How to Create Video and Use YouTube for a Veterinary Practice

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1. Introduction
YouTube is the second most popular social media platform after Facebook. At the time of writing, 35 h of video content is uploaded every 1 h to YouTube. With this level of popularity, it is essential that veterinarians incorporate YouTube into their social media strategies. The use of video can complement a Facebook Page or Twitter feed. Both of these social media platforms make it easy to upload and share video. Veterinary practice is well-suited to video production. Much of what we do is visually appealing and full of action. Whether it is a how to video or a case description, video is another media that a veterinary practice can use to educate and engage both current and prospective clients.

It is one thing for a veterinarian to shoot video of a family vacation and another thing to create a video presentation that one would be proud to present on their web page or YouTube channel. This how to presentation will give veterinary practices the tools to easily create effective video and publish it on YouTube or other video sharing sites in less than 2 h. Creating a video from start to finish will be discussed. We will go over the type of cameras that one can use to shoot video from a simple smart phone to a more elaborate high-definition camera. Easy script development and scene setup will be addressed. We will give examples of good and bad sound and lighting and how to use them to make a positive difference in your own video creation. Video editing software will be reviewed. We will discuss the use of YouTube and how to share your video online to the most amount of people possible using search engine optimization. Finally, we will analyze tools that can be used to measure the success of your video creations.

Video is an increasingly popular media to share information and educate veterinary clients. The creation of a video can be daunting to the newcomer. We will guide a veterinary practice in a simple and time-efficient manner to create an effective video for public viewing. For less than $250, any veterinary practice will be able to use video as part of their transition to using social media in their marketing strategy.