



MODULE 2: Digital content creation for farm business promotion

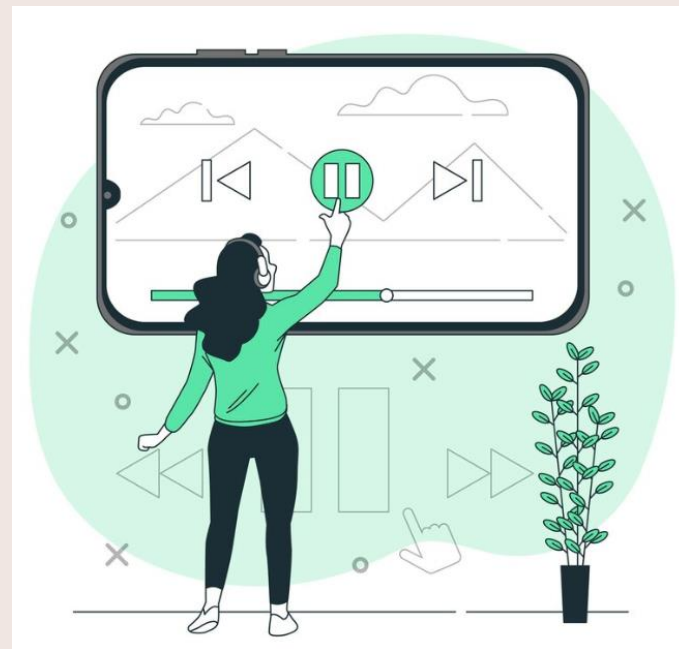
CONTENT 3: How to create a short promotional video



What is a short video?

Short form videos refer to video content that is concise and brief in duration.

Short videos can vary in length, ranging from a few seconds to a few minutes. They are often created for social media platforms (e.g., TikTok, Instagram Reels, YouTube) (cf. Module 3 - Content 1, Content 6.1 and Content 6.2), where users have limited time and shorter attention spans, or they can be directly showed on devices (PC, tablet, smartphone).



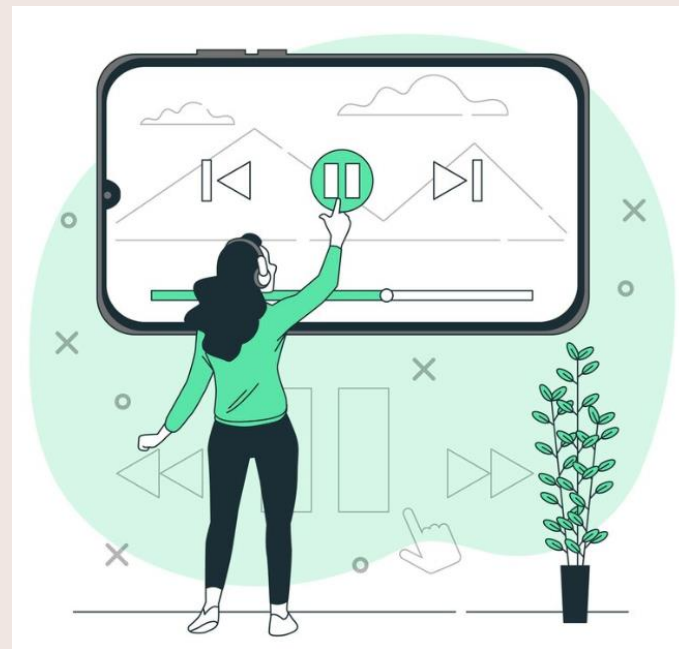
Source: Freepik

Why to use a short video?

A short video allows creators to communicate quickly and users to consume their content without investing hours of time and focusing on one thing.

They are mainly used for marketing purposes.

A short video is a good option to promote a farm and attract consumers.



Source: Freepik

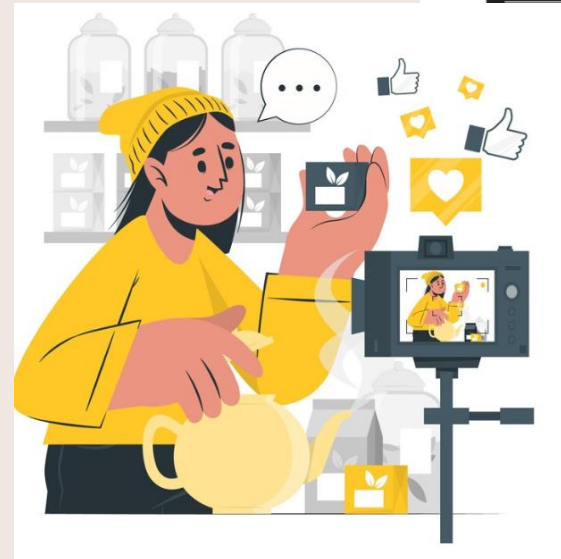
Tools to create short videos

The main tool to create a video is a Camera.

Today, also cell phone camera is a good tool for recording a video.

If you want to integrate the audio in your video, you will also need a good microphone.

Phone microphone could be a good starting point for amatorial videos.



Source: Freepik

Tools to edit short videos

There are many digital tools available to edit videos. These tools can be free or may request a payment. They may be accessed by the browser or need to be installed.

Some of the most famous for PC are:

- DaVinci Resolve
- Clipify
- Avidemux
- CapCut
- Canva

For MAC:

- QuickTime Player
- iMovie



Source: Freepik

How to edit a video on Canva



<https://www.youtube.com/watch?v=AlrC-XaKwew&t=15s>

EXERCISE:

Imagine you have to promote the sale of your products via social media. Try recording short videos of your products and company and edit them using Canva.

Useful links

- [What is a short video](#)
- [How to use a short video](#)
- [Canva: Free on-line video editing](#)



References

CONTENTS

- <https://shorturl.at/M8stp>
- <https://shorturl.at/Jv5Kg>

IMAGES

- [Freepik](#)

