



Easy Content Ideas for Social Media

www.virtuallyrhian.co.uk

Hi!

I'm Rhian, owner and creative mind behind Virtually Rhian.

I help Wedding Business owners create awesome content that they can share on their Social Media.

So if you don't know where to start, feel nervous about filming or don't know how to find content ideas - you are in the right place!

Read through this guide to get inspired and hopefully feel encouraged to create some content of your own!



Inspiration

Inspiration is everywhere, you just have to be looking for it....

When you start viewing the world as one giant bank of potential content - trust me you'll see it around every corner!

For instance, if you are walking past a flower stall at the market, capture a quick video of the colours and what is in season. This can then be posted to your Instagram story explaining what beautiful blooms are in season and what your favourite flower is etc.

So keep reading as I will be sharing with you some top tips for where and how you can find and collect content ideas.



How to Find Inspiration

Do some research on Social Media to see what others in the Wedding Industry are doing or what your competitors are sharing.

See what is trending in your niche. Are detailed shots working well or are timelapse venue transformation getting a lot of interaction?

Go through your Instagram & Pinterest analytics to see which of your previous posts have performed well to get an idea of the topics and themes that are resonating with your audience.

Save content ideas that you like so you can refer back to them later. This is not so you can copy the video, but use it as a starting point.

Use tools such as answerthepublic.com, Google Trends & answersocrates.com –to see what questions are being searched for. This can give you great ideas for A&Q type content or just answering FAQ's.

Ideas are everywhere and you can pick them up even when you aren't looking for them. Maybe your friend shows you a funny meme or TikTok video – think about how this could be changed to be related to your business.

Short Form Videos

Just the thought of filming videos can put most people off actually doing it, and I get it!

But when you realise that most videos on Social Media are now between 7-20 seconds long, it can seem a little bit easier and less daunting to film just 20 seconds of footage right?

And that's what I say to my clients - I'm not filming you working for hours (unless it's on a timelapse) it's only short snippets of videos about 5- 6 seconds each.

These small video clips will then get edited into an engaging and short video that can be posted on Instagram Reels, TikTok and YouTube Shorts.



Where to Film

Your home office, studio or workspace is fab! This showcases your work environment and also lets your audience into your world so they can see where you hang out everyday!

If you want a clean, polished or professional looking background then there are spaces and studios for hire where you can book in for half a day or for a few hours to film some content.

Wedding days are also a great opportunity to film and capture content. As you will already be in this location it's a no-brainer to capture beautiful content at these locations. Filming before vs after venue transformations, your team at work and your designs are all gold footage you can post to your social media at a later date.



Equipment

You DON'T need expensive, professional equipment.

Your mobile phone is absolutely perfect. In fact Social Media now loves the more authentic footage captured by phones rather than super high quality, professionally edited and curated videos.

I would recommend investing in a tripod so you can easily film content from different angles, and there are so many good ones on the market that you can find one that matches your budget.

If you do lots of work in the evenings then maybe investing in a light that attaches to your tripod might be a good idea for you, or a ring light if you like to do 'How To' videos and workshop style content.



Content Creation Tips

Now that you have some ideas in your head for your next piece of content, the next step is to actually film it!

So check out my top tips for filming on your mobile phone:

- Use a tripod or gimble for more stable footage. A tripod is an essential tool in my book as it allows you to film yourself if you don't have a team member that can do it for you.
- Turn on the stabilisation mode on your phone. This will make your footage a lot more soft and seamless even when you are walking around filming.
- If you have an assistant with you on the day then assign them the task of capturing you in your element at work or on a wedding day. Ask them to capture different angles of you and your work so you can create multiple videos from the same footage.
- iPhone settings – turn off HDR. Record in the highest possible resolution such as 4K at 24 or 30 frames per second, and add the level line so your photos are filmed straight!
- Always film footage slowly rather than moving the camera around fast. This gives a cleaner look to the video and is easier on the eye for your audience to watch. So take your time when filming - if you want to speed it up you can do it later while editing.
- BTS is all about showing the parts of your business that your clients rarely get to see, so showcasing your unique personality is a great way to connect with potential clients and couples.
- If you forget to film throughout a wedding day for example, it's better to get lots of short snippets of video than nothing at all. Maybe it's the welcome sign, the menu cards, the entrance florals and wedding car you get videos of as you are leaving the wedding – this can still be turned into a reel! Don't feel like you haven't got time to film as you are leaving a wedding even if you forgot to do it as you were setting up

Try these Video Ideas

- Go behind the scenes
- Share your values
- Reel vs. reality
- Tell it like it is
- Introduce Yourself
- Offer Tips and Tricks for Couples
- Give a Sneak Peeks into your next project
- Hop on a Trend - this could be an audio or a style of video
- Share How-To Videos
- Share a Day in the Life
- Answer FAQs
- Share Customer Testimonials
- Introduce your Team
- Share seasonal Wedding Inspiration
- Share your favourite tools
- Share do's and don'ts for your niche
- Give a tour of your workspace
- Share your top 5 tips for....
- Share your trend predictions
- Before and After photos venue transformations
- What are your venue recommendations
- Outtakes of you filming or having fun on wedding days
- Share your plans/weddings for the upcoming month
- Share end of the month highlights
- Celebrate and congratulate your couple's anniversaries
- Share what is on your To Do list today
- Share what you get up to in your spare time
- Share fun facts about yourself
- Share how you started your business



Wedding Day Video Ideas

- Show what you have in your wedding day bag
- Emotions of the family when the couple enter the ceremony
- The confetti throw
- You packing your car or van to drive to the wedding
- Video you and your team setting up
- Video close ups of laying tables, decorating or going through checklists
- Show the camera what you have in your wedding day bag
- Before and After of you - at the start of the day vs you at in the evening with messy hair & an empty water bottle etc.
- Video of you talking to the camera and welcoming your audience to this wedding/wedding set up
- BTS bloopers, funny moments and your team having fun
- Hold up a drawing or concept sketch of the wedding and then lower the image to reveal the actual wedding design.



The best way to create behind the scenes footage

- The most effective approach is to have someone available to film you. This person could be a team member, a partner, an assistant, or a even a content creator.
- Their role is to capture you in your element, from various angles, while you interact with clients or other vendors, or simply showcase you in your realm of genius.
- Allocate specific time to capture this content otherwise it can easily end up at the bottom of your To Do List!
- Consider scheduling a content day at a studio, your office, or during a styled shoot so you know when you are going to be getting your next batch of content.
- If you are short on time or not fond of filming, try recording everything in one day. Wear your favourite outfit, put on some tunes and just get it over with in one day! You can then use this content for weeks afterwards.
- If you prefer capturing behind-the-scenes footage alone, a tripod can be your best tool. Place it in a corner of the room on time-lapse mode and carry on working throughout the day. Reposition it in various points around the room for different angles as this will be beneficial later whilst editing.



Little nugget of Advice

Just because you've posted footage of you at that particular wedding or in that outfit doesn't mean you can't post it again!

Leave it a few weeks and then make another video with the same footage but edit it differently - use a variety of clips and maybe add text to the video to give it a different vibe.

At the end of the day your audience on Social Media won't see every piece of content you share - and even if they do they won't remember that you posted a similar video a few weeks ago of you in your studio wearing that same outfit!

So recycle, re-use and revamp footage you have if you like it!



Want some help?

If you feel like a Content Day is something that would be super beneficial for your business - then let's chat!

By having me as your Content Creator you'll get endless footage that you can use for months to come on your Social Media.

We will have a chat about where you want to get the footage, what elements of your business you want to highlight and share with your audience, and then I can help you create a filming plan!

As you might have been able to tell already, I'm very easy going and friendly - so it will just feel like you've got a friend in the room with you while you are working - but really I am capturing you at your most relaxed and showing your authentic self whilst being the amazing creative that you are.

Pop me an email to hello@virtuallyrhian.co.uk to schedule in your content day with me!





Listen to the Podcast!

I had the absolute pleasure of chatting with Faye Cornhill on The Wedding Business Club Podcast all about this topic - so if you want to know more about content creation for your wedding business, it's worth a listen!

Videos are only growing in popularity over every social media platform - so unfortunately there's no escape from it. So why not get excited about it instead?

Click the link below to listen to the Podcast to get inspired to create content for your wedding business!

[Spotify](#)

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