

Social Media Videos Made Easy

Boost Your Confidence and Let Your Brand Shine!

What is Imposter Syndrome?



What is Imposter Syndrome?

self-doubt of intellect, skills,
or accomplishments among
high-achieving individuals.





Quick Poll...

**Have you experienced
Imposter Syndrome?**





AGENDA

- **How to build confidence on camera**
- **The ABCs of set up**
- **Our signature batching content process**
- **Giveaway for those who stay until the end!**

PRACTICE PRACTICE and MORE PRACTICE



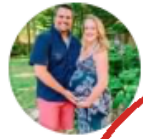
TIME TO RAMP IT UP!

3:17 ↗



Create Post

Post



Karlyn Ankrom

Friends ▾

+ Album ▾

Instagram ▾

What's on your mind?



Photo/video

3:17 ↗



Edit Audience

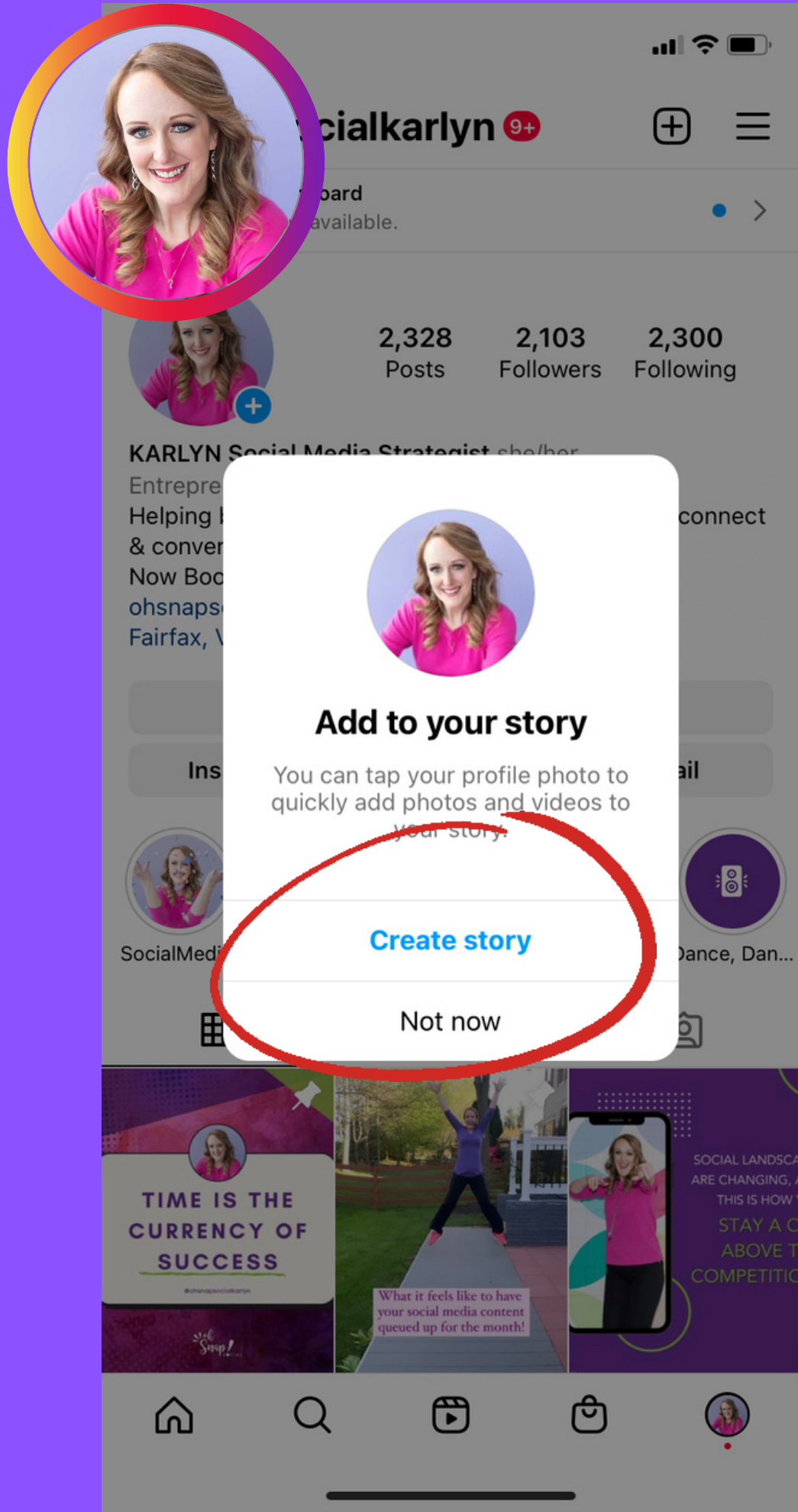
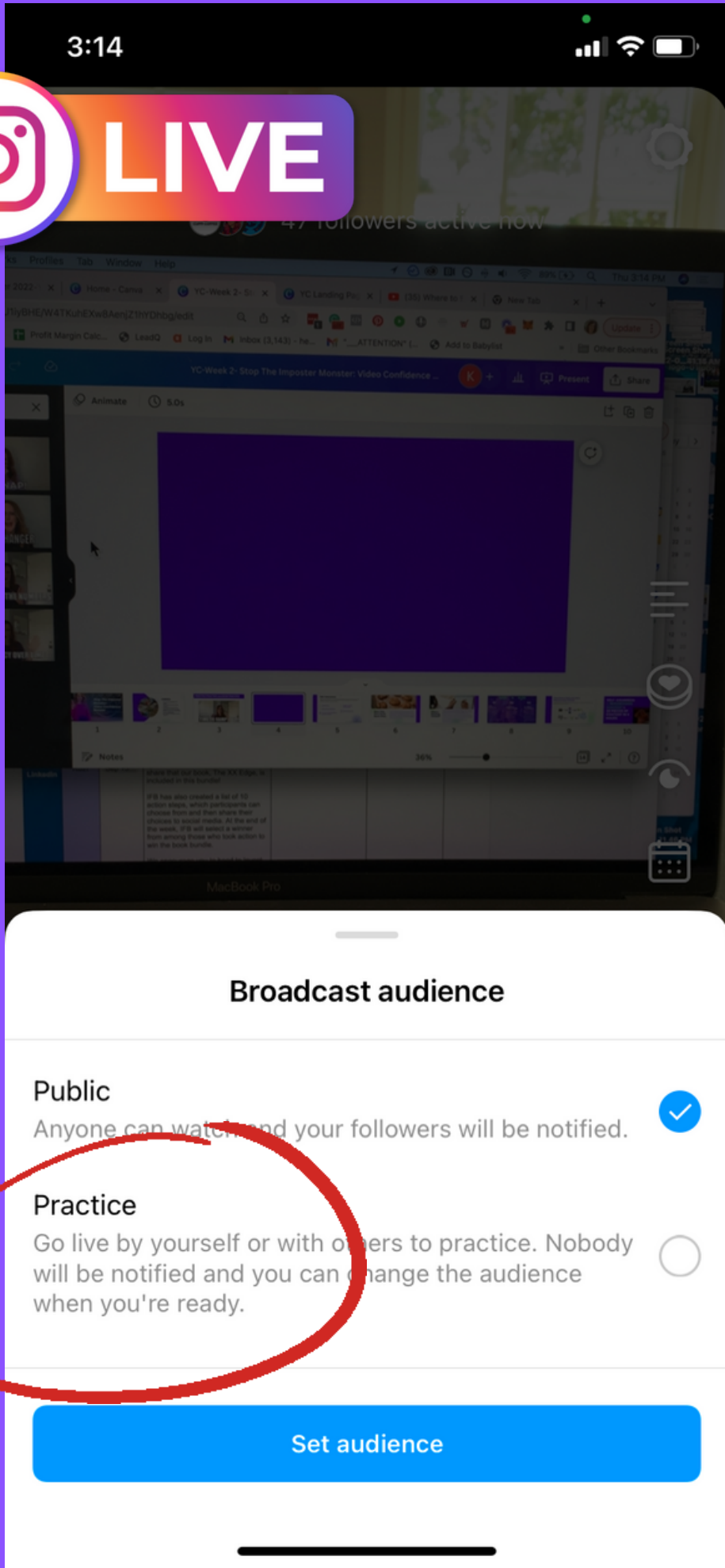
Done

Who can see your post?

Your post may show up in Feed, on your profile, in search results, and on Messenger

- Public**
Anyone on or off Facebook
- Friends**
Your friends on Facebook
- Friends except...**
Don't show to some friends
- Specific friends**
Only show to some friends
- Only me**
Only me

See All



OVERCOMING IMPOSTER SYNDROME

Consistency is key

Create First, Consume Second

Condition Your Feeds

Continue To Focus





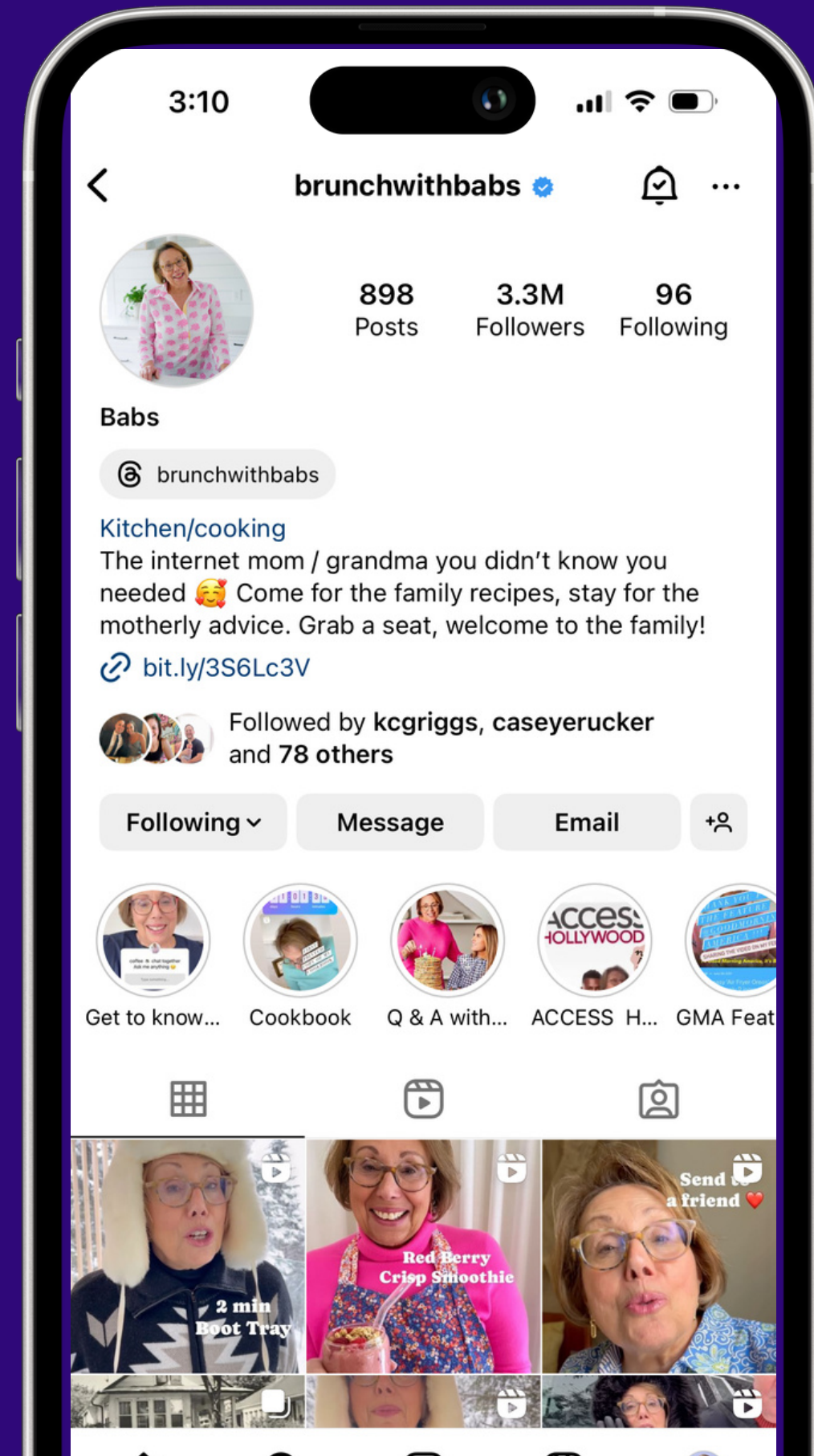
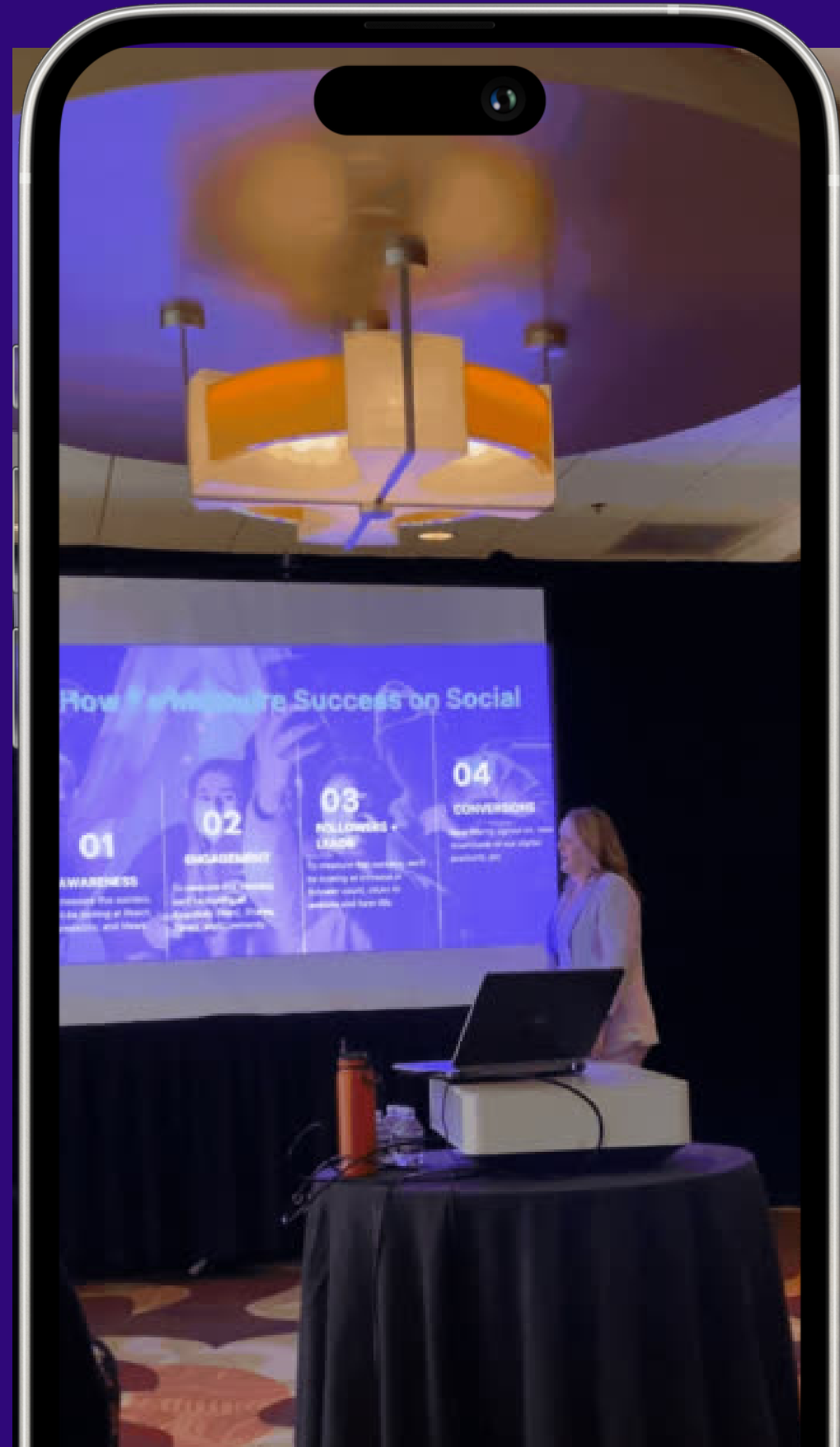
Who are you going to be?



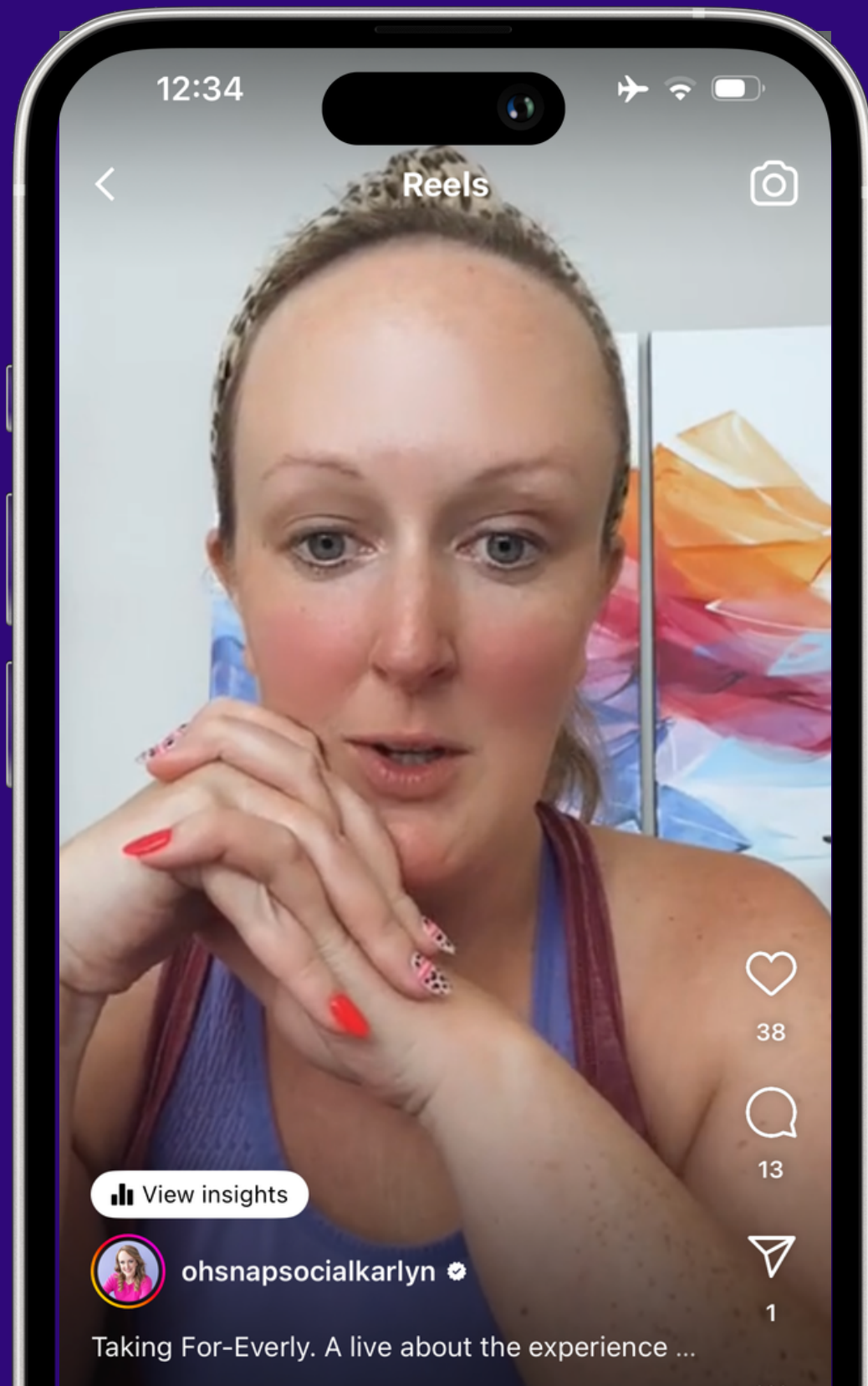
**Qualities
that make you,
YOU!**

**Remember:
REAL +
RAW +
RELATABLE**

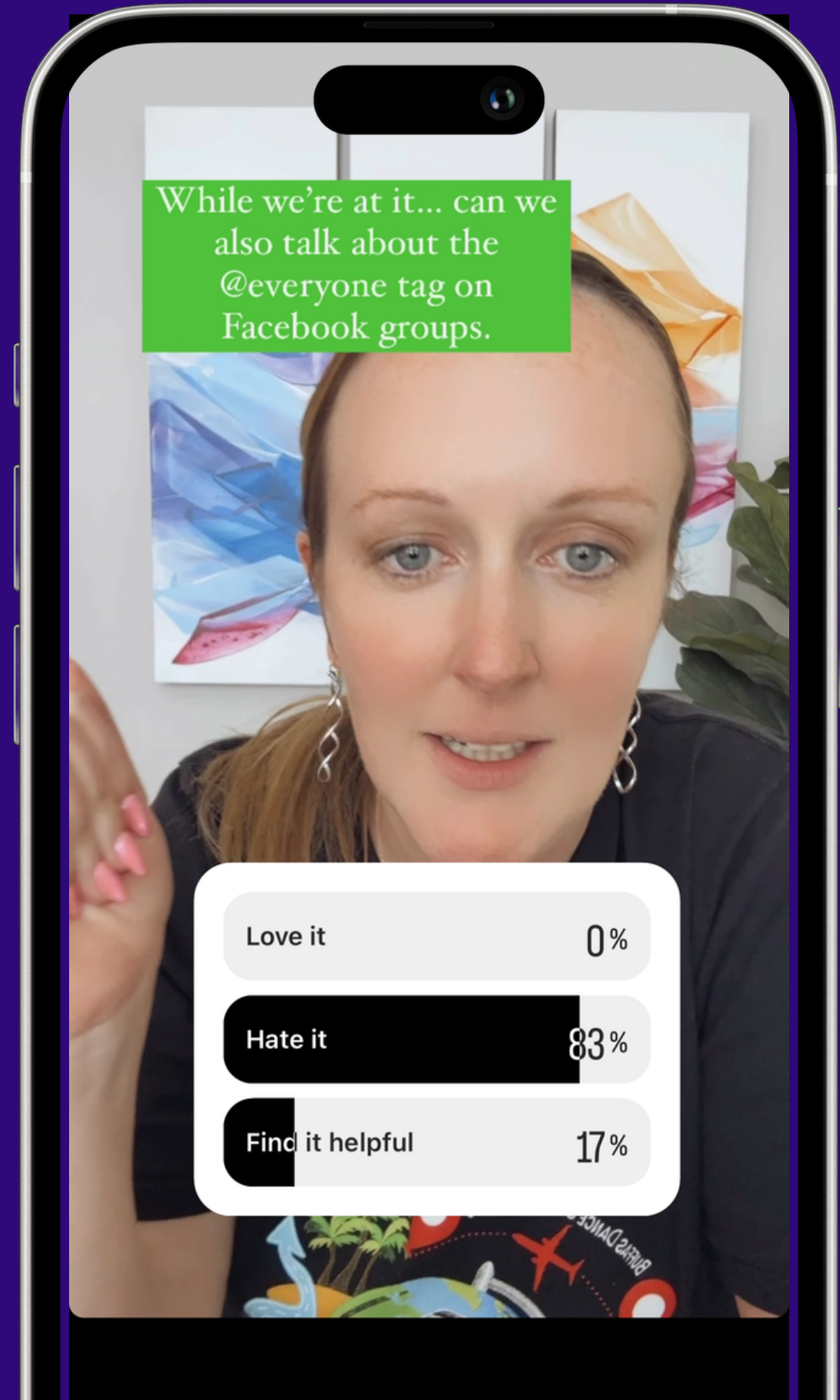
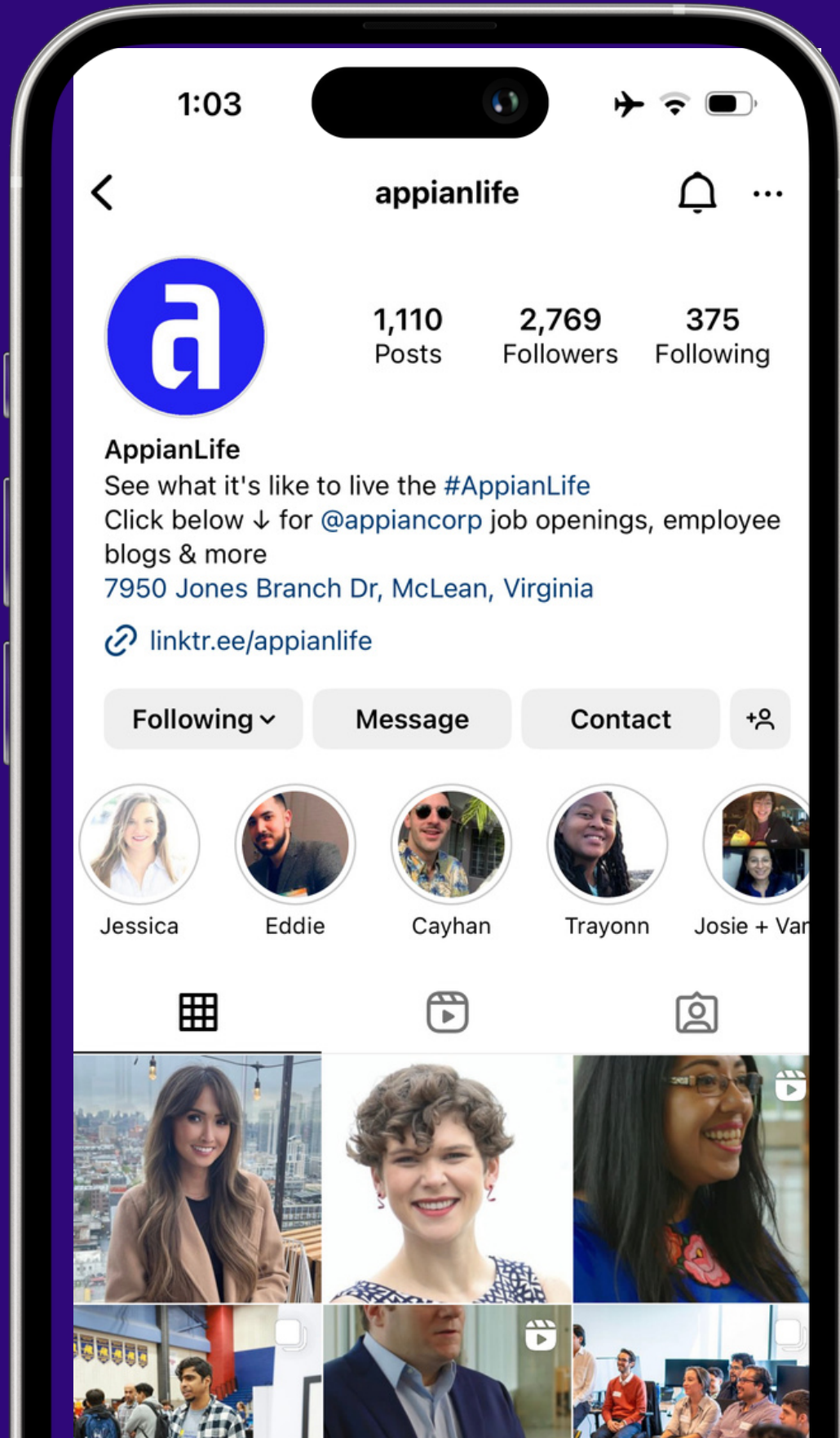
REAL - Authenticity



RAW - Vulnerability



RELATABLE



ohsnapsocialkarlyn
Fair Lakes

View insights

Boost post

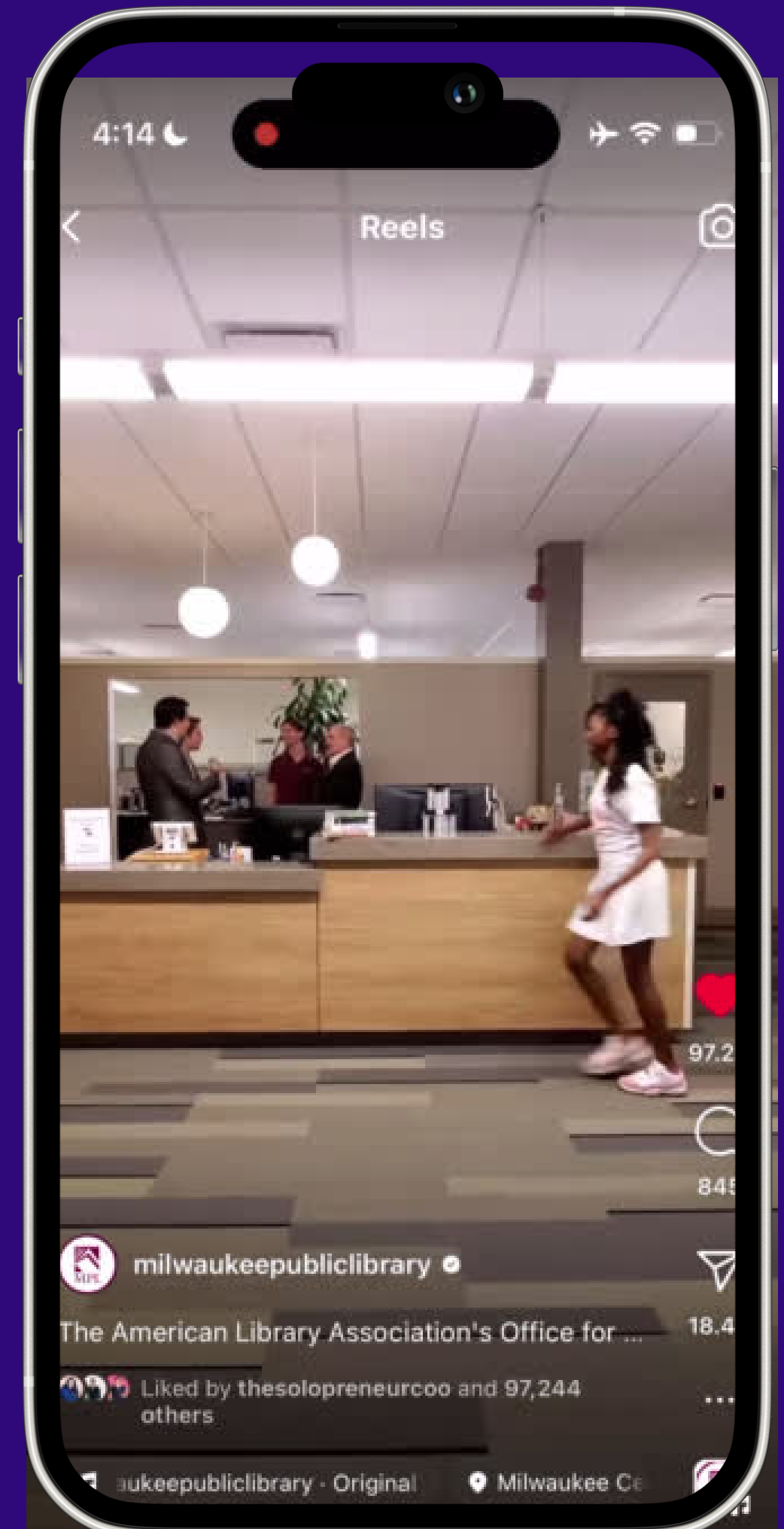
245 views · Liked by heathermyklegard
ohsnapsocialkarlyn HUGE SHOUT OUT AND THANK YOU to @va_solutions for spotting this @simplysoutherncollection #ohsnap shirt. It's... more



ohsnapsocialkarlyn
Bristow, Virginia

Bonus Points: Disrupting Trends

@milwaukeepubliclibrary





**Now how do we
take action?**

KEEP IT SIMPLE. Team #NoFancyPants

Best Practices Reminders For Social Media Video

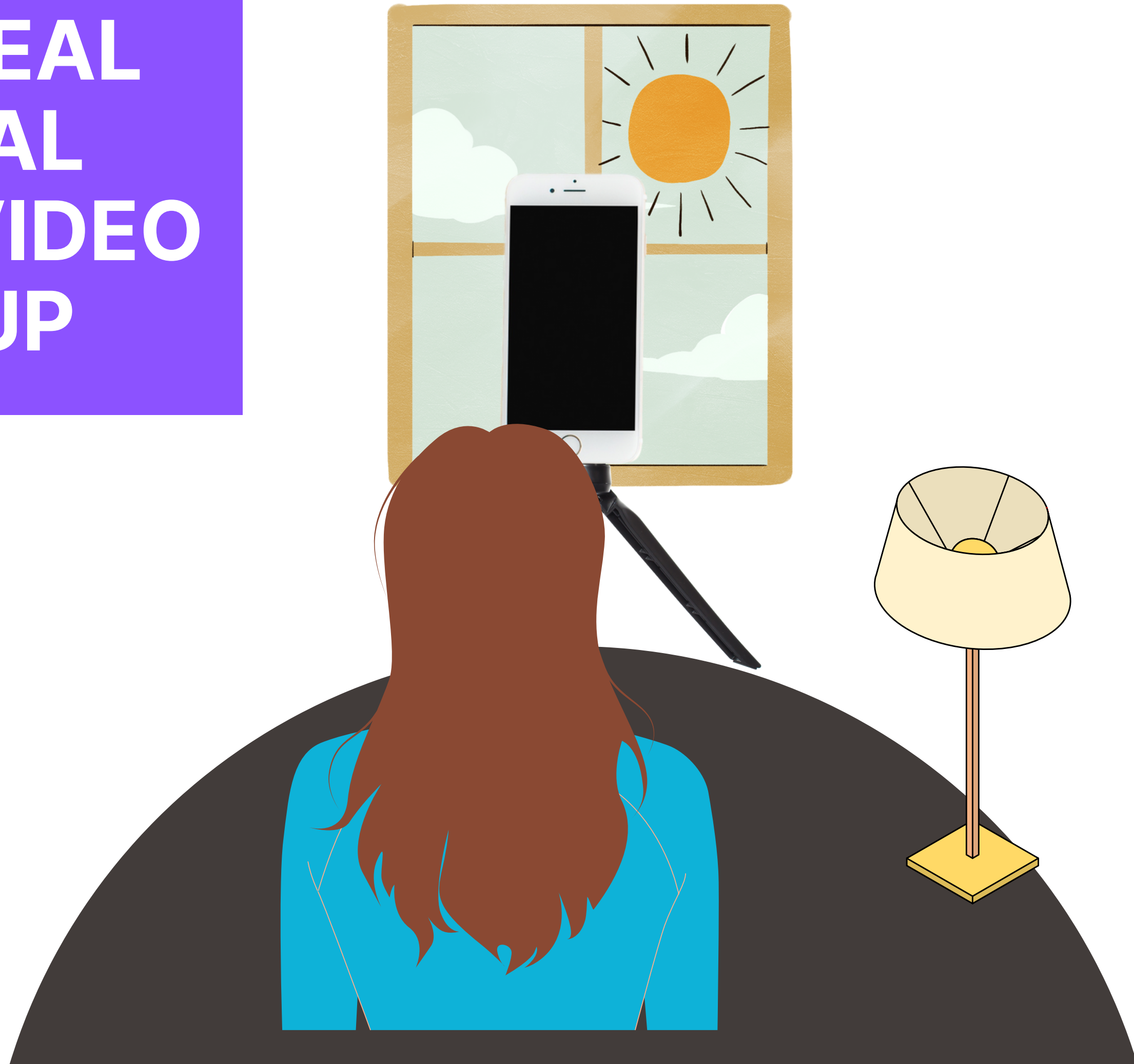
Focus on This:

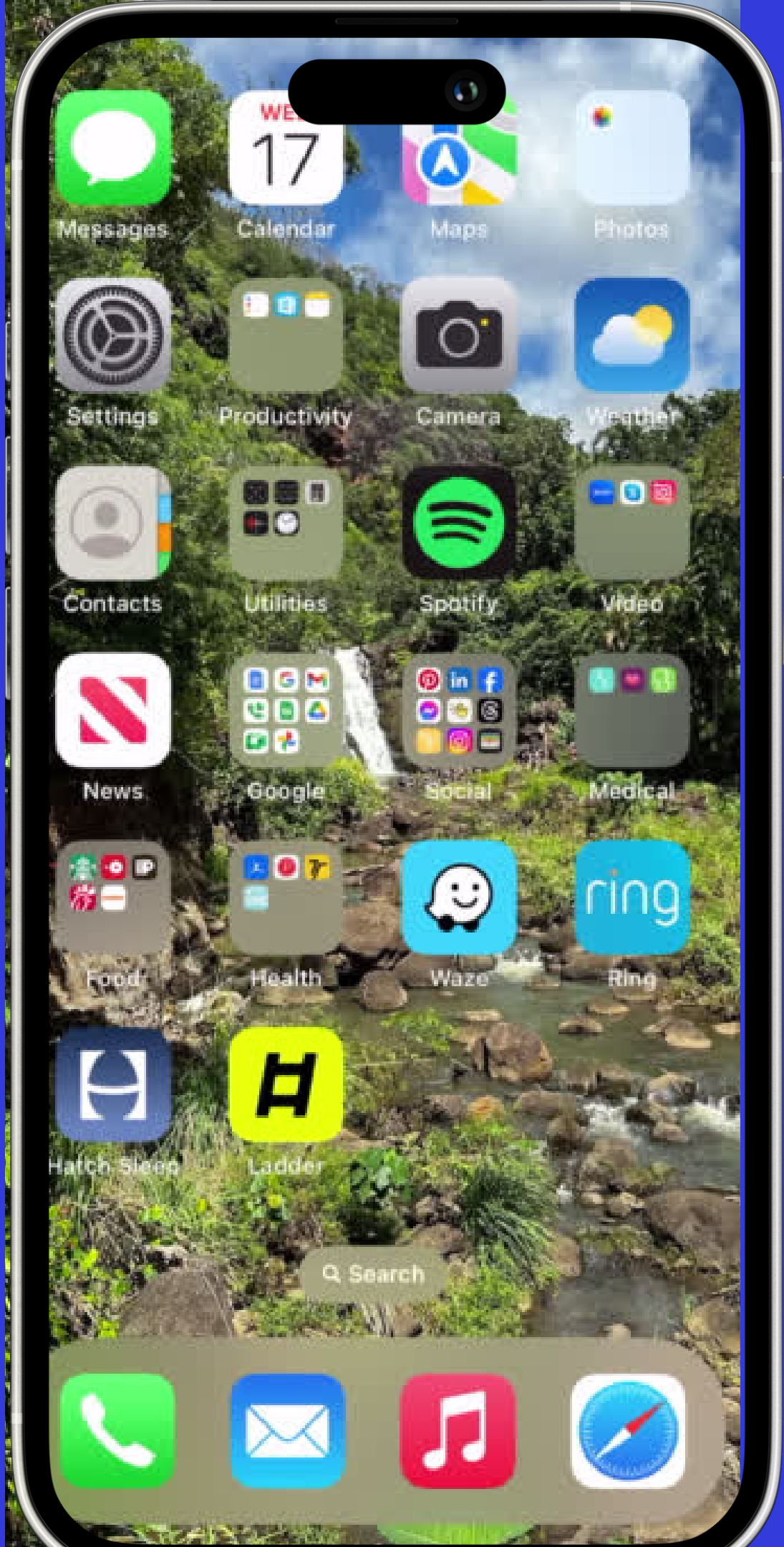
- Good light - natural light is best!
- Tri-pod or a stack of books
- Quiet space
- Talking points
- Editing tool - InShot app is my favorite
- Leaning into who YOU are and how you're comfortable on camera

Less on This:

- Your competitors videos
- Doing it "wrong"
- Being like everyone else
- Fancy pants equipment
- Writing a full script
- Making it perfect (it only leads to paralysis)
- High level production

THE IDEAL SOCIAL MEDIA VIDEO SET UP



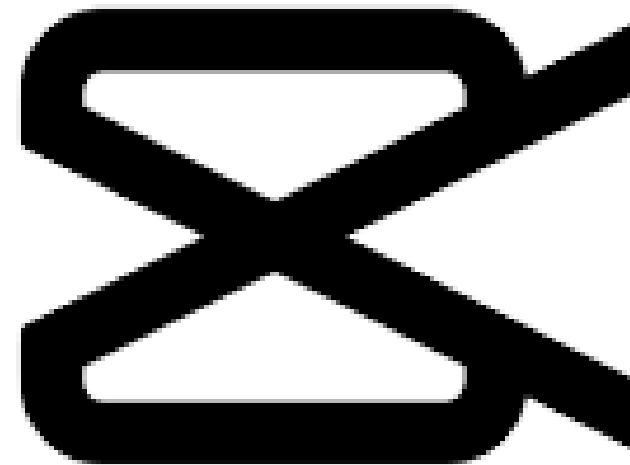


THE HOW!

Video Tool Box



InShot



CapCut



**Teleprompter
Lite**



**Save Time.
Save Sanity.
Batch Often.**

Let's think about cookies for a moment...if you're getting a cookie craving, chances are you're not going to get all the ingredients out just to whip up ONE cookie to satisfy the craving, you're going to make an entire...batch. The same content applies to your social media content.

MAKE A PLAN

01

DEFINE
CONTENT MIX

02

PREPARE YOUR
CONTENT CALENDAR

03

PUT TIME ON
YOUR CALENDAR

Self-Awareness



TIME OF DAY



HOW MUCH IS ENOUGH



**PUT IT IN YOUR SCHEDULE
AS REOCCURING**

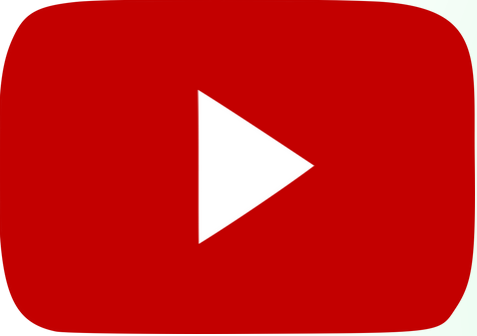
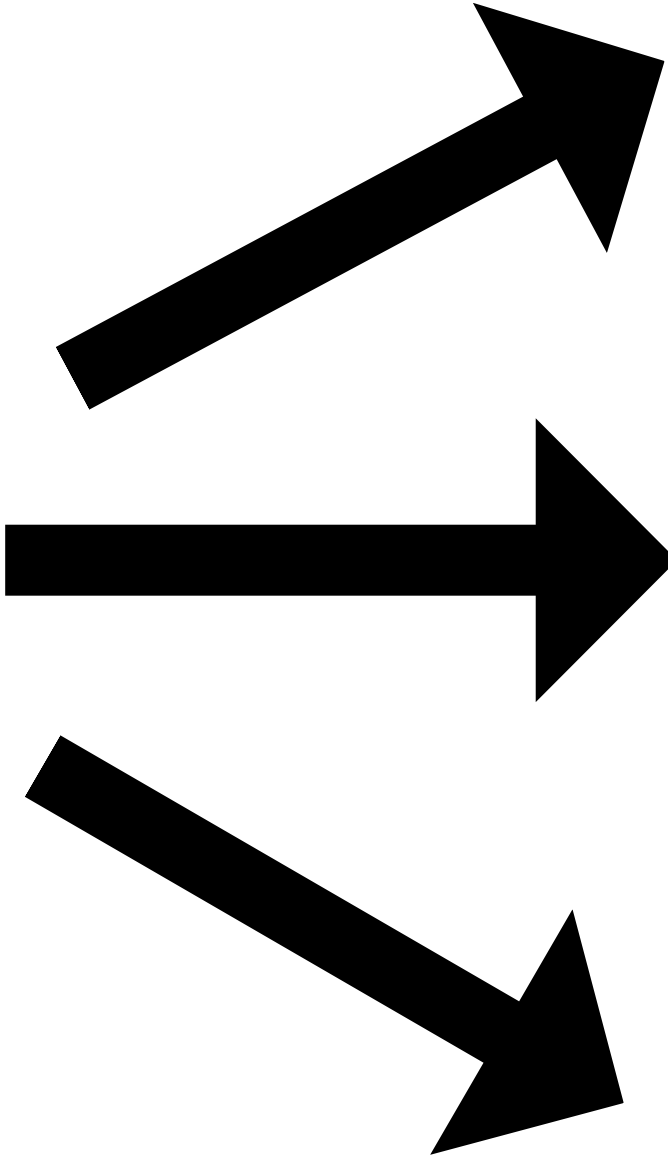


**MAKE IT A NON-
NEGOTIABLE**



GOAL: BE IN FLOW

Repurposing Strategy





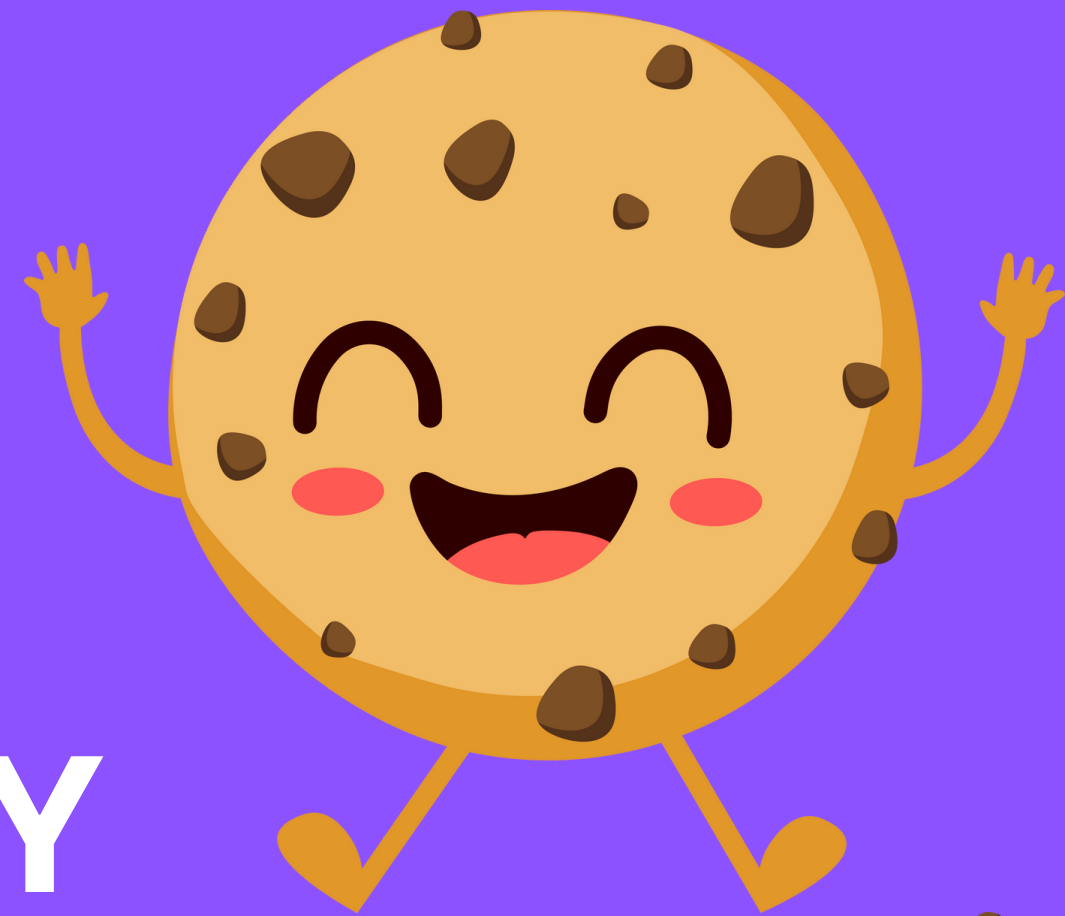
Always

Be

Curious

SELF-AWARENESS +
REPURPOSING
CONTENT
+ DASH OF CURIOSITY
=

1 TASTY BATCH OF
CONTENT COOKIES



A woman with long brown hair, wearing a bright pink sweater and silver earrings, is holding a smartphone mounted on a black tripod. She has a surprised or excited expression, with her right hand raised to her face. The background is a dark grey wall with a grid of circular patterns. The text "REMEMBER: PROGRESS OVER PERFECTION!" is overlaid in large white letters on the bottom left of the image.

**REMEMBER:
PROGRESS OVER
PERFECTION!**

TAKE ACTION!

Intro Video Sample Script

[optional HOOK] Hi,
my name is _____ and I'm the
your name
_____ of _____. We/I help
title company name
_____ with _____ in
your ideal audience service/product you sell
order to _____ and
their pain point or problem you solve
_____. To learn more
the transformation you create
visit _____.
your website

[HOOK IDEAS]

Did you know that....

What if I told you....

Listen up!

I don't know who needs to hear this,
but..."

"Welcome to ..."

"This video is for..."

Attention [Your Ideal Audience]!

[Film selfie-mode on stage with Suriname flag in the background]

“Ever felt comparison creep in when filming your next video for social media? Great news! You’re not alone.

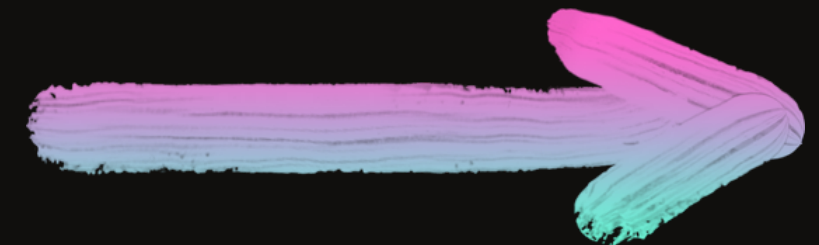
I’m recording this reel live in front my my virtual audience right now teaching and showing them how easy it is to flip the camera and be authentically you!

Follow me for more of my social media tips and upcoming workshops this year!

[Pivot to show computer with Zoom squares with *loads of energy and jazz hands*]

Share it!

1. Film your 30-second intro video and tag me @ohsnapsocialkarlyn on Instagram or @Karlyn Ankrom on LinkedIn so I can see your work!
2. The first person to take action on this will win a complimentary 1-hour strategy session with me! (a \$150 value!)



Catch ya
Later!



**WANT TO
BOOK YOUR
1-HOUR
SOCIAL MEDIA
STRATEGY
SESSION?**



I GOT YOU!



<https://schedule.ohsnapsocial.com/strategysession>
or email hello@ohsnapsocial.com