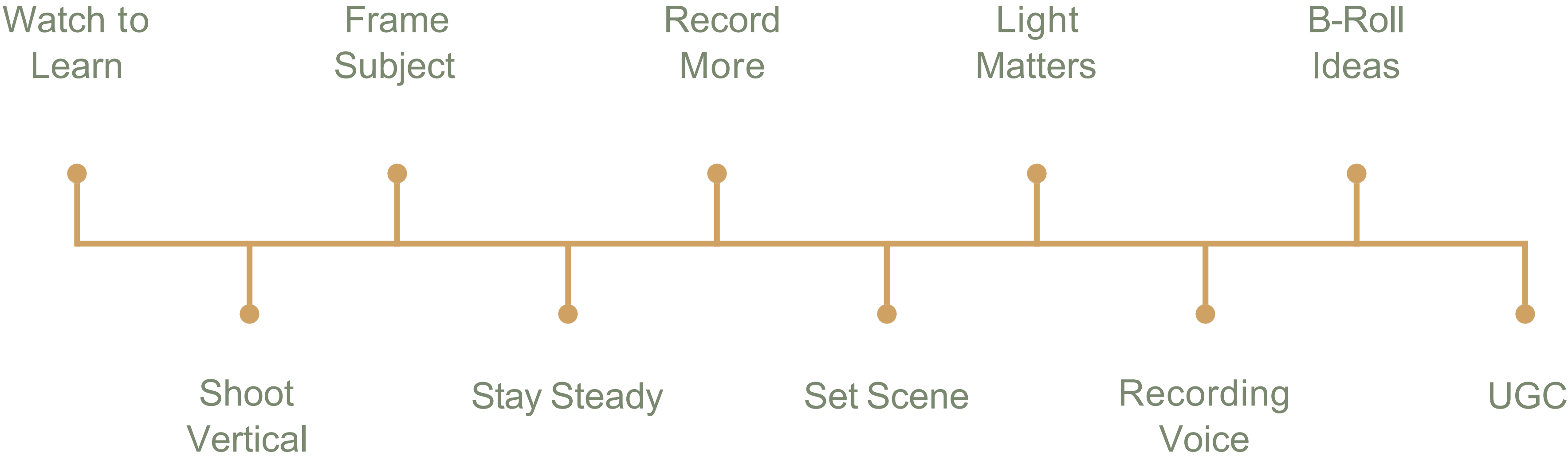
# — Best Practices





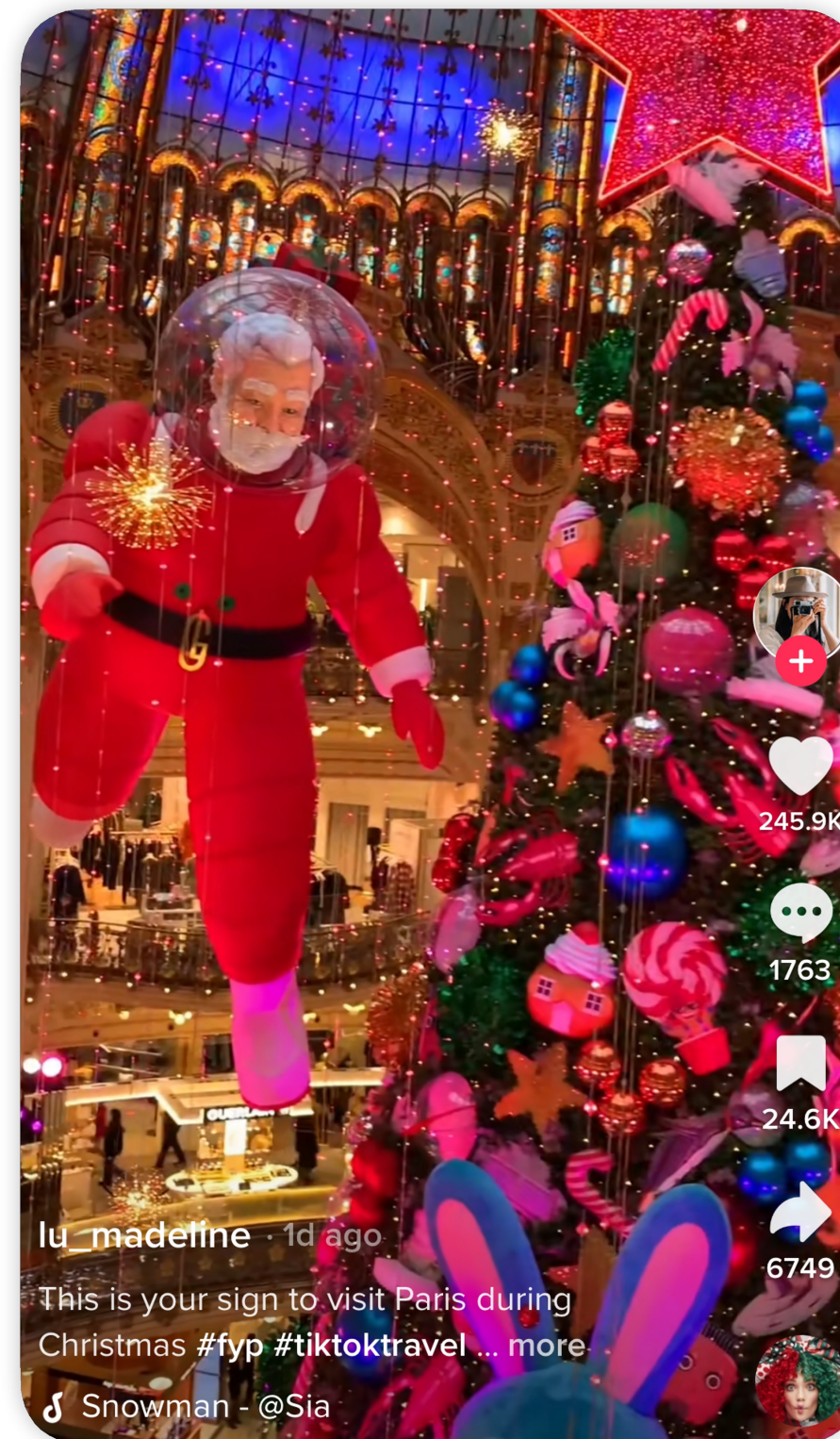
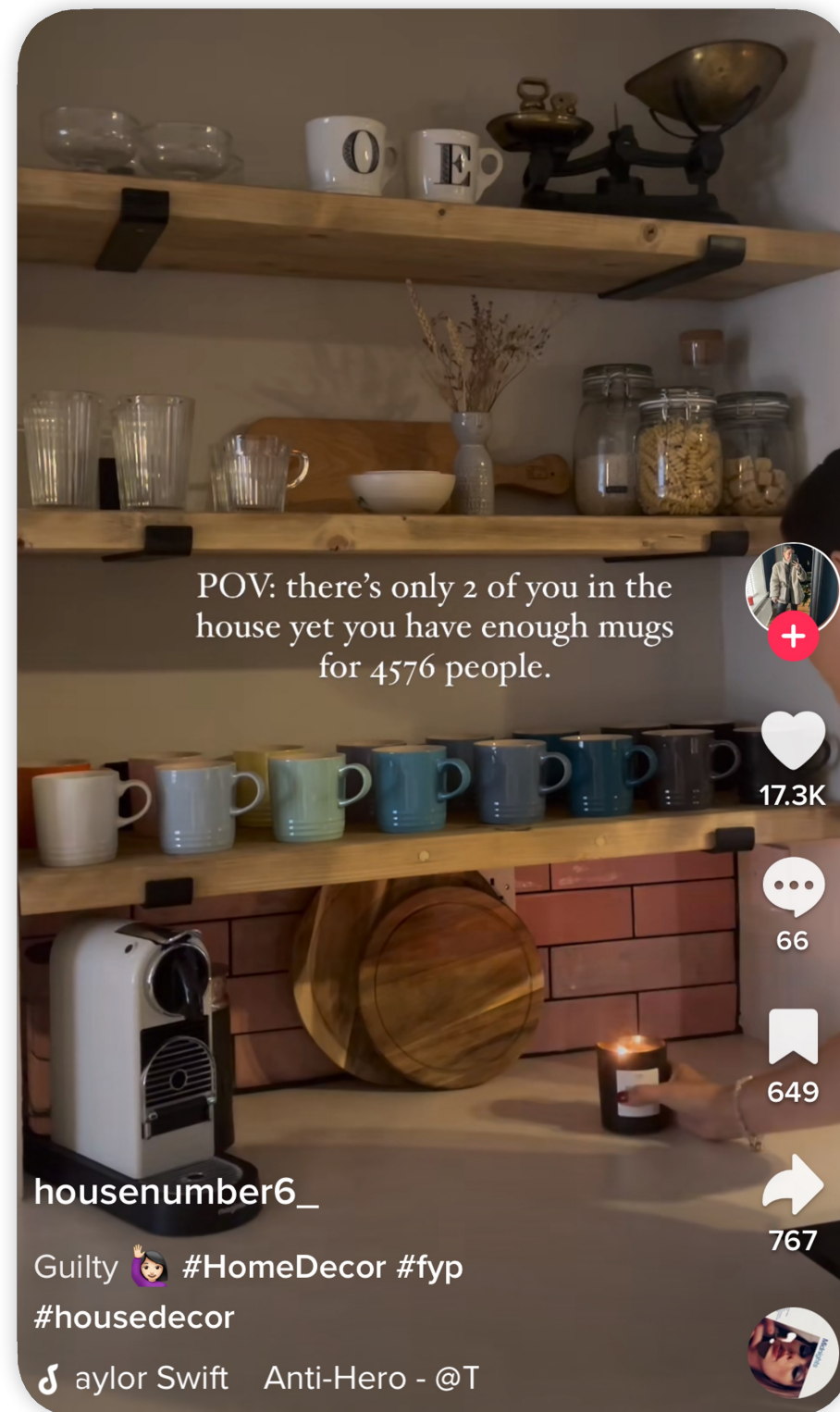


# Best Practices





# Watch to Learn



Spending time on TikTok/Instagram Reels will allow you to see what people are creating, and what they're interested in watching.

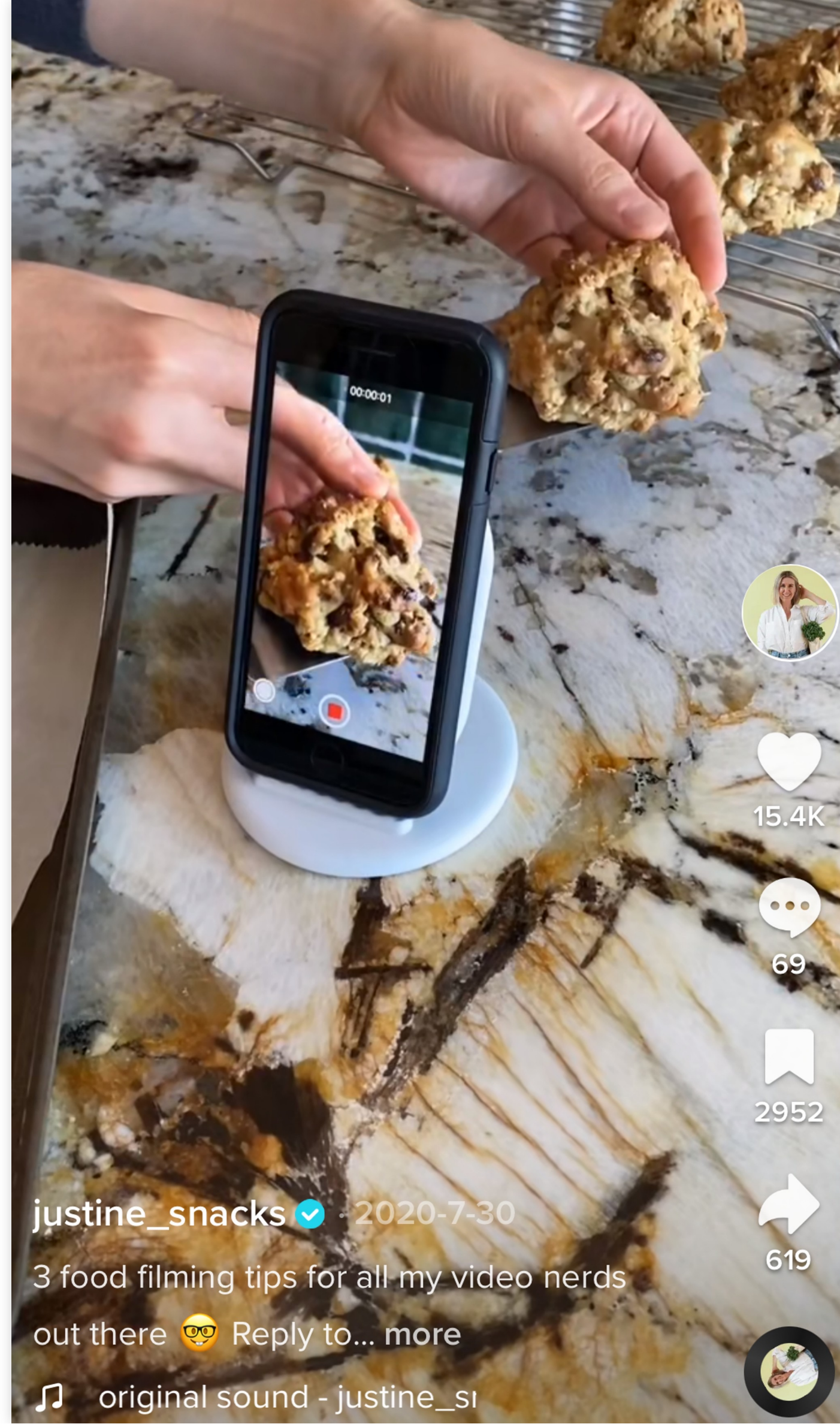


# Shooting Vertical

Your phone is your best content creation tool for TikTok and Reels.

**Pro Tips:**

- Film with your camera app
- Film in 4K 30fps or 60fps
- Put video together in TikTok or IG  
*(if no other editing software is available)*





# Rule of Thirds



The rule of thirds is a composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open.

## Pro Tip:

Turn your phone grid on to help keep the subject straight and in frame.



# Frame Your Subject

Use your camera's vertical grid to ensure your subject is in the frame while filming.

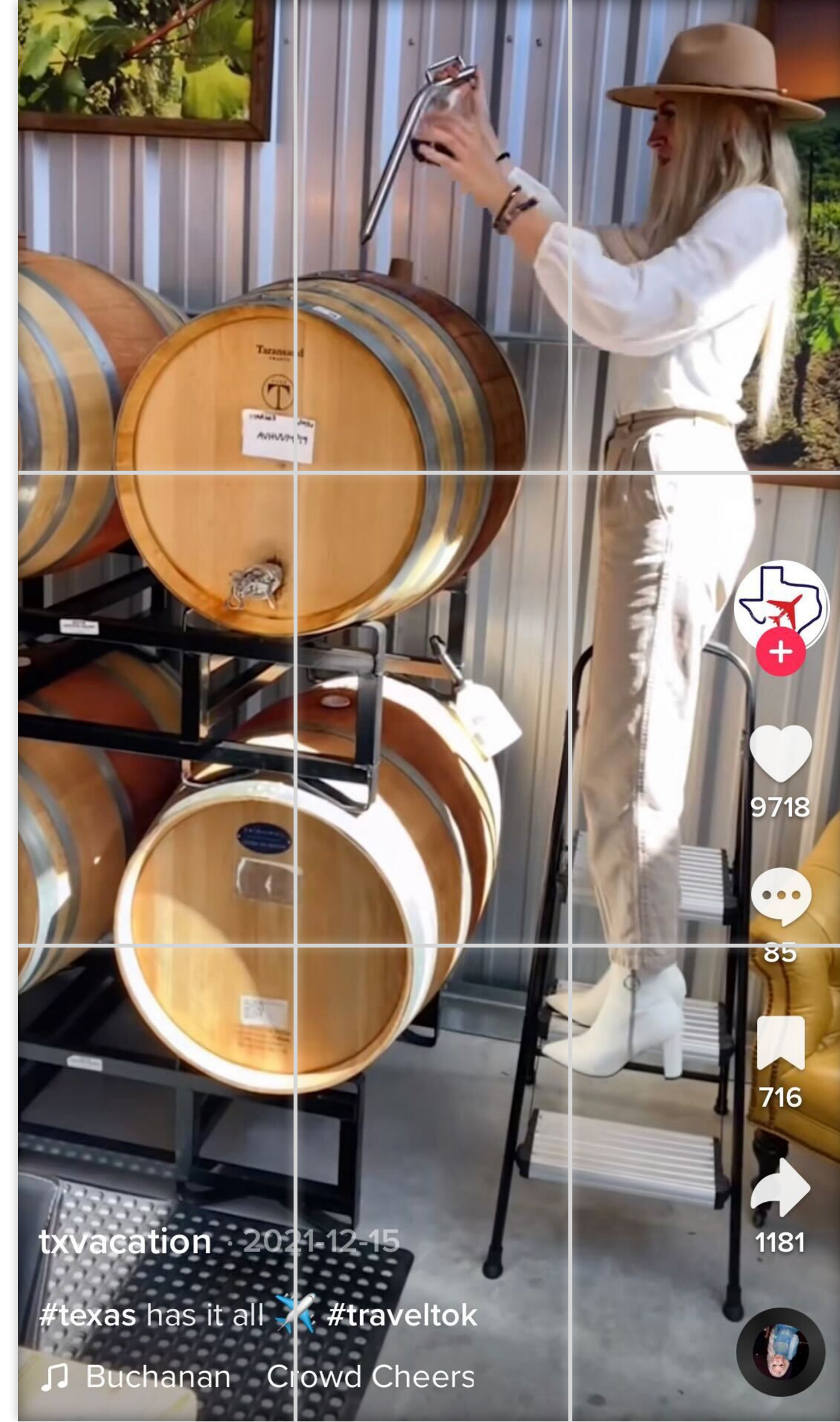
## Pro Tips:

Stay in the inner corners to prevent accidental cropping.

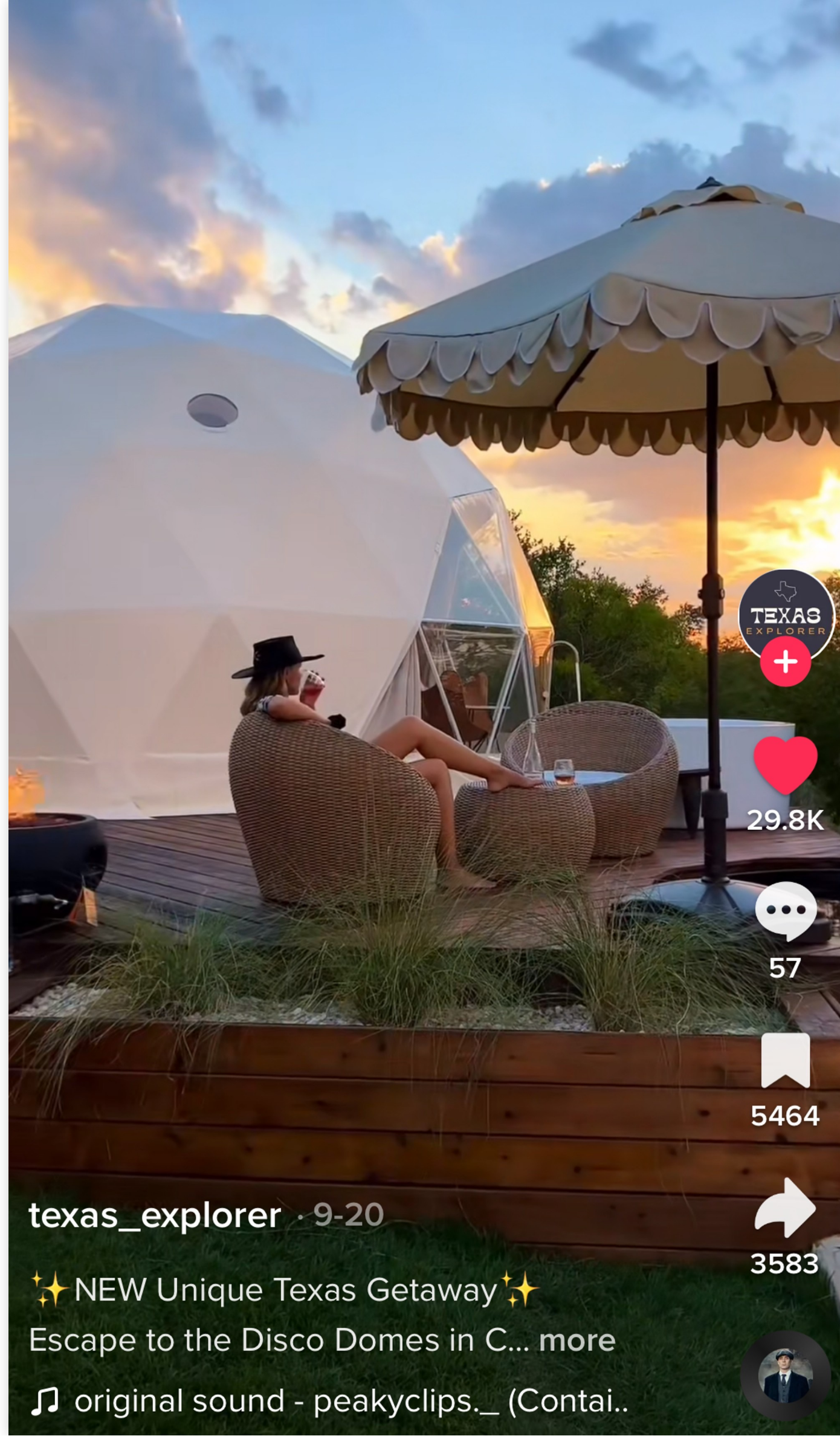
Match horizon line with the horizon, and the sky line with your subjects' eye line.

Film in wide mode to capture more.

Move closer instead of zooming in.







# Stay Steady

Film like you're on FaceTime!  
Unintentional jumpy footage causes distraction and missed details.

## Pro Tips:

Hold the phone close to your body provides additional stability.

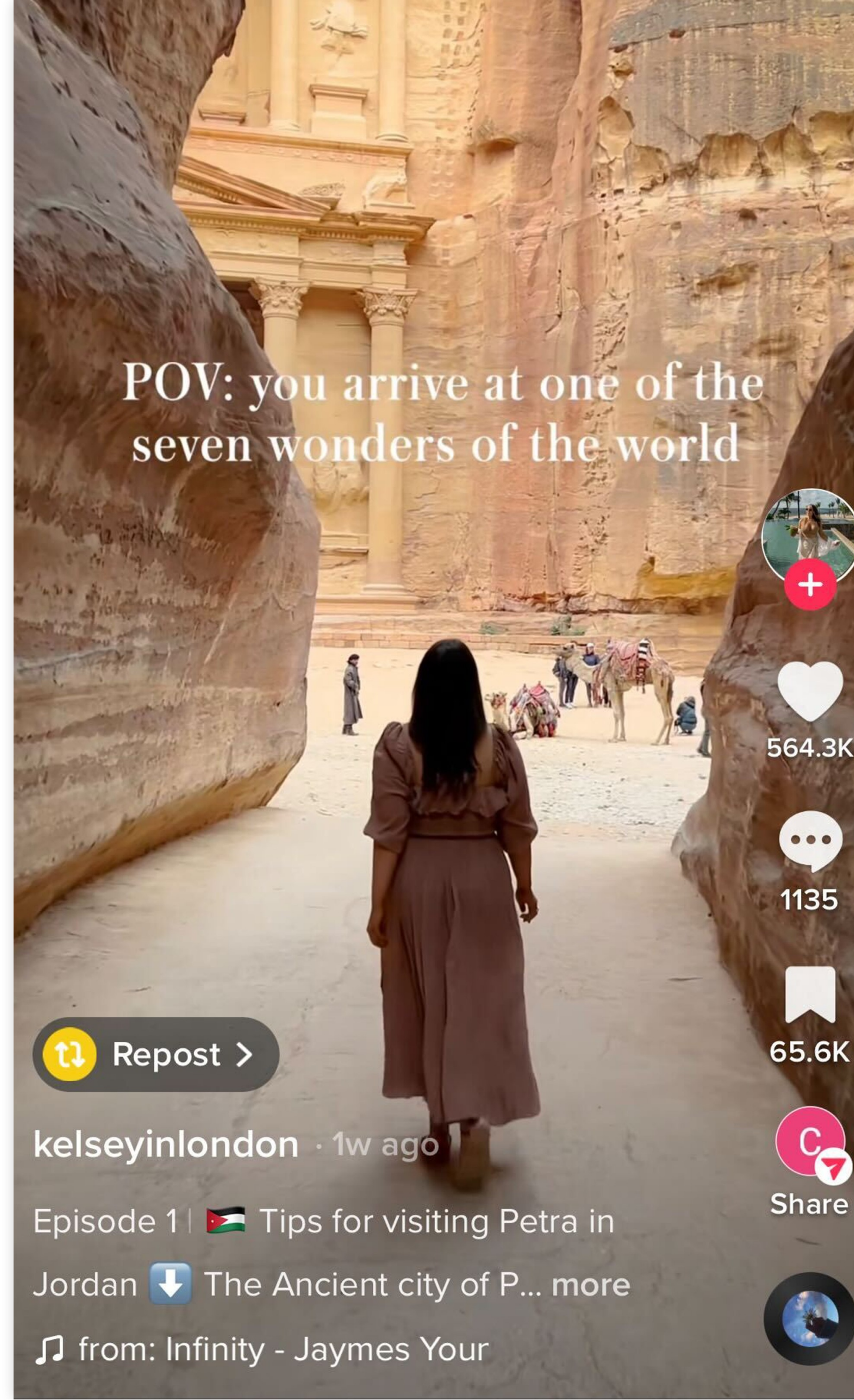
Use a tripod or balance the phone against a wall.



# Set the Scene

Show us where you are!  
Capture signage, iconic  
monuments, buildings, etc.

**Pro Tip:** Take a pause, and capture  
your surroundings. We can't  
see what you don't show us.





# Light Matters

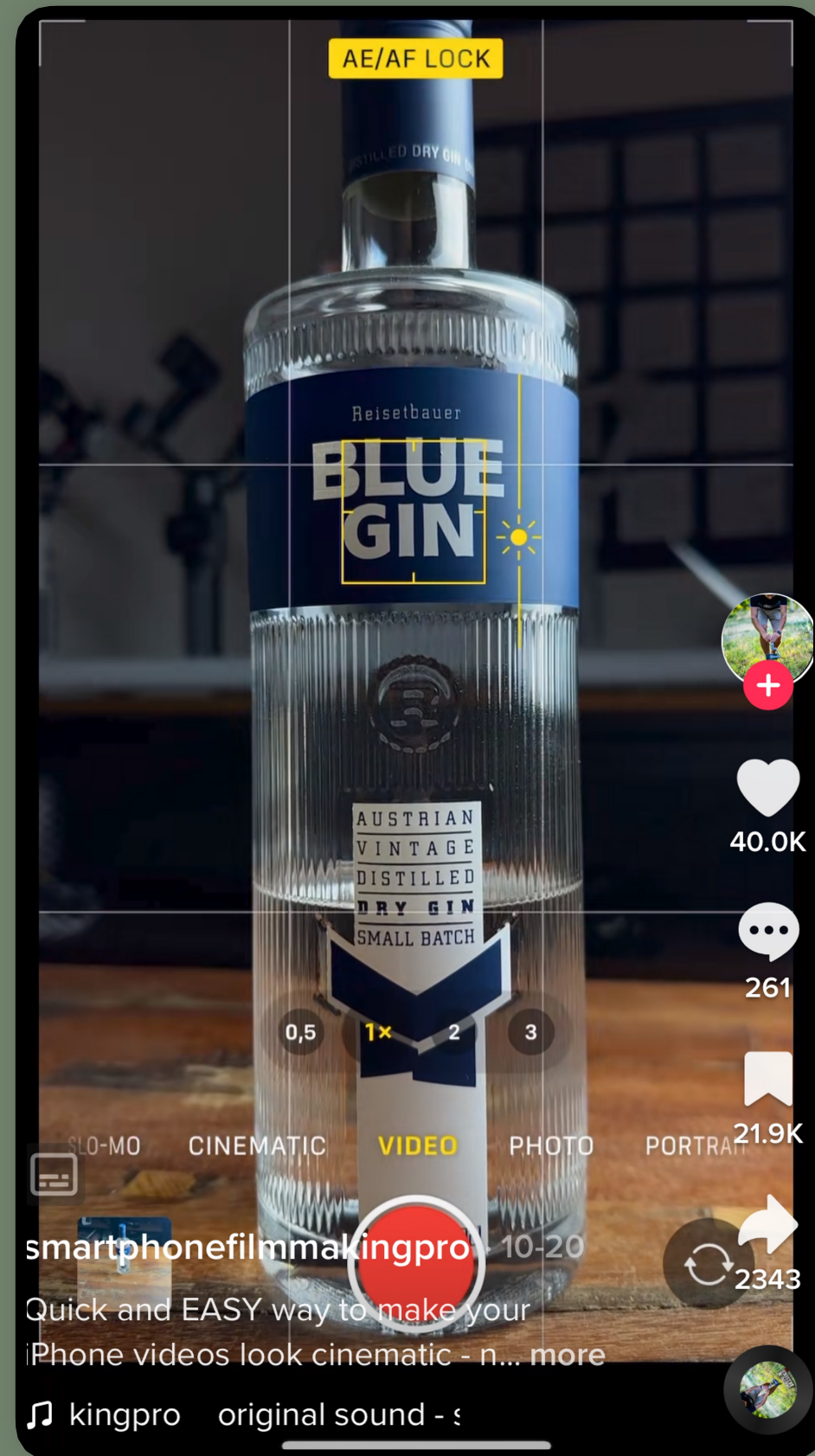
Pay attention to harsh shadows and blowout backgrounds. The better the lighting the better the quality.

## Pro Tip:

Have a friend use their phone flashlight to be an additional light source.

Stay near a window when indoors.

Use the hand method!





# Recording Voice

Sync your footage to TikTok audio and try adding voice over or sound effects to bring interest to your video.

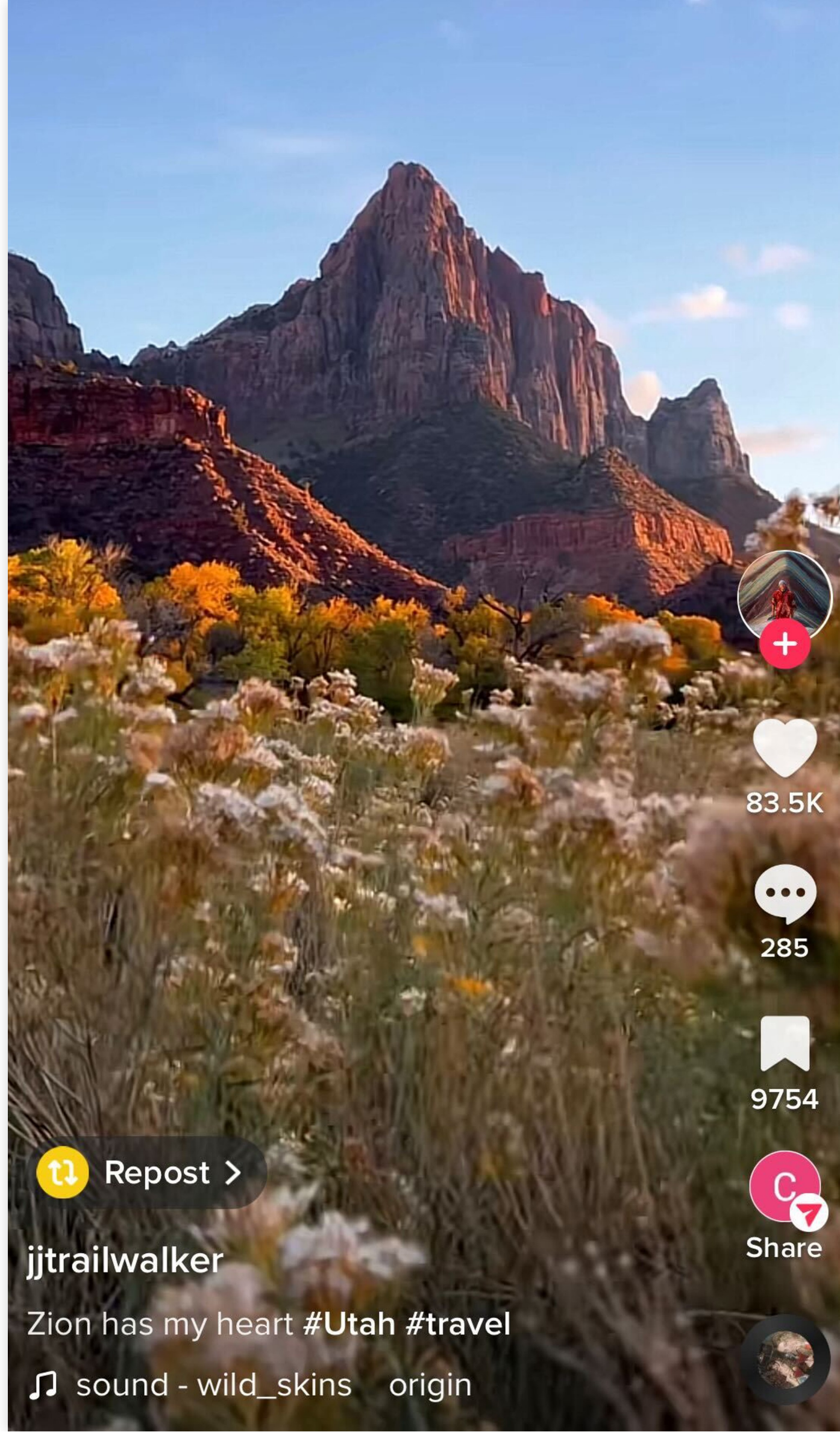
## Pro Tip:

Use closed-captions or on-screen text for those hard-of-hearing.

Record voice over in a closet for quality dialogue.







## B-Roll Ideas

Capture the close up details.

Film the audience surrounding you.

Show us the view from below.

Back away from the subject/ walk towards the subject.

Pan left, and pan right separately.

Tilt up for a taller view.

Show your hands touching or your feet walking.

Use the foreground to your to provide dimension.



# UGC Matters



Source videos and  
ask for rights!



Helps build a strong  
posting cadence



Interact with local  
content creators –be a  
cheerleader



Find out what your  
content needs are



# — Video Exercise





# 40 Minute TikTok Exercise

Break up into groups of 4-5

1

Using your Camera App, record short video clips around the property to tell a story, promote the attraction and educate the viewer.

2

Create a 15s-30s overall video using the TikTok or Instagram platform.  
Add on-screen text and/or voice over.

3

We encourage you to post this video on your personal account and tag:

@visit\_arizona  
@visittucson  
@westinlapaloma



Amenities & Recreation

- 1. Pool Oasis
- 2. Slidewinder Waterslide
- 3. Tennis Center & Westin Workout
- 4. La Paloma Country Club & Pro Shop
- 5. Mynd Spa and Salon
- 6. Westin Family Kids' Club
- 7. Retail Shops
- 8. Business Center
- G Serenity Garden(Lobby Level)

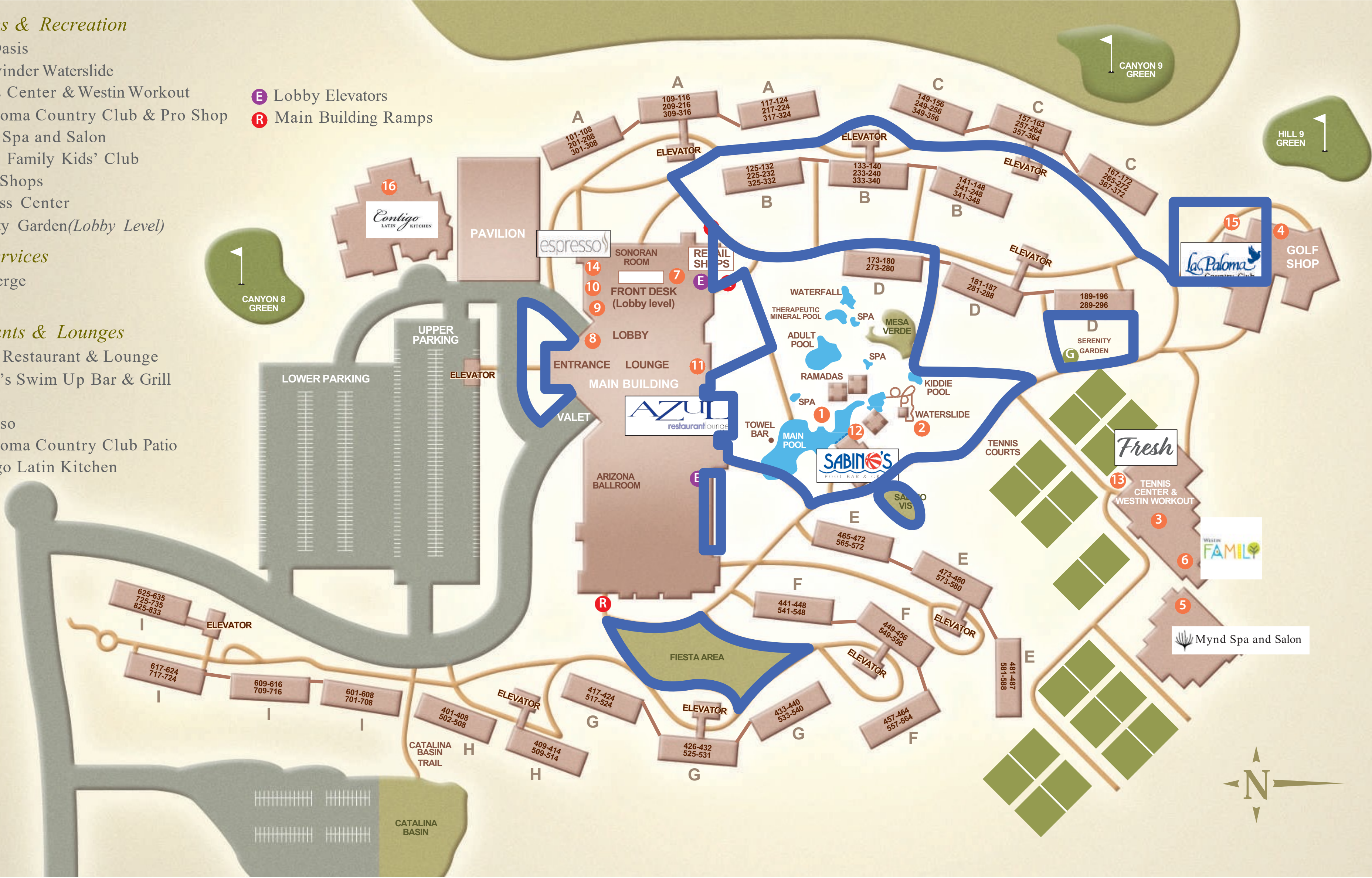
Guest Services

- 9. Concierge
- 10. ATM

Restaurants & Lounges

- 11. AZuL Restaurant & Lounge
- 12. Sabino's Swim Up Bar & Grill
- 13. Fresh
- 14. Espresso
- 15. La Paloma Country Club Patio
- 16. Contigo Latin Kitchen

- E Lobby Elevators
- R Main Building Ramps





# — Questions







# Thank you!