

Empowering
Young
Mountain
Entrepreneurs



PEAK

Best Practice Video Guide 2022

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

2020-3-UK01-KA205-094357



Co-funded by the
Erasmus+ Programme
of the European Union

www.peakentrepreneurs.eu

TABLE OF CONTENTS

- 01** About the PEAK Project
- 02** Learning Outcomes of the Guide
- 03** How To Record a Video - Smartphone
- 04** **Online Platform - Canva**
Learn How to Create a YouTube Video
- 05** **Instagram and Facebook Reels**
Learn How to Do Reel Editing in Canva
- 06** **Online Platform - YouTube**
Learn How to Use YouTube as a Publishing Platform
- 07** Conclusion



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.
2020-3-UK01-KA205-094357

The main objective of the PEAK project is to contribute to the sustainability and livelihoods of young mountain entrepreneurs across Europe by developing the skills of existing and future young mountain business owners but also assisting their support systems e.g., managers, employees, VET students in the mountain enterprise sector through an innovative and easily accessible training platform.



PEAK supports European young mountain enterprises by developing the following;

1. A **Curriculum and educational material** for VET educators and trainers in mountain enterprise fields targeted at students, enterprises, and employees in mountain businesses, areas, and regions.
2. A **Best Practice Video Guide** and **Good Practice Videos** designed to inspire and educate existing business owners and employees, potential entrepreneurs, and young mountain students.
3. An **E-Learning Platform** complete with Training programs and modules
4. An **Android and IOS App** to increase accessibility and user-friendly capability of the e-learning platform

[Click here to access all resources](#)

What You Will Learn

02

Overcome Mountain Entrepreneurship's Top Obstacles By Developing Your Own Digital Media

Get Digital Ready

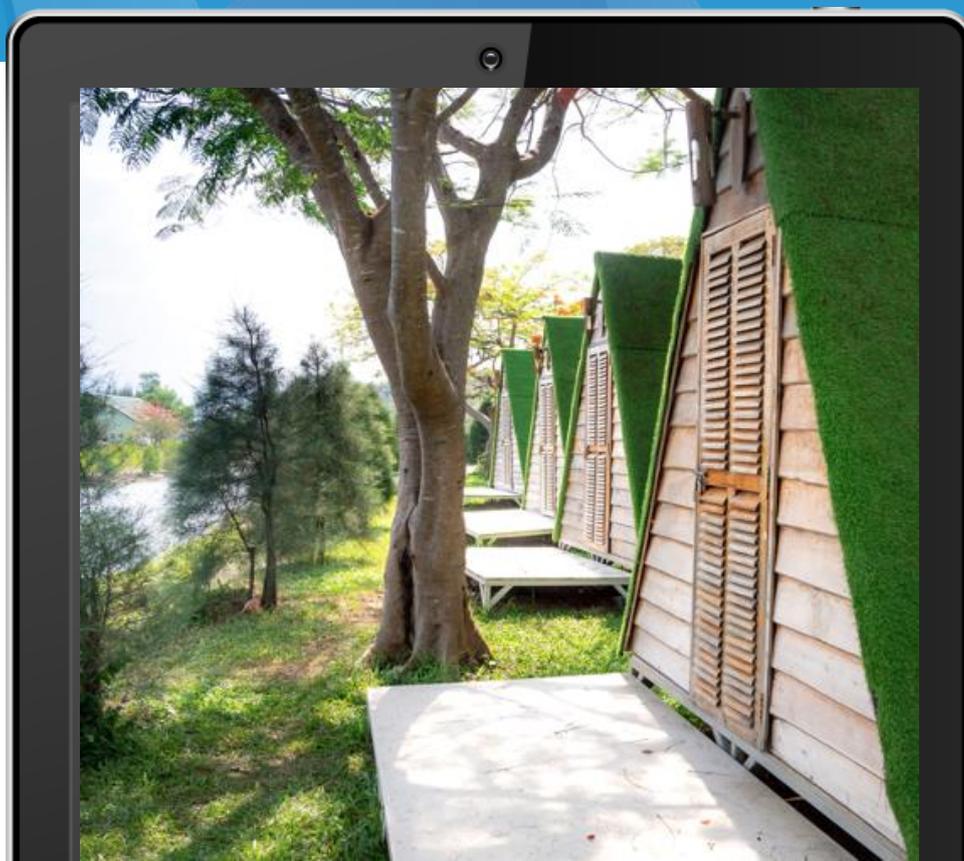
Get Engaged, Equipped, Knowledgeable, and Confident in Creating Your Own Videos Via YouTube, Canva, Instagram, and Facebook

- ✓ **Remove the Confusion and Feeling of Being Overwhelmed by Digital Media Information.** This Guide will help you get to the golden nuggets, key benefits, and powerful strategies so you don't feel overloaded with information. It presents you with tailored, focused, tips and information so you can navigate digital and social media specific to tourism businesses.
- ✓ **Gain Practical Mountain Enterprise Digital Media Training and Knowledge.** Understanding how to develop digital media in a cost and time-efficient way through practical step-by-step instructions and tutorials for all levels.
- ✓ **Gain from the Costs and Get a Return on Benefits.** Tailor your digital media in a way that makes you stand out from the crowd, grow your audience, build your brand and form a strong online community.
- ✓ **Learn how to Identify and Use Digital Media Opportunities.** This guide has picked the top digital media platforms, and tools so you can focus more on what works for your tourism business.
- ✓ **Gain Sufficient Technical Knowledge and Gain Access to FREE and Accessible User-Friendly Platforms**
- ✓ **Increase Your Access to Expertise.** You or Your Staff become the Experts.

Learn Good Practice From Other European Youth Mountain SMEs

Throughout the Video Showcase Book, we will provide good practices for young mountain enterprises examples across Europe. In the context of this document, a good practice SME will include the below criteria

- ✓ Be fundamentally a young mountain enterprise as its **key objective**, purpose, focus, and or business activity
- ✓ Their **approach** is practical, simple, affordable, and feasible, resources are available and is easy to follow.
- ✓ They are already proving a **positive impact** at an SME level and often spin onto stakeholders, communities, suppliers, and others
- **Sustainability** is important and achieved socially, environmentally, and economically with long-term impact on the wider community and target groups
- Their activities can be **transferred, replicated, implemented,** and **upscaled** to other similar businesses in the same or a similar geographical or thematic space.



Why Videos and Digital Media are Important for PEAK Enterprises

Having a YouTube channel is the best way to promote mountain enterprises because it's easy and effective. This is done by creating a **video that shares some of the best experiences in your area and what is special about your business.** It doesn't have to be about the history of the economy of your town; it can just show fun things to do and places to visit. Consider the five vital components of a mountain destination or your business. For example, if it is a tourism business focus on your regional **Attractions, Accessibility, Accommodation, Amenities, and Activities.**

Great Tip

- **Instantly recognizable.** Ensure you improve and enhance your online presence and competitiveness. Ensure You get in front of your target audiences so that are aware of, understand, and can access your unique experiences.
- **Improve Growth, Build Brand and reputation.** Improve, engage and grow your customer following, support, and influencers
- **Overcome business challenges** e.g., address seasonality, improve accessibility to product and experience, increase sales and profits via sharing and market penetration
- **Gain immediate attention and interest.** Is comparable and can enhance or initiate ideas, further discussion, activities or is modified or considered in some way
- **Become visually appealing** and available in different mediums e.g., descriptive information, text, awards, leaflets, videos, images, published web pages...
- **Get connected** either through social media, website inquiries, increased followers, consistent regular sharing, watching and learning from others, accessing practical free resources
- **Be accessible to the public,** in different formats and languages, with relevant information at the right level and pitch

03

A Step-by-
Step Guide

How to Use
Your Phone to
Record a Video

Step 1 Pick Your Location

Enough light is crucial. Avoid too much lighting and overhead lighting. Use soft instead of harsh light. Try to use a 'halo' light. Use a soft backlight i.e., light the background. Use key light i.e., position the camera on the subject, and make sure to capture the dark side of the subject's face. Don't stand against a bright source of light like a window. Always have the window or light source facing you. Also, remember also a bright light can make you squint, avoid this.

Recording Inside It is very important to find a **very quiet well-lit room**. Avoid rooms with background **sounds or echoes e.g.** hallways or staircases. Use a microphone if possible.

Recording Outside Since tourism promotion often centres around the outdoors, the destination or experiences. Find a spot that is quiet, with no interruptions, good weather conditions (preferably on a calm, wind-free, rain-free bright summer's day!) Use reflectors to get the most from the sunlight. See the video below for more information.



[How to Film Outside in the Daylight Sun](#)

[CLICK
TO VIEW](#)

A Good Tourism Video

shows the benefits of visiting your business and area. Tell a story that will encourage people to visit. Highlight the best experiences and views in your area. Embed it with music that will linger with the viewer, and remind them of your location when they hear something similar. When you're finally putting together your video, remember to be prepared and edit ruthlessly.



Always Test

Always do a test run to check everything is ok e.g., sound, light...

Step 2 Position Your Smart Phone

When recording someone or yourself make sure to use your smartphone in **landscape** mode, not portrait (vertical).



HORIZONTAL VIDEO

(Landscape - wider than it is tall)



VERTICAL VIDEO

(Portrait - taller than it is wide)



Write the Perfect Story

First Interesting Topic choose a story your viewers want to hear about. For example, answer their top 5 questions, tell them about a new experience or new green approaches, or interesting facts about your destination. Then imagine how you want it to look when it is filmed.

Second, Location & Characters now you can decide what goes in the video e.g., decide on the location, and the characters of your story. Now fit the story that presents them in the most lively and authentic way. **Third Script** you need to write down in detail the story that will be told in your video in minutes.

[CLICK
LINK
TO READ
BLOG](#)

[How Video
Story Telling
Can Make
Your Video
Go from MEH
to WOW!](#)

Step 3 Stabilise Your Smartphone

Now you have found a comfortable spot you need to make sure your phone is stable. **Note:** It is fine for you or the subject to stand or sit for the recording.

The ideal way to stabilize your phone is with a **tripod**. If you do not have a tripod then place your smartphone on a **stable surface**, for extra support lean it against some books

When you film someone, try **holding the smartphone** with both hands to avoid shaking, but make sure not to block the microphone with the palm of your hand. Keep your camera close to your chest when recording.

Another option is to download a **Stabilizer App**. **NOTE:** Virtually all modern smartphones provide image and video stabilization on their cameras. You can enable stabilization in your phone settings if not already activated.

The ideal video length for videos is 2 mins.

Stick to the ideal travel or tourism video length, which is between two to three minutes. The closer to two minutes you make it, the better. After the three-minute mark, viewers start to lose interest. This is another reason why story becomes so important—if you include a compelling story, you can hold viewers' attention longer.



[CLICK LINK FOR GUIDE](#)

[8 of the Best Stabilizer Apps for Smartphones](#)

Step 4 Frame Your Subject

The frame is the space the video captures or records. Try to **fill the frame** with your subject or try to get as much of that stunning view in as possible. The worst thing you can do is have your subject or viewpoint too small, too distant or too close.

Only **include what you need** so the focus is on the person or the place or the experience. Avoid having too many objects or clutter in your frame e.g., too much traffic or a construction site in your panoramic view will not be appealing. Too many things in the room can be distracting to the viewer.

Frame your subject **fully or from the shoulders up**. Whether sitting or standing, make sure they are comfortable and not fidgeting. They don't have to be in the **exact center**. They can sit to the side if you want to capture the lovely view or the decor inside the hotel or restaurant. Get two birds with one stone.



[CLICK LINK FOR GUIDE](#)

How to Look Good on Camera

Be energetic and engaging. Make the topic understandable. Speak clearly and slowly. Remember to smile. Look directly at the camera. Grab the audience's attention early. Prepare yourself by doing an initial take. Make sure to dress for success.

[How to Create the Perfect Content to Inspire and Connect](#)

Step 5

Use Either the Front or Rear Camera

If you are making the recording of yourself, use the **front-facing camera** in order to check what is happening during the recording process.

If someone is assisting you or you are filming someone else, please use the **rear camera**.

Remember Sound Quality is Very Important

If you are using the smartphone's built-in microphone, you need to speak clearly and avoid background noise.

If you own a pair of headphones with a microphone attached or wireless earbuds, wear them while recording

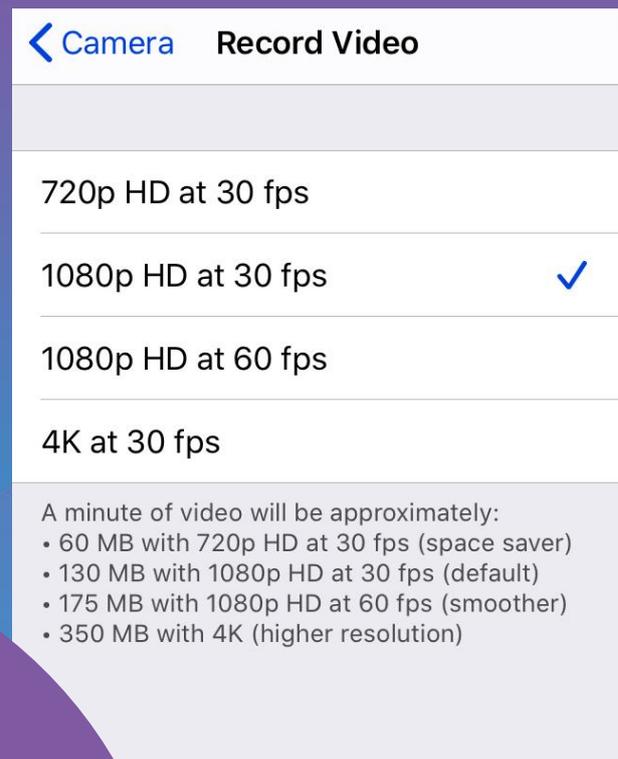


Step 6 Check Video Quality Settings

By default, smartphones record in full HD. You do not need any higher quality than that.

In the Camera Settings menu of your smartphone, you can check the default settings and make sure to have at least 1080p with 30 fps.

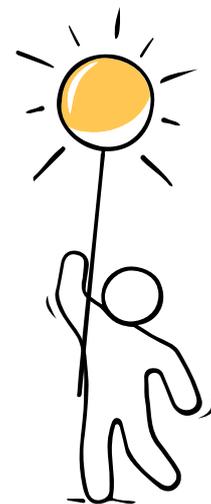
You do not need 4K files.



Saving and Sending Large Video Files

Save the video file on your computer and send it or share it if you need to by using a file transfer service, like wetransfer.com

It is best to use this method, it preserves the original quality of the video. It is also free and so easy to share via a link or email.



wetransfer

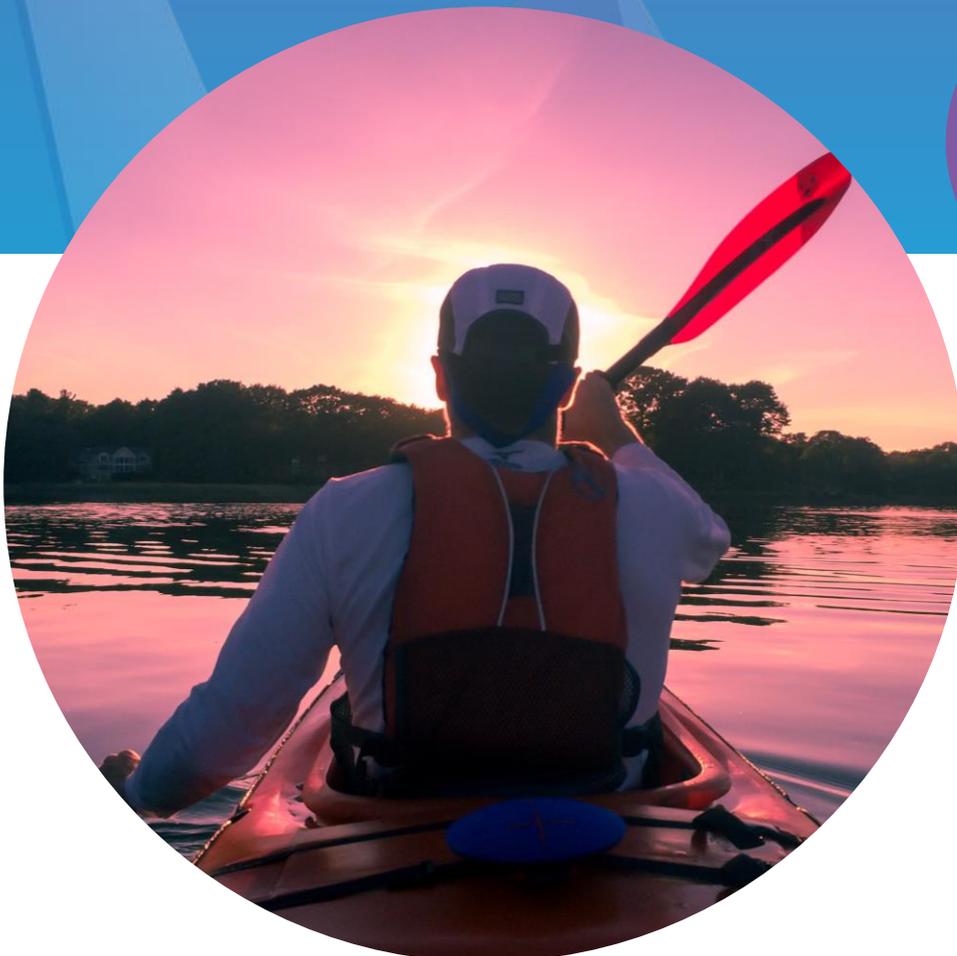
How Long Should a Video be on YouTube?

For a video, the optimum length of a video is **between the 3 - 4 minutes** mark. Anything shorter will leave the audience wanting more and anything longer will bore them and they will become disengaged and leave.

A Good Video

A good video shows the benefits of visiting your business and area. Tell a story that will encourage people to visit. Highlight the best experiences and views in your area. Embed it with music that will linger with the viewer, and remind them of your location when they hear something similar. When you're finally putting together your video, remember to be prepared and edit ruthlessly.

**Great
Tips**



Canva

For Mountain
Entrepreneurs

www.canva.com/

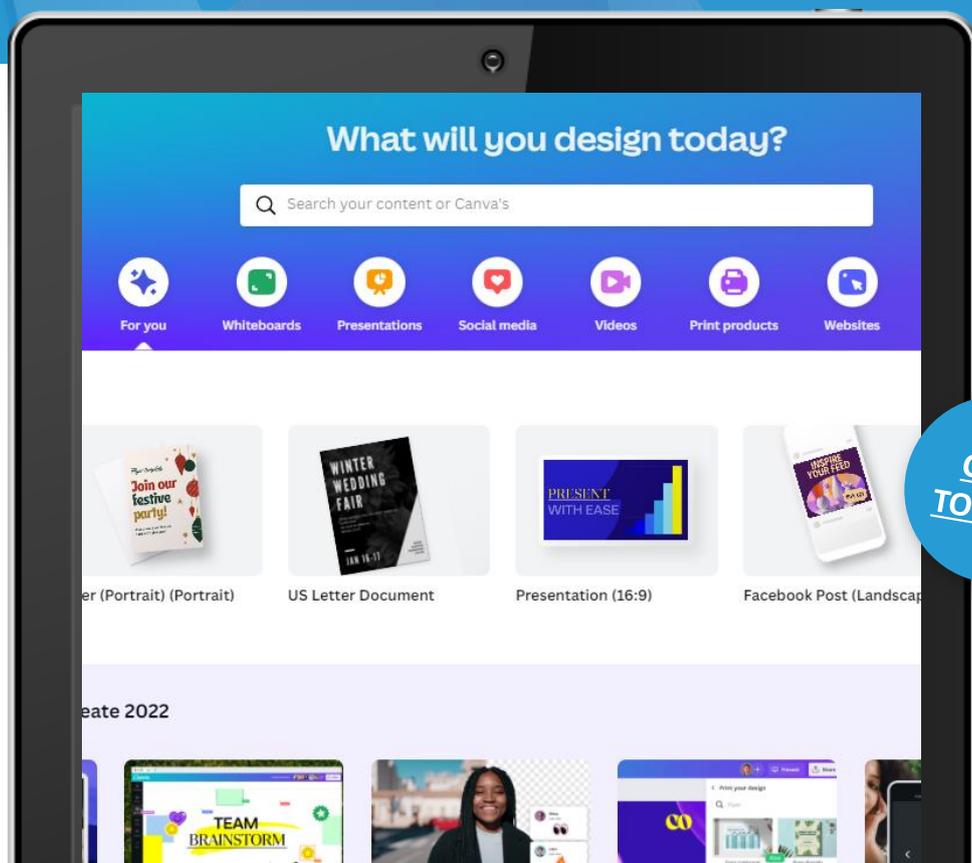


What is Canva?

Canva is a Graphic Design Tool

Canva is one of the **most popular design tools** that help users easily create multiple different types and styles of **visual and communication media and collateral**. Canva is a high-level **user-friendly** graphic design tool that has also gained immense popularity among professionals and amateur designers. Its **simple interface** and wide range of **features** make it an ideal platform for creating **visuals for online and offline use**.

However, like any other software tool, Canva has its pros and cons, which are covered in [this article](#) and should be weighed before deciding whether or not to use it. Click on any of the links in the following section to further explore the **pros and cons of Canva**



Advantages & Disadvantages of Canva



Advantages of Canva

1. [Even a Non-Designer Can Become a Designer Using Canva](#)
2. [Canva is Very Simple to Use and User-Friendly](#)
3. [Canva Provides Social Media Templates](#)
4. [Canva is Budget-Friendly](#)
5. [Canva Offers a Variety of Templates and Elements](#)
6. [Templates Can be Altered to be More Custom](#)
7. [Canva Offers a Professional Look](#)
8. [Canva Offers a Stock Photography Usage](#)
9. [Team Access](#)
10. [Share on Social Media or Schedule](#)

CLICK
LINKS
TO
VIEW



Disadvantages of Canva

1. [Canva Style is Limited](#)
2. [Limitation on the Number of Templates](#)
3. [Alignment Concerns](#)
4. [Export Settings are Limited](#)
5. [Cannot Download the "Raw" File to Your Computer](#)
6. [The Free Version is Limited](#)
7. [You are Unable to Move One Design to Another Design](#)
8. [Intellectual Property Belongs to Canva](#)
9. [Canva can Delete Your Account at Anytime](#)
10. [Unique Elements Cannot Be Created](#)



Subscribe to Canva Tutorials on YouTube

<https://www.youtube.com/@canva>

In conclusion, Canva is a Winning Design Tool

It is evident that Canva is a **powerful and user-friendly design tool** that can help you create **high-quality visuals** for your content. Regardless of its disadvantages (like any tool), it is arguably the best design tool for anyone to become a designer without a degree. It is hard not to be satisfied with the **high-quality outcome** it allows you to create. Once you get started you can create **stunning designs** in no time. In addition to that, it offers a **wide range of templates** that are the right size and include all the **design elements** you'll need.

Click on Canva for Learners Video above

<https://www.youtube.com/watch?v=V9LtRF6EbyY>



Basic YouTube Video Editing Tutorial

This **video tutorial** explains basic YouTube editing using the tool Canva (<https://www.canva.com>)

- [00:00](#) – Intro
- [00:42](#) - Working in Canva
- [01:50](#) - Creating the intro screen
- [04:15](#) - Uploading footage
- [05:08](#) - Working with the timeline
- [08:39](#) - Adding transitions
- [10:18](#) - Adding photos
- [12:18](#) - Adding music
- [14:25](#) - Working with text
- [16:18](#) - Adding an ending screen
- [21:04](#) - Adding a watermark logo
- [22:25](#) - Exporting the video file
- [24:02](#) - Ending

To learn more about working with YouTube's Free Music Gallery, please watch this video: <https://youtu.be/3tA-bilniao>

More Advanced Video Tutorials

Premiere Pro Tutorial for Beginners 2022

<https://youtu.be/jTCxUXGM6tc>

iMovie Complete Guide to Getting Started

<https://youtu.be/eyNcc5EpXkM>

Final Cut Pro Tutorial: Complete Beginners Guide to Editing (2022)

<https://youtu.be/MotoguQBDHY>

Connect with the PEAK Project

PEAK website: <https://www.peakentrepreneurs.eu>

PEAK Facebook:

<https://www.facebook.com/PeakEntrepre...>

PEAK Twitter: <https://twitter.com/TheRuralTour1>

PEAK Instagram:

<https://www.instagram.com/peak.entrep...>

PEAK TikTok: <https://www.tiktok.com/@peakentrepren...>

[#erasmusplus](#) [#PEAKproject](#)

[#youngmountainentrepreneurs](#) [#europeanyouth](#)

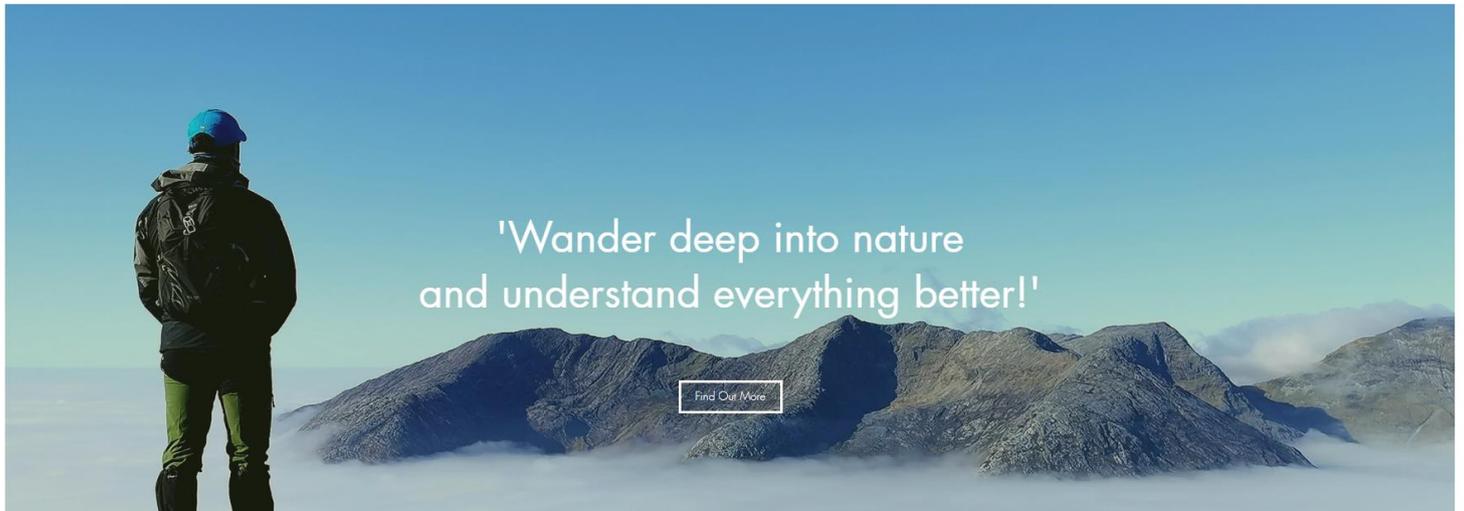
[#youthinbusiness](#)

Muddy Souls Website

<https://www.muddysoulsadventures.com/>

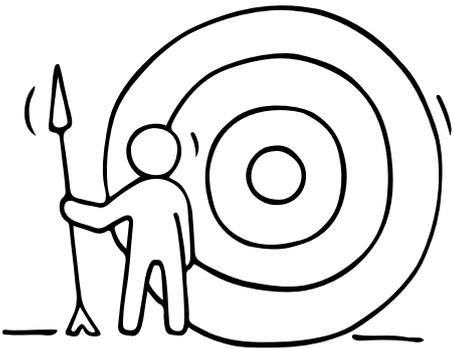
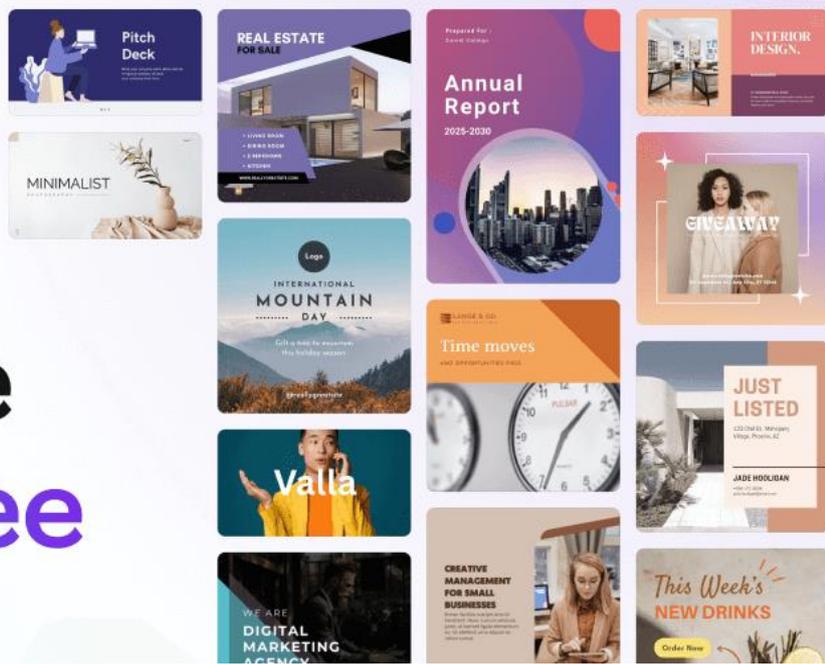
Example How Muddy Souls Embedded their Video in their Website and it Plays Automatically

<https://youtu.be/hYI54ARuyw8>



Canva

Design made easy, and free



CLICK
LINK
TO VIEW

Tips and Tricks

[Full Article Here](#)

- 1. Keep your design consistent** and stick to your brand e.g., your fonts and colors.
- 2. Pay attention to alignment.** Make sure it looks neat, uncluttered, and professional. Include a border and space around your design, called 'breathing space'.
- 3. Quality design** is key e.g., use high-quality logos and images. This also means not skewing your images when resizing.
- 4. Good writing.** So, no spelling or punctuation errors. Add **Grammarly** extension to your browser. It's a game-changer.
- 5. Ensure your text is readable.** Make sure it is big enough, the font color is dark or light enough depending on the background. Use filters if you need to adjust the brightness of the background.

Get Inspired

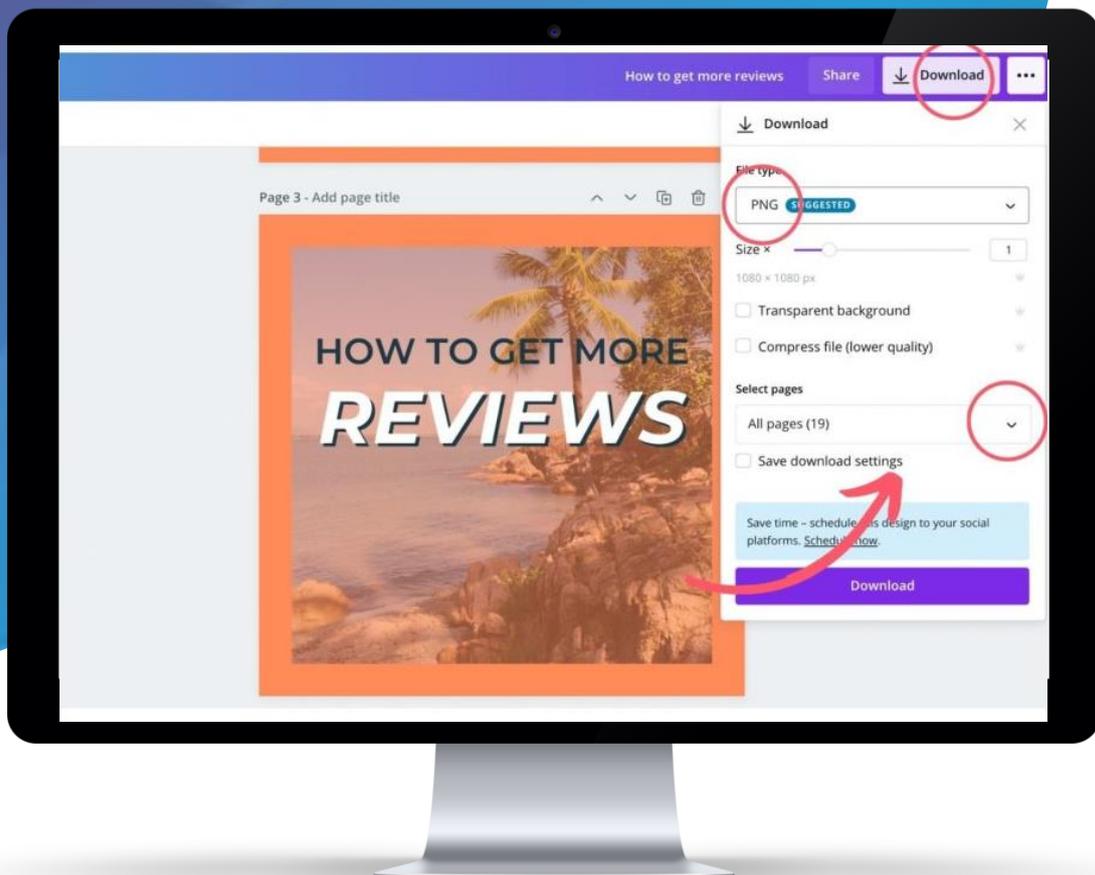
CLICK
LINKS
TO VIEW

Launch a Travel Business with Canva

Learn How Two Inspiring Entrepreneurs (Alexis Bowen and Craig Zapatka) Built their Tourism Business and Created their Own Brand With Canva

Explore the Various Ways to Use Canva for Small Tourism Businesses

This is for travel agencies, local operators, tour guides, tourist attractions, hotels, hostels, inns, camping, seasonal rentals, and travel influencers.

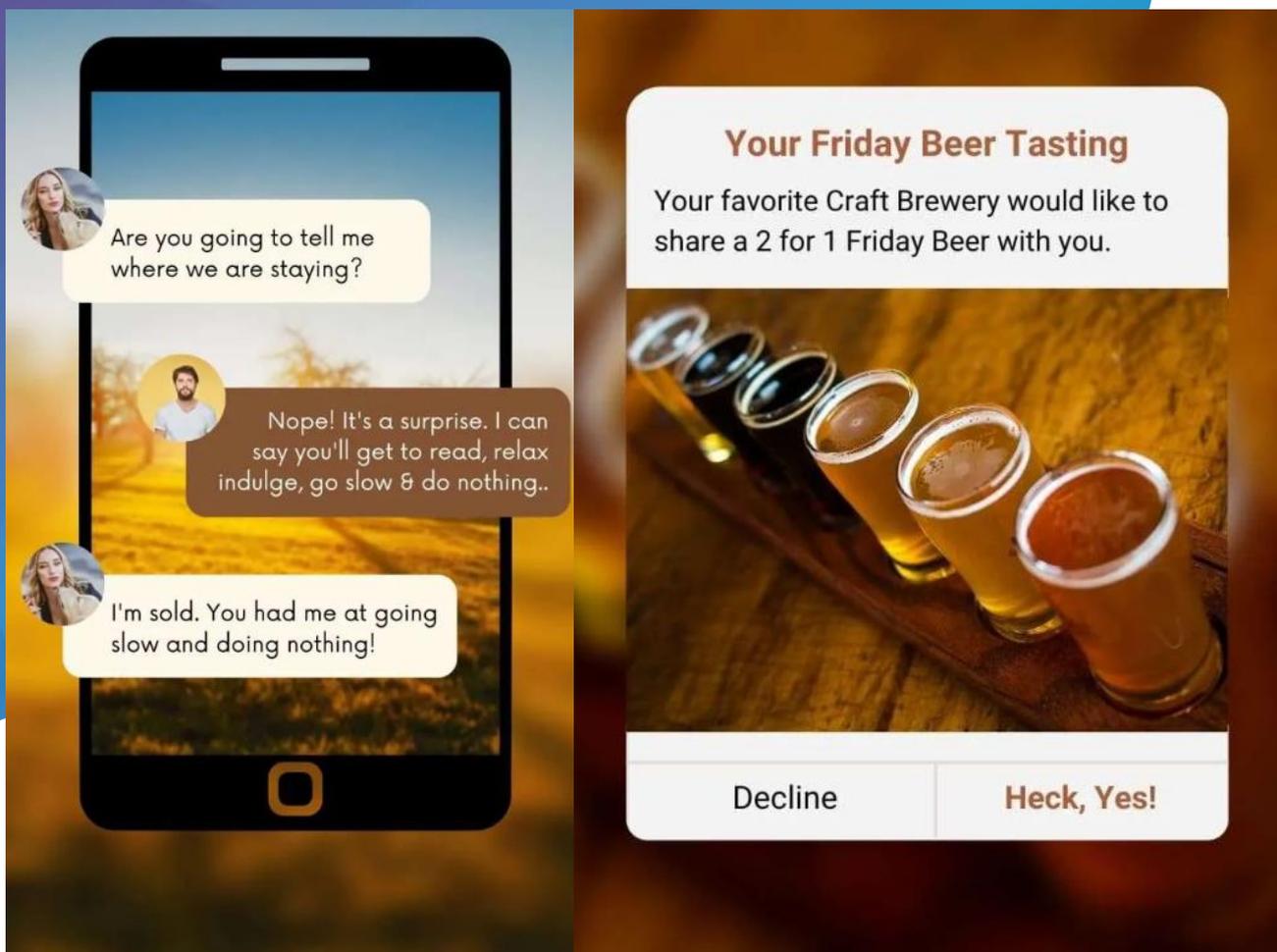


Get Inspired

CLICK
LINKS
TO VIEW

9 Tourism Post Ideas for Social Media (using Canva Templates)

Whether it's an Airbnb you're running, a cafe, a restaurant, accommodation, a tourism experience, a tour, farm, a winery, or even a gin distillery – you can share creative content about your business to get noticed. This article explains how you can use Canva Templates to communicate and share any type of mountain business!



Create a FREE Professional Logo

Build a unique brand identity, starting with custom logos you can easily produce and use.
www.canva.com/logos/

01

Create a FREE Video

Create any type of video with a pro touch e.g., YouTube, Stories, Promo Videos, Reels
www.canva.com/video-editor/

02

Boost Audience Engagement

Create powerful content and new ways to connect. Tell your story in different formats for any platform. Loads of resources e.g., How to Win Lonely Planet's Travel Hungry Audience with Powerful Visual Content.
www.canva.com/for-teams/visual-communication-tools/

03

CLICK
LINKS
TO VIEW

Canva



Time for ACTION!

8 Ways to Attract Tourists to You and Your Location

- 1. Think of new ideas to attract tourists or customers to your mountainous area** e.g. new guide tours, e-bikes available, iconic attractions, wine tastings, places to buy your farming produce
- 2. Seek local partnerships** e.g., build packages together, collaborate and share resources, and promote each other.
- 3. Let your tourists or customers become brand ambassadors** e.g., get them to share their experience and talk about you, and submit a review.
- 4. Create enticing destination videos** e.g., this book has loads of information covering this topic.
- 5. Increase your distribution channels** e.g., consider Rezdy Marketplace Manager an all-in-one distribution channel manager.
- 6. Optimize your website for mobile users** especially for booking capability, moving around, and getting up-to-date information.
- 7. Be visible** e.g., wear uniforms, provide digital content for your local tourist office or merchandise shop, have a pop-up space at festivals and events in your area, create digital content and inspiring videos
- 8. Offer unique promotions** to entice people to book with you e.g., anniversary discount, elderly tailored package, early bird offers.

[Full Blog Here](#)

**Great
Tips**



Instagram & Facebook Reels

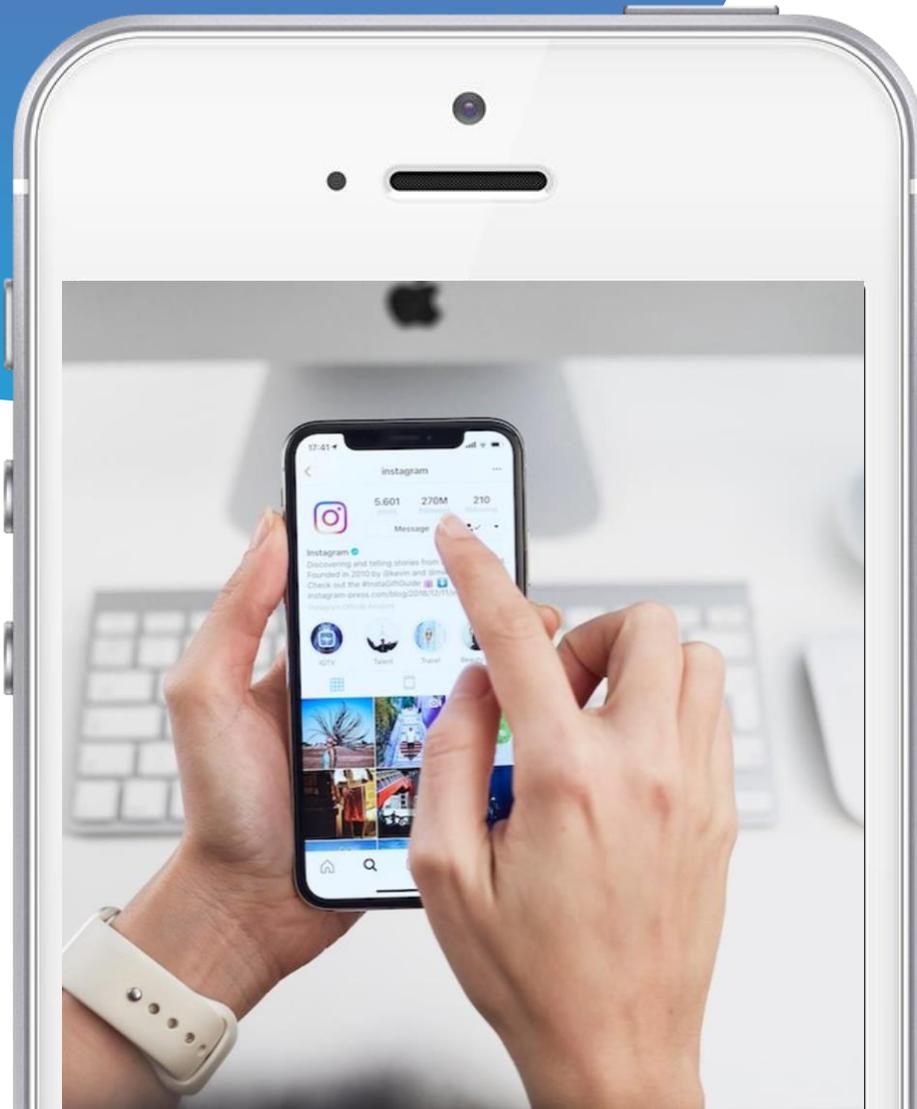
For Young Mountain Entrepreneurs

Facebook Reels

Instagram Reels



facebook



Facebook Reels vs. Instagram Reels. Which Option is Best for Your Business

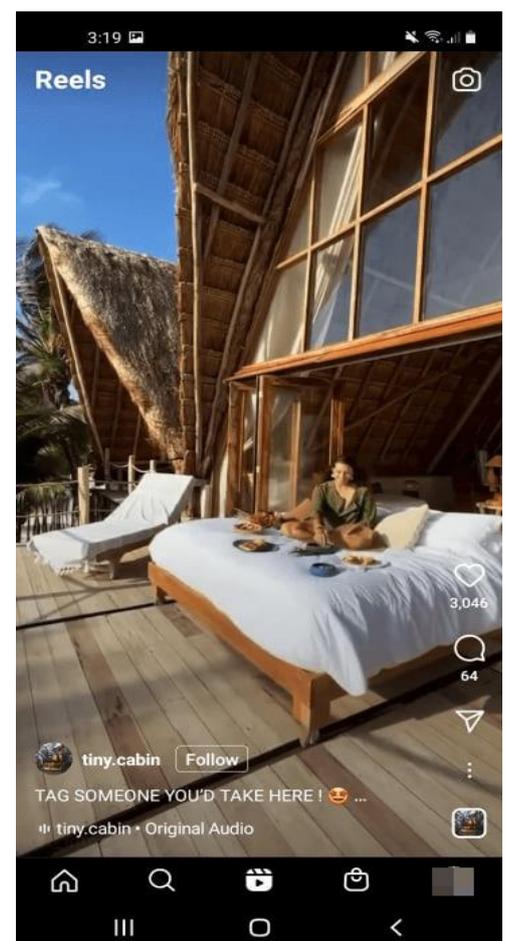
Social media should already be an essential part of your marketing strategy. Social media reels can be compelling for several reasons. Firstly, you can **connect with customers using a more casual and personal storytelling medium**. A short video where you **speak directly** to your users can have a more significant impact than a regular text-based status update. Moreover, stories can foster a **sense of community** between your business and your customers.

Furthermore, you can use Reels to **craft messages or campaigns** in chronological order. They work in contrast to posts, which can get pushed out of sequence in the Facebook and Instagram feeds.

Facebook Reels are video clips that appear on people's Feeds whether or not they follow you. This expands your reach beyond friends and family and allows you to connect with new people

Instagram Reels are also video clips. You can find them by tapping the video player icon in the bottom middle section of the Instagram app.

We encourage you to incorporate Facebook and/or Instagram Reels as part of your overall content strategy. It's important to think about a **mix of going live** e.g., creating a **video on demand**, **promoting your next campaign**, showing your **new experience** or **business extension**, or **new product**. Tell people about the great things you are doing e.g., **protecting the environment**, making your business **accessible**, or working with your **community**. Introduce and talk about your amazing staff and get your previous customers to post video testimonials the possibilities for generating amazing content are endless. This will allow you to connect with your community wherever they are



Instagram Reels

Instagram Reels are a gold mine for helping you grow your following. The **short, entertaining videos** have a special way of grabbing users' attention, which can mean lots of engagement for your brand, spreading the word about your products, services, and experiences, and gaining new followers. Instagram Reels are **full-screen vertical videos** that can be up to **90 seconds long**. They come with **many unique editing tools** and an extensive library of audio tracks (featuring everything from trending songs to snippets of other users' viral content). On top of sounds, Reels can include **multiple video clips, filters, captions, interactive backgrounds, stickers, and more.**

Why are Reels better than Stories for business? Reels are different from Instagram Stories. Unlike Stories, **they don't disappear after 24 hours.** Once you post a Reel, it's available on Instagram until you delete it. **The best part?** Reels are currently favoured by the Instagram algorithm, which is **more likely to recommend them to people who don't follow you than feed posts.** That's huge for mountain businesses. Users can also discover Reels in a dedicated section of the Instagram app. A scrollable feed full of trending Reels that can be accessed through the Reels icon at the bottom of the Instagram app's home page.



<https://www.facebook.com/>



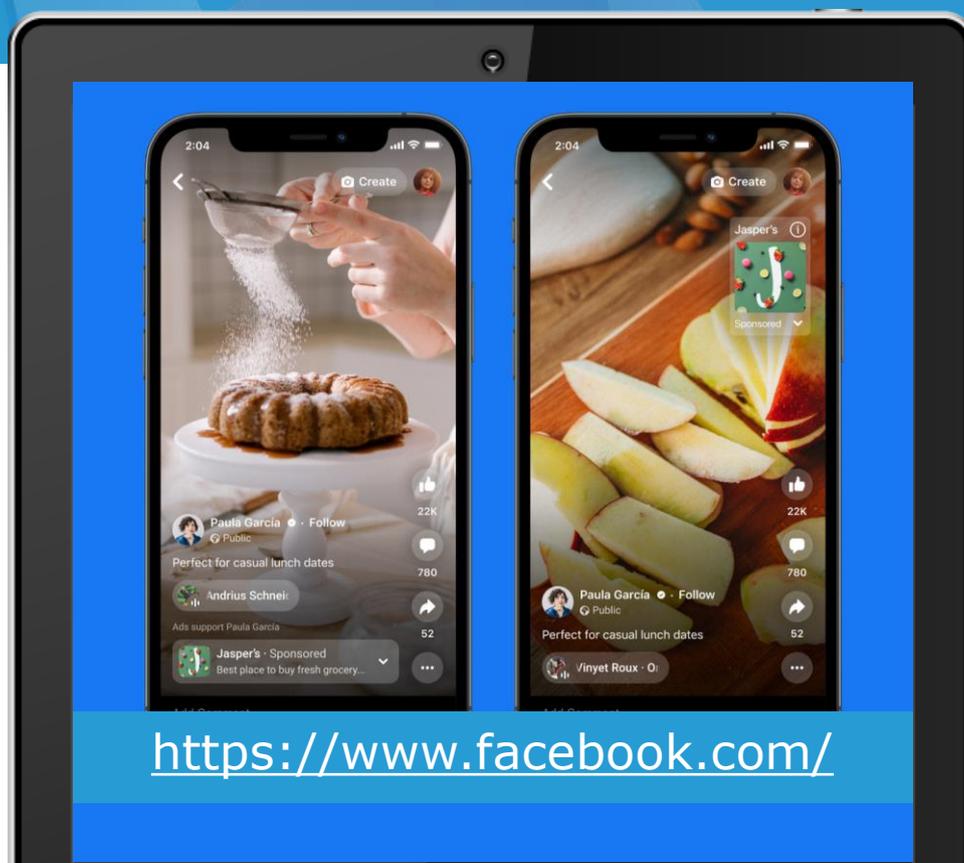
Facebook Reels

Reels on Facebook are a **short-form video format for up to 90 seconds complete with music, audio, AR effects, and other options**. Unlike Stories, you can share your reels publicly or with your friends or customers. A reel is made up of one or more video clips. Keep in mind, Reels can not be turned off. Reels are served to a wide public audience, and browsing reels are a great way to discover new businesses.

<https://www.facebook.com/help/398606435303267>

The purpose of Facebook Reels is to deliver **a new way to create short, entertaining videos, get discovered by new audiences, and be part of cultural moments on Facebook**. Effects and music can be added to your reel or use your own original audio, allowing you to bring your ideas to life and share them with your audience.

NOTE. Reels versus Stories. Stories are only **15 seconds long; Reels are 6 times longer** so allow for more **in-depth content**. Remember **Reels can be discovered** whereas Stories are only served to the creators' followers and friends hence the focus is put on Reels for mountain businesses.



<https://www.facebook.com/>



Instagram Reels



Advantages of Instagram Reels

Instagram Reels is a powerful tool that can bring tremendous progress to your content and help you build a social media community, achieving higher reach and engagement.

1. **Short and Sweet.** Are perfect for audience attention spans - up to 90 seconds long.
2. **Easy to Create.** Reels require no production team. All you need is your phone and great content.
3. **Valuable Insights** enables you to track and analyze how your videos are performing, who's watching them, and how to improve.
4. **Shopping Integration** where you can tag products and enable customers to react, browse and buy.
5. There is a **Reels Remix** feature that allows you to create various types of content. You can record your reel along with a video from another user as a means of interacting, reacting, or collaborating and highlighting content.



Note *Make sure to connect your Instagram to your Facebook*
[Read Pros and Cons of Instagram Reels](#)
[Step by Step how to Upload Your First Instagram Reel](#)
[Video Clip](#)

CLICK
LINKS
TO VIEW

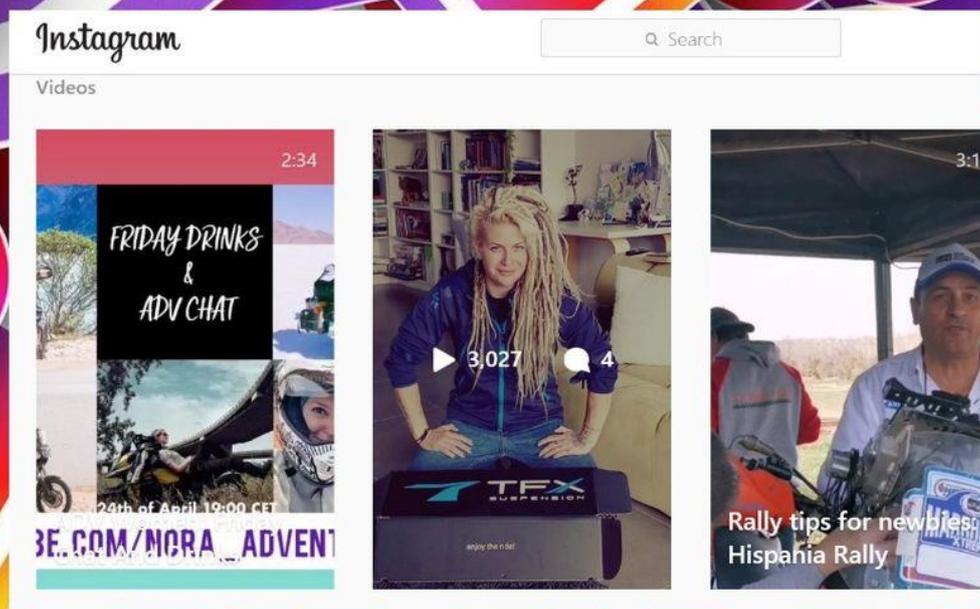


Instagram Reels



Disadvantages of Instagram Reels

1. Instagram Reels **can't be scheduled or boosted**.
2. **Unsuitable for some businesses** good news for you is they work well for tourism, mountain, food, fitness, and hospitality sectors.
3. **Can't add music** if you have a business account but you can use audio clips created by other users.
4. Reels may not be the best choice if your **target audience** is middle-aged or older. Due to Instagram's younger demographic, you may struggle to reach your ideal customers and convert them.



Facebook Reels



Advantages of Facebook Reels

1. You can **share Instagram Reels on Facebook** and cover both a young and older target audience. [Click to see how](#)
2. **Get Discovered and Connect With New Audiences.** Facebook Reels creates even more avenues for creators and brands to reach new audiences, drive traffic, and build a community. Unlike on Instagram, sharing Reels to Facebook will also appear on a user's News Feed – whether or not they follow your account.
3. **Earn money through Reels.** As part of its \$1 [Billion](#) commitment to investing in creators, the platform has launched a Reels Play bonus program awarding creators based on the performance of their reels.
4. **Shows Your Brand Personality.** Facebook Reels gives you the opportunity to show your brand's playful side.
5. Older target group to Instagram. If your target audience is middle-aged Facebook is your target audiences chosen social media platform.
6. **Control Privacy.** Let you choose who can see your Reels: the public, your family & friends, & you can even exclude specific people.



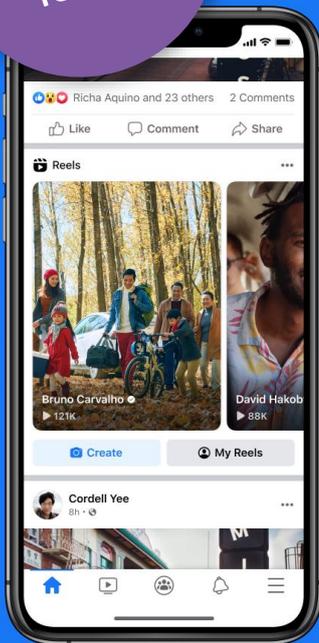
Facebook Reels



Disadvantages of Facebook Reels

1. **Low Adoption Rate** of Facebook Stories compared to that of Instagram Stories (only 300 million users watch Facebook stories, versus 500 million on Instagram)
2. **Can't comment on Shared Instagram Reels.** People will be able to view your Instagram Reels on Facebook, but they cannot comment on such Facebook Reels.
3. **Limited Analytics**, you can see how many people viewed your Facebook Reel but cannot see which specific users viewed it.

CLICK
LINKS
TO VIEW



[Read Facebook Reels
24 Exciting Ideas for Facebook Reels](#)

Facebook Stories and Instagram Reels are excellent social media tools for connecting with your existing customers and attracting new ones. The “sticky” nature of these stories can make them **more visible** and **increase your engagement rates**.

Here is a summary of Facebook Reels vs. Instagram Reels for businesses:

Facebook Reels This format caters to a wider audience base but is overall less discoverable by new users.

Instagram Reels They could be more suitable if you're looking to put a spotlight on your brand image and connect with a younger audience.



Tips and Tricks

CLICK
LINKS
TO VIEW

1. **Post 3 to 5 Reels per week.**
2. Share **enticing, stunning, unique, or inspiring content** that will encourage people to save and watch on repeat.
3. Put a **unique twist on trends** and make the videos relevant to your niche
4. **Stick to your niche** to attract the right followers to your account
5. Use **relevant hashtags** to describe your Reel and paste them at the bottom of your caption, NOT the first comment
6. Create **Instagram Reels** covers to keep your feed cohesive and make the topic of each video visible

Once you've captured your audience's attention with a Reel, you should next aim to build a connection with your Stories.

Stories will help you connect with your audience beyond the perfectly curated feed. It creates the all-important know, like, and trust factor and gives viewers a glimpse into your raw and unfiltered life. However, there is a time limit. Each Story is only 10-seconds long, and you can record up to 4 at one time. The Instagram video dimensions for Stories are 9:16.

More Tips and Tricks Instagram Reels

Your Starter Pack to Growing Your Business With Effective Reels

How to Create a Reel on Instagram

- Recording and Editing Reels
- Managing Reels e.g., privacy settings, see reel information, create a remix, etc.
- Sharing Reels to Facebook
- Discovering Reels for Inspiration

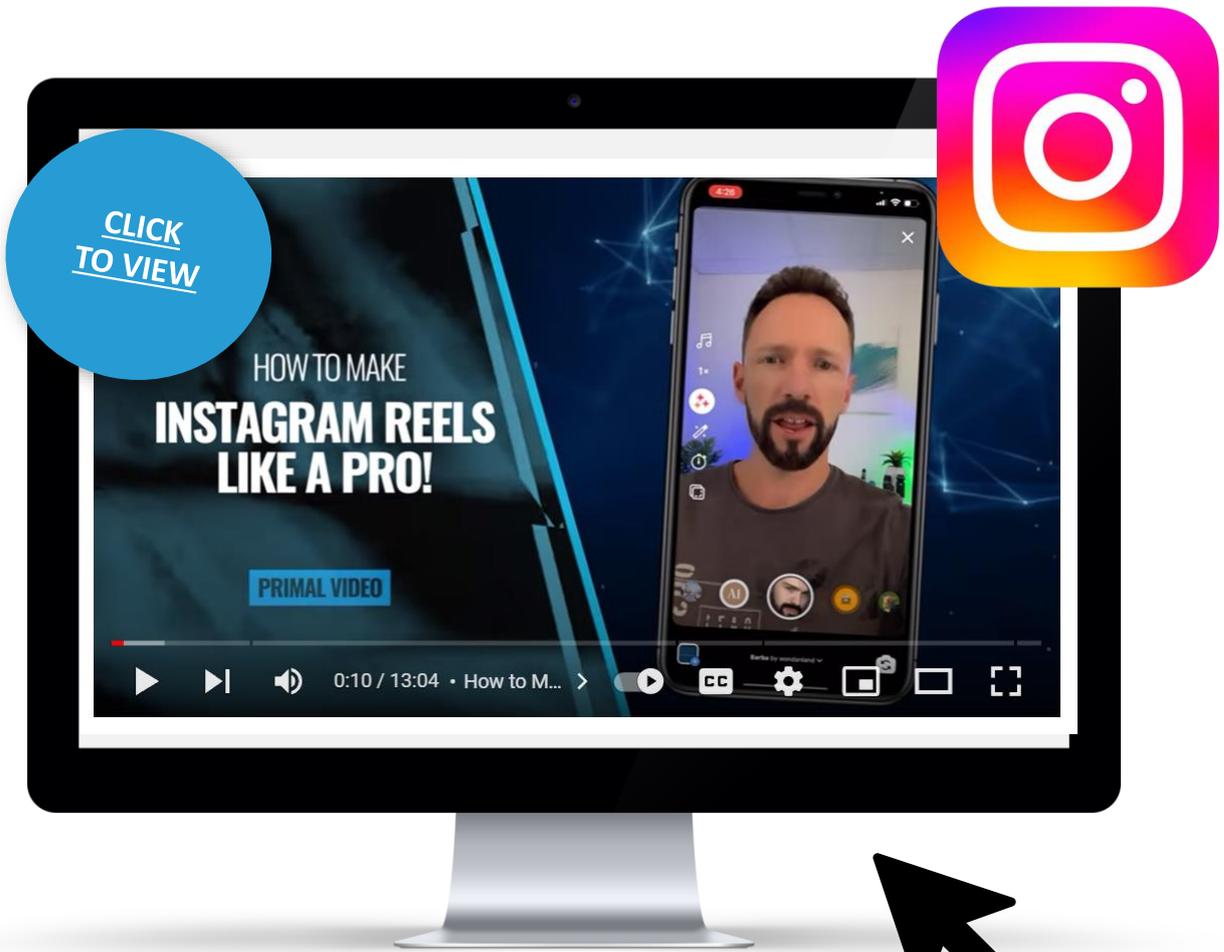
Take Your Reels Content to the Next Level

- Use creative tools to share entertaining reels that help your business get discovered.
- Create reels that entertain your audience
- Use creative tools to enhance your Reels
- Increase discoverability and engagement

Expand your audience with entertaining videos that are easily discoverable across Instagram.

- Get discovered by people who don't follow you
- Entertain your audience with creative tools
- Make your reels shoppable so people can discover your products and experiences without leaving Instagram
- Amplify your brand

Latest News and Tips from Instagram



Instagram Reels Full Tutorial

<https://www.youtube.com/watch?v=kdfau9sIFIE>

Ultra-Beginner Friendly

Instagram Reels are Instagram's answer to TikTok's shorter-form content. They're super quick videos (up to 60 seconds in length), and can be a great way to engage with your viewers in a bite-sized format. In this video, we'll show you step-by-step how to edit Instagram Reels like a PRO, how to use & post Reels, and simple tips to increase your views!

Time Stamps

- 00:00** How to Make Instagram Reels Like a PRO!
- 01:58** How to create reels on Instagram
- 07:58** How to create Instagram reels on 3rd party apps
- 09:10** Best editing apps for Instagram reels
- 12:43** How to create videos on your smartphone



Facebook Reels Full Tutorial

<https://www.youtube.com/watch?v=3aHHSMJL59o>

Ultra-Beginner Friendly

With reels on Facebook, there is a new opportunity to share your content and reach an entirely different and wider audience. From this video learn how to use the Reels editor, make more precise edits to videos, and upload to Reels using the online video editor Kapwing.

Time Stamps

0:00 Intro to Facebook Reels

0:44 How to find the Reels studio on Facebook

1:27 Reels Recording and Editing Features (Lighting, Effects, Audio, Timer Editing, Green screen)

4:43 Finalizing Edit (Add music, text, subtitles)

6:15 Uploading a video to Reels

6:33 How to make more custom edits using Kapwing



Basic Video Editing Tutorial to Create an Instagram or Facebook Reel

Using the Digital Tool Canva

This is a video tutorial explaining how to create a reel for Facebook and Instagram, using basic editing in Canva (<https://www.canva.com>).

- [00:00](#) - Intro
- [00:38](#) - Working in Canva
- [01:04](#) - Choosing the template
- [02:13](#) - Customising the template
- [05:38](#) - Adding footage to the timeline
- [10:22](#) - Adding transitions
- [11:40](#) - Adding music
- [13:33](#) - Adding text
- [15:32](#) - Adding a watermark logo
- [17:36](#) - Exporting the video file
- [19:05](#) - Ending

More Resources on Reel Editing for Instagram and Facebook

How to Make Instagram Reels Like a PRO!

<https://youtu.be/kdfau9sIFIE>

How to CREATE an INSTAGRAM REEL in Canva -

<https://youtu.be/8PCW00eKhM>

How to Make Facebook Reels (Post Reels on Facebook) -

<https://youtu.be/3aHHSMJL59o>

More Advanced Video Tutorials

Premiere Pro Tutorial for Beginners 2022

<https://youtu.be/jTCxUXGM6tc>

iMovie Complete Guide to Getting Started

<https://youtu.be/eyNcc5EpXkM>

Final Cut Pro Tutorial: Complete Beginners Guide to Editing (2022)

<https://youtu.be/MotoguQBDHY>

Connect with the PEAK Project

PEAK website: <https://www.peakentrepreneurs.eu>

PEAK Facebook: <https://www.facebook.com/PeakEntrepre...>

PEAK Twitter: <https://twitter.com/TheRuralTour1>

PEAK Instagram: <https://www.instagram.com/peak.entrep...>

PEAK TikTok: <https://www.tiktok.com/@peakentrepren...>

[#erasmusplus](#) [#PEAKproject](#) [#youngmountainentrepreneurs](#)
[#europeanyouth](#) [#youthinbusiness](#)

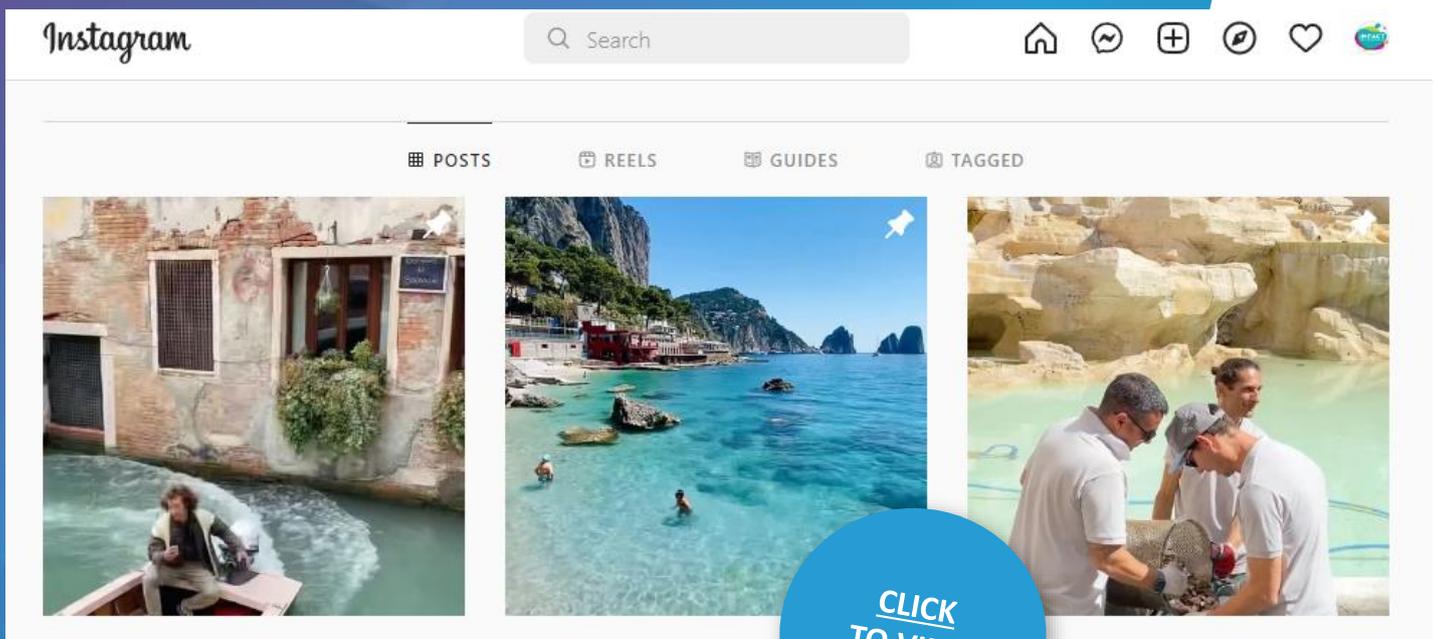
Get Inspired

6 Examples of Great Reel ideas for mountain Businesses

Each of these examples demonstrates the various ways of creating content that is both appealing, and effective and aligns with Instagram's new algorithm changes.

10 Tips for Creating Travel Reels on Instagram, According to a Travel Influencer

The key to engaging Reels is creating something in line with what your audience already enjoys seeing from you. Why not share video snippets of the most calming, energizing, or intriguing areas in your mountain destination? Make sure your content is sharable, tell a story...



Learn how Italy has created Italy Reels to inspire visitors to its destinations. In collaboration with @visit_sicily

<https://www.instagram.com/italyreels/?hl=en>

Time to Create Your First Facebook Reel

Time to Create your first Facebook Reel. Learn from **these tools** how to Add audio, speed, effects, and time.

Unlock Your Creativity & Stand Out

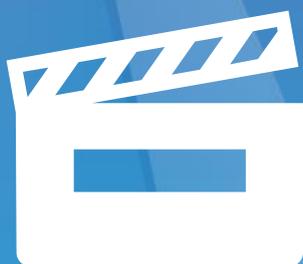
- Level up with creative tools like AR effects, music, audio, text overlays, and more.
- Make Your Reels Relatable & Engage Your Audiences.
- Tell a Story & Inspire Others.



Reach New Audiences with These Tools, Videos and, Resources

- Get discovered and reach new fans by making your content discoverable to the wider Facebook & Instagram communities.
- Share your reel. Select a Default Audience.
- Reach Your Followers and New Audiences.
- Recommend Your Instagram Reels on Facebook

CLICK
LINKS TO
VIEW

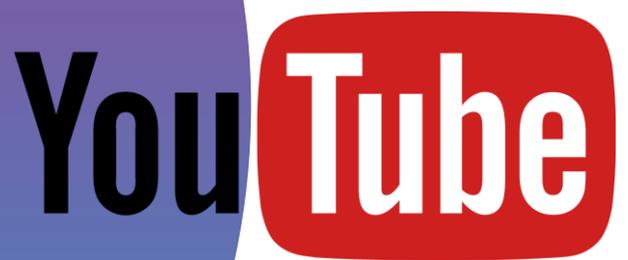


**Time for
ACTION!**

YouTube

For Young Mountain
Entrepreneurs

www.youtube.com/



CLICK
TO VIEW
VIDEOS



Why YouTube?

For Young Mountain Entrepreneurs

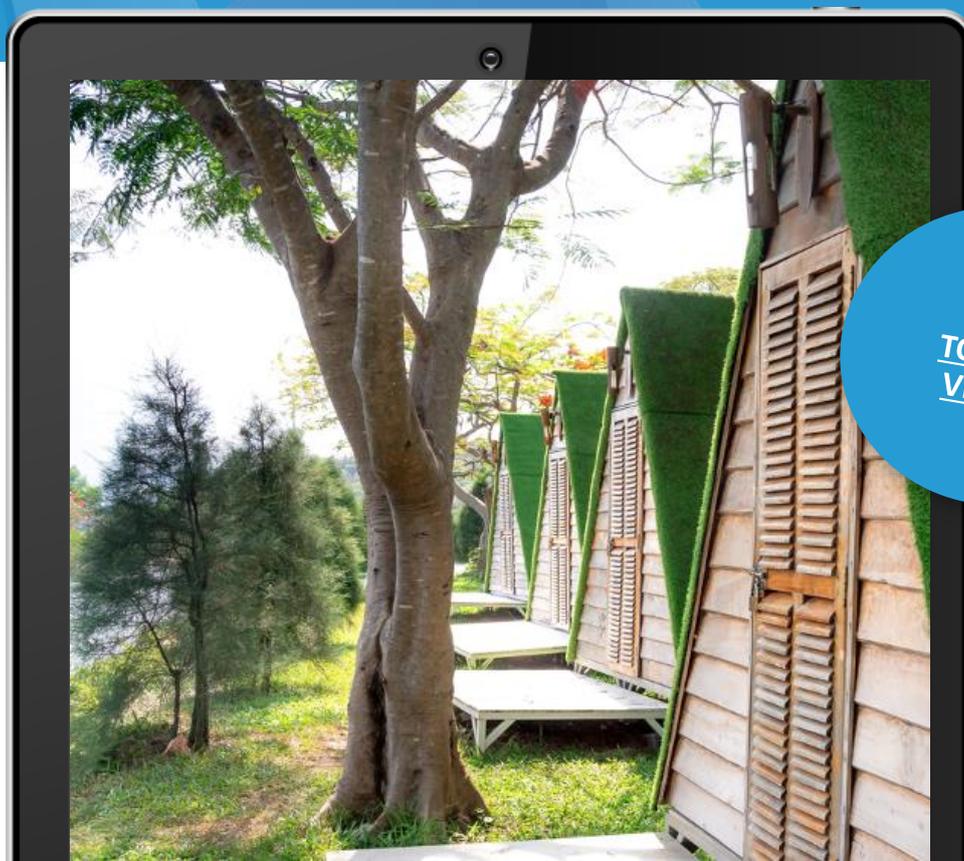
Reel in the Profits with YouTube

YouTube delivers more than a billion minutes of streaming content to **1.3 billion active users every day**. That's equivalent to one-third of all internet users and at least a billion reasons to start creating videos that promote your business, brand, products, and services today. We know that travelers today have adjusted perceptions of what it means to go on a holiday. The shift away from the stock standard, routine holidays, and predictable destinations have begun.

As we know from the latest travel trends: destinations

and styles the move has been towards creating unique, adventure-filled, landscape-inspired, travel experiences in lesser-known destinations.

This is where travel and tourism and farming brands can use YouTube; the largest video-based search engine, filled with inspiring and unique visual content just waiting to be discovered, to capture the attention of a very large travel audience. There are so many variations on how you can causally but effectively promote your business e.g., Vlogs, Travel Guide Videos, Niche Specific Videos. You can even evoke emotion through imagery and music



[CLICK
TO VIEW
VIDEOS](#)

YouTube is Very Cost Effective and User Friendly



You don't need to have a **massive marketing budget** or an **in-house multi-media team** to take advantage of YouTube. With a bit of imagination and creativity, your mountain business can produce video content that inspires, engages, and, ultimately, **converts viewers into customers**.

This is powerful stuff. Few small and medium-sized mountain businesses have yet to embrace a YouTube marketing strategy, despite its ever-growing popularity. As always, that means massive potential and profitability for those who do! This guide will show you how. If you've been hesitant to utilize YouTube marketing as a medium to distribute your travel content, here are a few reasons to reconsider embracing YouTube marketing today; Build Your Mountain or Travel Brand, Cultivate Relationships, Extend Your Audience Reach, Communicate Your Offering, Improve SEO and so much more.

The **video marketing blueprint** is you need to create videos that educate, entertain, and inspire viewers to take action. In this section you will learn how to **plan, edit, promote, and share** your videos with the public, as well as how to leverage **YouTube's tools** to help spotlight your business and your products without spending a fortune.

From video production to promotion, this guide shares the **tried and tested strategies** and provides **valuable advice** from successful YouTube experts to help you

- **Set up your channel**, and learn how to **build your brand** so you can start reaping the benefits
- Create a **virtual audience and community** that uses and loves your experiences and talks about them, shares fantastic content with you, and supports you e.g., sharing, vlogs
- Cater video **content that is tailored to your target audience** so they are covered at every stage of the decision-making process
- **Drive traffic to your channel**, website, or social media with optimized video titles, tags, playlists, and more
- **Promote your YouTube** videos using Facebook, Twitter, Google+, and other social sites
- Find out what a YouTube channel can do for you as you learn to create your channel, leverage it as a marketing tool, and maximize your return on investment.
- Finally make sure to go to the [**PEAK YouTube Channel**](#) for inspiration and guidance.

CLICK TO
VIEW



PEAK Inspirational Tourism Videos *Muddy Souls, Ireland, (Adventure Guide)*

Muddy Souls, Ireland

Provides Wellbeing Escapes in nature to people across Ireland. Paul is the owner and an expert nature and mountain guide bringing people on amazing hikes up some of the most amazing Irish mountains. He also does nature walks and trails while at the same time helping people improve their mental health.

Connect with Muddy Soul's

Website <https://www.muddysoulsadventures.com/>

Facebook <https://www.facebook.com/muddysoulsad...>

Instagram https://www.instagram.com/muddy_souls

The beginning of Muddy Souls and introduction to Paul (owner)

[1:54](#) What Muddy Souls offers

[2:25](#) How Muddy Souls has benefited its customers

[5:10](#) Looking back on his first year of being in business

[6:00](#) Invite to join Paul on one of his adventures

<https://www.youtube.com/watch?v=-DOsvhb9zio&t=114s>

The Power of YouTube for Tourism Businesses



YouTube is playing a key role in **60+ countries** across **60+ languages** which helps to broaden your Tourism brand globally which is most advantageous to find new customers from its audience.

Tourists prefer to watch the relevant video content on YouTube **before they make a trip booking.**

2 out of 3 U.S travellers plan their next trip by watching YouTube Travel videos.

80% of the visitors are from **outside the U.S.** Hence; it helps to enhance the international tourism.

43% of travellers get **inspiration to plan** their next holiday trip from YouTube.

14.7 million people are spending **19 hours and 20 minutes** on YouTube individually.

An average time spent by an individual on **Travel videos** differentiated by age

- **18 to 39 years** spent 24 hrs 15 min
- **25 to 50 years** spent 23 hrs 11 min
- **55+** and above spend 9 hrs 17 min

Globally, **1 out of 5** people log-in to visit **travel channels** every single month.

71% of Travel searches on YouTube are for Destination Names.

58% of travel searches on Google are for a specific **Brand or a company.**

67% of **business brands** and **33%** of **community-generated content** is travel video content.

Travel Vlogs receive **4 X times** more social engagement through comments and subscriptions than the other type of travel content on YouTube.



Example Travel Guide Video

<https://youtu.be/xrHy2CcLpFE>

Skyscanner and Iceland Tourism Video Interlinking Their Websites

Travel Guide Videos are a great way to create interest in a destination or travel product and should provide enough of a sensory experience for viewers to feel inspired to book with you. Tourism businesses can use YouTube **data to analyse** what their **followers are searching** for on the platform and additionally, to identify trending and emerging destinations. This information can then be translated into relevant promotions to **drive traffic to their websites**. According to a report made by [Hitwise](#), Skyscanner put together a successful campaign based on Iceland's status as an emerging destination.

[Skyscanner](#) published a travel guide video for Iceland on YouTube and reported a **59% increase in traffic from the platform to their travel website year-on-year**. Full Article [Here](#)

YouTube as a Marketing Tool for Tourist Decision Making

The decision process of tourists to become potential consumers is the main target for Tourism businesses. YouTube is one of the primary sales-pulling tools for Tourism businesses attracting millions of tourist audiences. YouTube generates benefits for both the Tourists and Tourism businesses by building strong relationships and communities. The pressure of reaching the consumers becomes more and more about exploring the business and destination brand. Learn in this section how to use YouTube for Trip Planning, Trip Inspiration, Decision Making, Building a Community, and more. Click below on the links for more information.

- ❑ [YouTube for Tourism](#)
- ❑ [What extent YouTube best fits the Tourism Marketing Strategy?](#)
- ❑ [Ways for Tourism brands to Optimize YouTube](#)
- ❑ [How to influence tourist YouTube audiences to Subscribe](#)
- ❑ [Building community on YouTube to share Travel video content](#)
- ❑ [Pros and cons of Tourism using YouTube](#)
- ❑ [Best practices for Travel bands on YouTube](#)
- ❑ [Why Travel Video Brands buzz on YouTube](#)
- ❑ [Examples of the best Tourism YouTube Channels/Videos](#)
- ❑ [YouTube Tourism Statistics](#)
- ❑ [Best Marketing Practices For Travel Bands On YouTube](#)
- ❑ [Benefits of YouTube in the Tourism Sector](#)
- ❑ [Conclusion](#)

YouTube as a Publishing Platform

The next page provides a guideline video that shows how to upload a video on YouTube, add a custom thumbnail, and add auto-generated subtitles. You Tube video for viewing is on the next slide.

00:00 - Intro

01:16 - Uploading the video

02:37 - Adding description

02:59 - Adding a Thumbnail

05:52 - Publishing the video

07:45 - Adding subtitles

11:26 - Ending

Extra Resources for YouTube Publishing

Previous tutorials: Basic YouTube Video Editing in Canva:
<https://youtu.be/FbHHDHjE1W6s>

Reel Editing Tutorial in Canva: <https://youtu.be/7SMT65DPIUA>

How to Make a Thumbnail for YouTube Videos - Easy & Free! -
<https://youtu.be/Sp3dFF-Bts0>

How to Add Subtitles to YouTube Videos in 2022 -
<https://youtu.be/aHiKiiS19gU>

5 FREE Ways to Promote Your YouTube Videos to Get More Views!
- https://youtu.be/GTdsB8i_syA

More Advanced Video Tutorials

Premiere Pro Tutorial for Beginners 2022 -
<https://youtu.be/jTCxUXGM6tc>

iMovie Complete Guide to Getting Started -
<https://youtu.be/eyNcc5EpXkM>

Final Cut Pro Tutorial: Complete Beginners Guide to Editing (2022) - <https://youtu.be/MotoguQBDHY>

Basics Getting YouTube Channel Ready

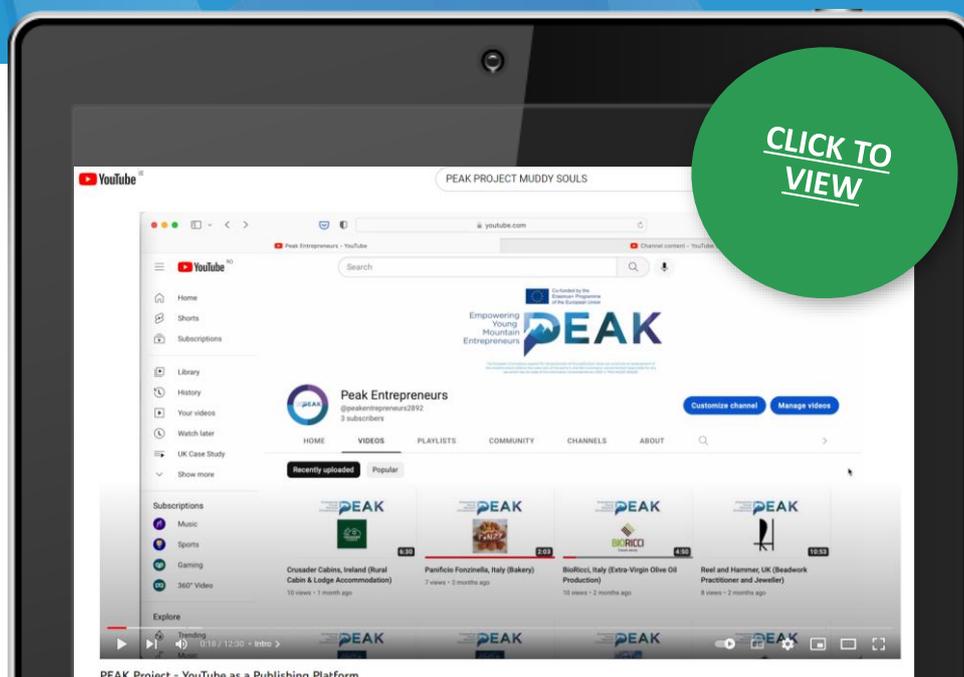


For Tourism Businesses

Your business can use YouTube to **address customer questions, promote brand messages, portray life at the office, and much more.** The reach, engagement opportunity, and conversions are there; it's just a matter of getting started

SPECIAL INGREDIENTS to get the most out of your channel

- Chose a **NAME** for your channel, make sure it aligns with your business or use your business name
- Use **HASHTAGS** and make sure your **SUBTITLES** option is on
- It is good to focus topics under a **PLAYLIST** e.g., for certain types of guests a playlist for Outdoor Enthusiasts, Elderly, Luxury, Green Focused
- Create a **CHANNEL TRAILER** or **PROMOTIONAL VIDEO** and post it on YouTube. This should give a good overview of what you do answering the basic Why, Who, What, Where, When, How, and Why?
- Start creating videos and make sure they are **HIGH QUALITY, ENGAGING,** and interesting to watch with a call to action.
- Make sure to take advantage of your YouTube **DESCRIPTION BOX** so you can tell what your video is about and boost YouTube SEO.
- Don't forget to **SHARE** your videos on other channels and social media platforms.



- <https://www.youtube.com/watch?v=fVbZAZUI3yk>



Go Next Level. Get the Most Out of Your Channel

CLICK
FOR FULL
LIST

Content Development

- ✓ Build a **strong brand image** by remaining consistent e.g., logos, colours, fonts, etc.,
- ✓ Use **organic content** only. Consider vlogs, travel guide videos, and niche specific. make sure to invite emotion through imagery and music
- ✓ Know your **target audience**/customer well.
- ✓ **Optimise SEO.** Use keywords in your title, and use a good YouTube descriptor. Use the hashtag #travel. Add links to your socials
- ✓ Create the optimal **video length**
- ✓ Get a **quick bio** written up
- ✓ **Diversify your content** e.g., Quotes & Testimonials, Create a promotion video
- ✓ Collect **questions and queries** as a guide to the next video content
- You can do your own video and photos. If you are not confident ask your **customers or a local photographer** for content. Mention them in the content.
- **Break up the Videos.** Create **playlists** if needed. Include stunning photos and destination videos to give depth to your message.

Active Sharing and Engagement

- ✓ Post **regular content** your audience will enjoy often but don't overdo it
- ✓ Build a responsive community by **being active and engaging** on social media e.g., ask people to follow you, include your YouTube channel or links to your promotions, websites, digital brochures etc.,
- ✓ **Promote early** and often on multiple social media platforms e.g., promote next seasons package this season
- ✓ **Engage with your audience** on your YouTube channel e.g., engage with the users' comments or ask engaging questions

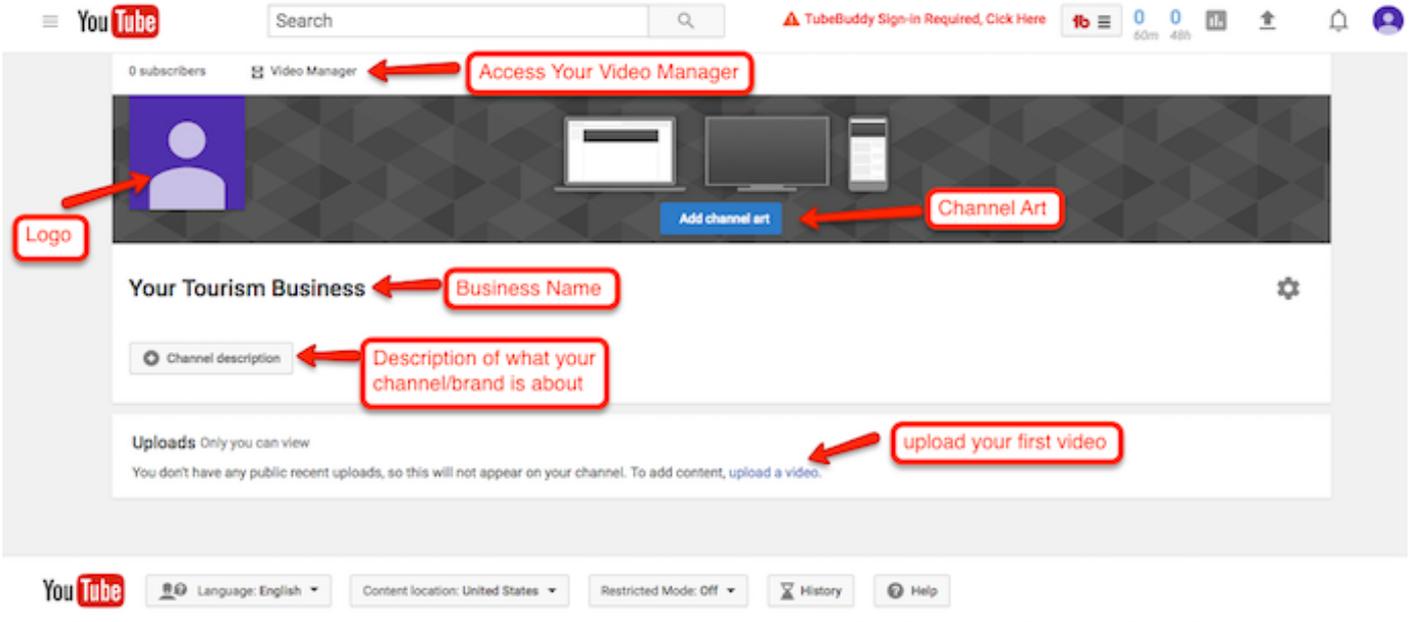
Get Organised

- ✓ Have a defined plan, and develop a **Digital & Social Media Strategy** for success
- ✓ **Schedule regularly** and use **social media tools** and **schedulers** where possible
- ✓ **Spread content** across channels, websites, social media
- ✓ **Collect feedback, comments, and emails** and respond early. This information is 'gold' and your chance to show customers your professionalism. Even better address all their concerns in your next video 'Show and Tell' is always easier and much more compelling.

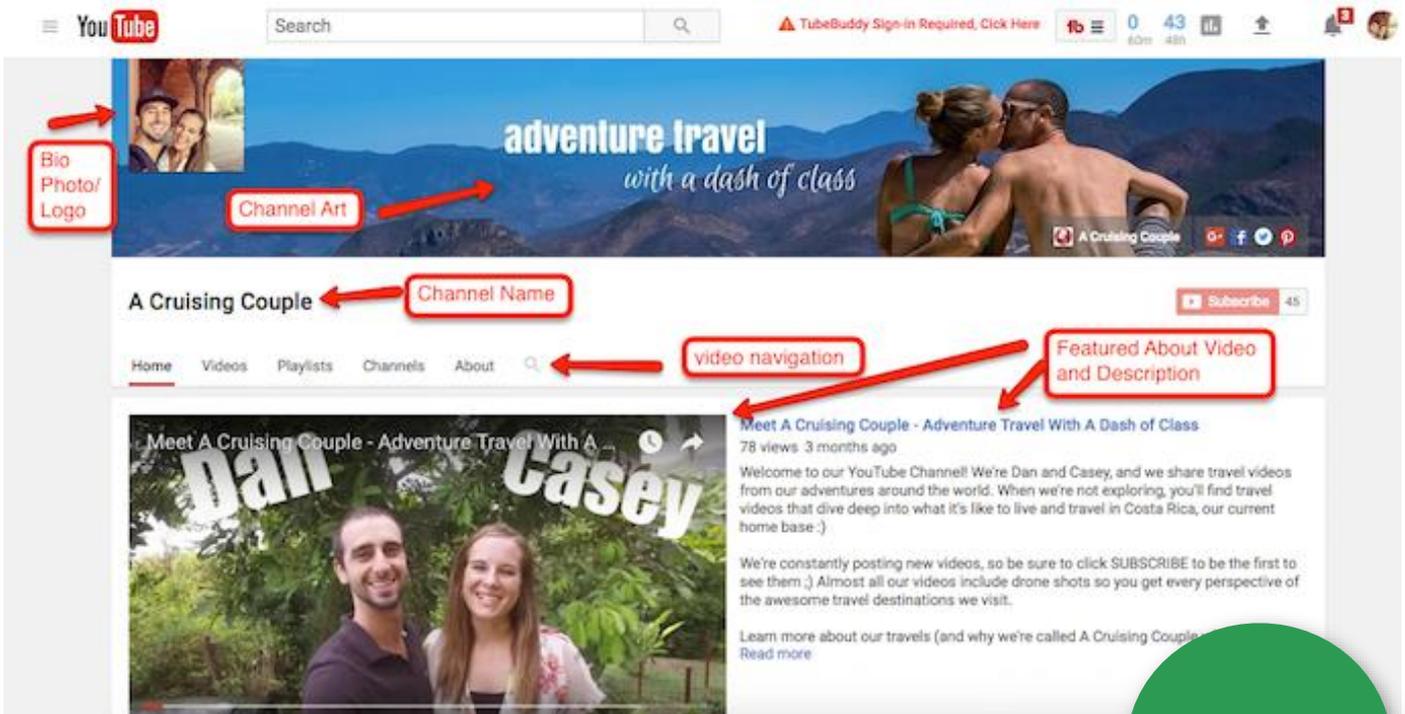
Time for ACTION!

Now Optimise Your YouTube Channel

Now that you know how to set up your YouTube channel, you can start to fill it out by adding your logo, channel art, channel description and uploading your featured about video and other travel videos!



Once you've started filling out your channel with awesome travel videos and organizing them into playlists, your channel will begin to look like this!



07

Conclusions

Tourism Videos are More Important Than Ever

Videos and video marketing grow year after year as the most effective and powerful marketing strategies because consumers love both sharing and watching videos. In fact, social videos garner 1,200% more shares on social media than posts that just contain photos or text.

So, while travel marketing can extend from online ads to email marketing to travel apps, tourism videos are more likely to be viewed and inspire action. The key is creating a tourism video that strikes hope and inspiration in both seasoned and new travelers alike, including some who may need awareness building, questions answered, or just to be inspired.

The best tourism videos will address travelers' concerns while also showing a particular location in a new light.

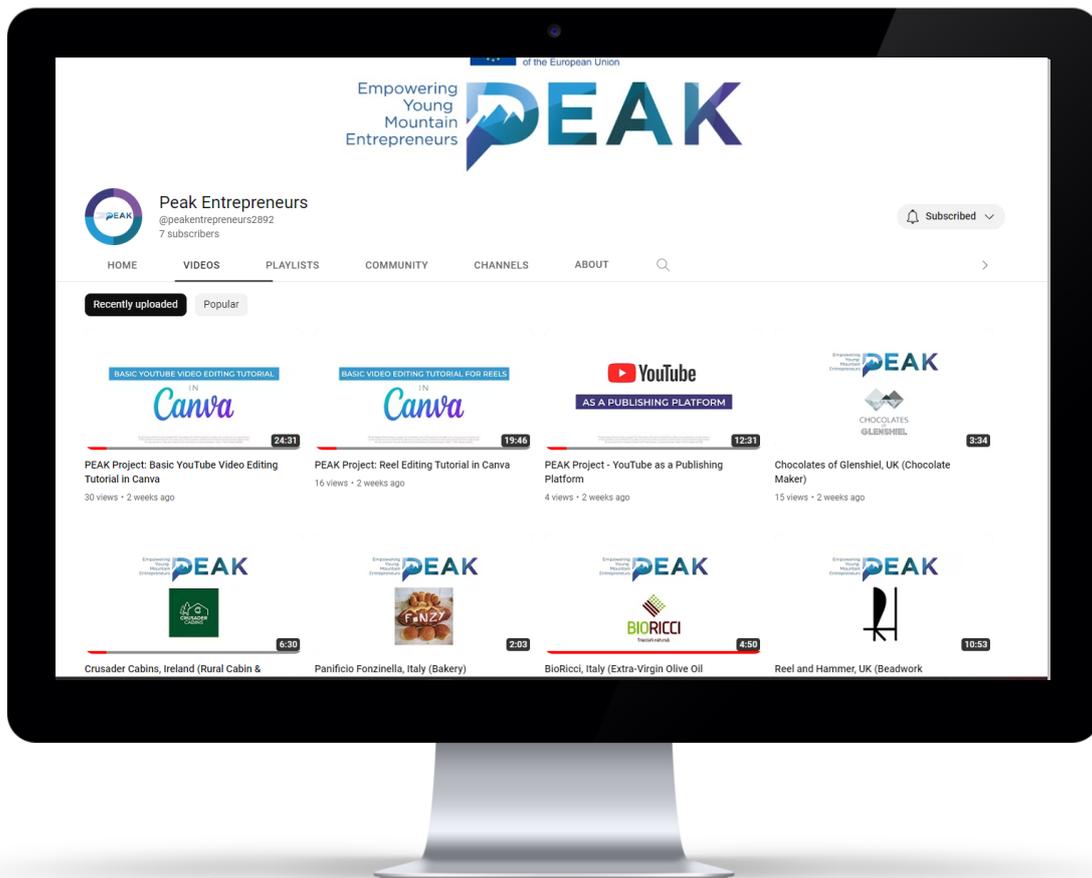
Brand Voice is Key. In today's day and age, every business needs to be aware of its brand's voice and message. Consumers are interested in learning about a brand's values and what it stands for. This helps develop trust and loyalty, keeping consumers coming back for more. As such, it's important to include branding

in tourism videos, including a tagline, logo, or narration that reflects your brand identity. This is especially important if your small business specializes in sustainable travel, local cuisine or traditions, or adventure travel — all of which are high on today's travelers' lists.

Communication is a fundamental aspect of success for tourism associations and small businesses. To encourage communication among travelers, many of the best tourism videos incorporate a hashtag that users can use in their own social media posts to discuss the video or destination.

For instance, in VisitPortugal's 2021 videos, they've incorporated the hashtag #CantSkipTomorrow to talk about the travel adventures that await visitors in 2021. The hashtag is both catchy and contains an inspiring tagline that excites travelers about going to Portugal.

Be consistent, organized, and make it part of your **Marketing and Communications Strategy**. Get a few staff involved to help you. The more you do the stronger and better you become.



Learn from Other Young Mountain Entrepreneurs and Leaders

Loads of Videos Covering Content Specifically for Mountain Entrepreneurs

Every kind of mountain business from farming, wineries, tourism, bakeries, accommodation, jewellers, catering, gyms, guides, electric bike hire, olive oil production...and more.

Learn about their

- Backgrounds and business ideas and why they started their business
- Environmental initiatives
- Sustainability practices
- Innovative measures
- How they reinvented themselves, particularly after hard times
- Challenges faced and solutions they implemented
- How they connect with the community and their environments
- How they have diversified their products and experiences so they are aligned with the mountains and their customers

Hope You Enjoyed this Guide!

Make Sure to Connect with us on our Social Media and Communication Channels;

YouTube <https://www.youtube.com/@PEAK695/videos>

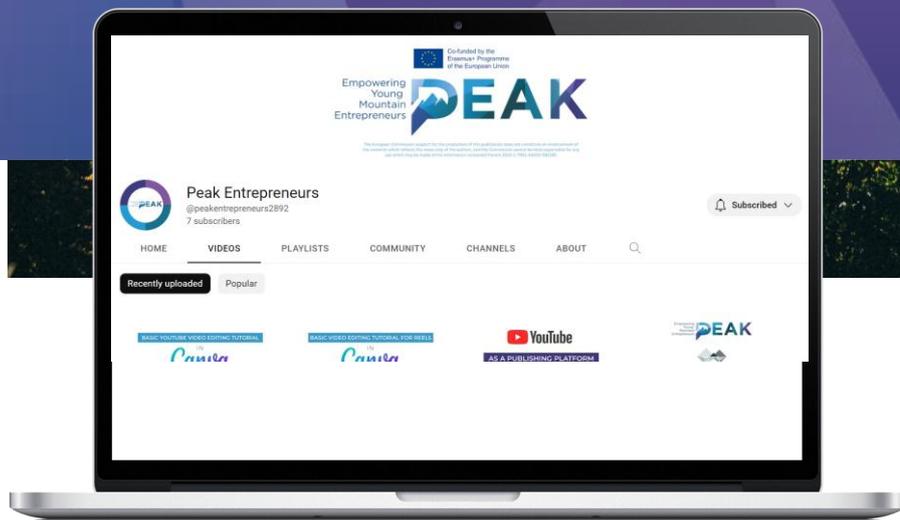
Website <https://www.peakentrepreneurs.eu/>

Facebook <https://www.facebook.com/thePEAK..>

Twitter <https://twitter.com/ThePEAK1>

Instagram <https://www.instagram.com/thePEAK/>

[#erasmusplus](#) [#PEAKproject](#) [#sustainabletourism](#) [#europeanyouth](#)
[#PEAKism](#)



Follow our journey here



www.peakentrepreneurs.eu

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein 2020-3-UK01-KA205-094357

