

Lights, Camera, Take Action!

Driving Impact with Video on Social Media

JULY 2025

SOCIAL DRIVER

Washington, DC Bellingham, WA
Kansas City, MO Chicago, IL



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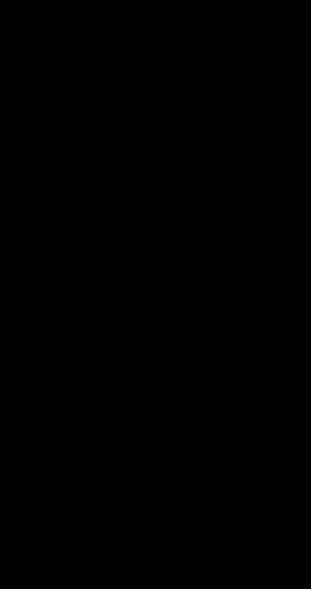


Session Topics

- 01** Filming with Purpose
- 02** Amplifying Authentic Voices
- 03** Maximizing Brand Moments
- 04** Q&A

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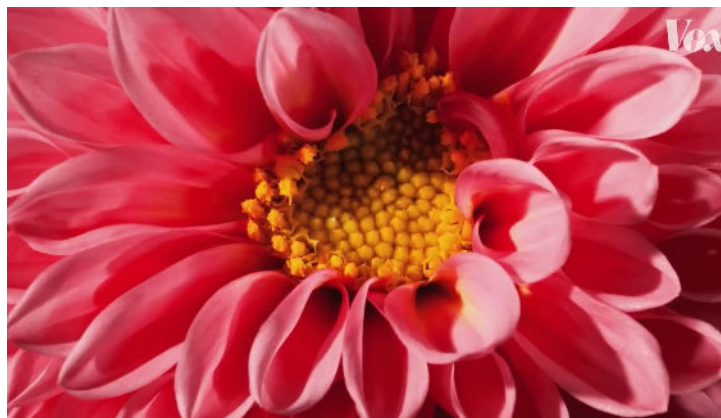
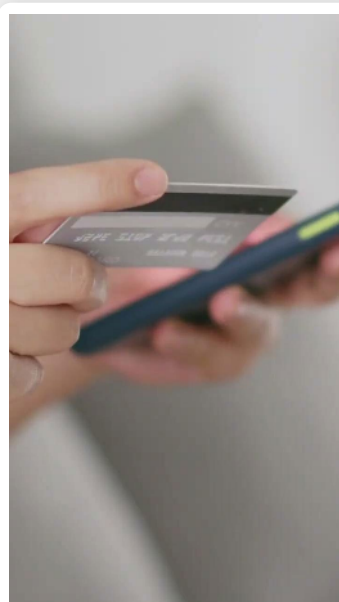
Filming with Purpose



Meet the K9s
and their Warriors 🐾
Keith and Gunny









My name is Stephanie Stillo.



**Short-form video was
the top performing
content format in 2024**

Best Performing Video Lengths

<15 seconds	15-30 seconds	15-60 seconds	>60 seconds
  			

79%

of US consumers prefer watching
videos on a smartphone

YouTube Viewing on TV Now Surpasses Mobile, Desktop in U.S.

66%

of social users find “edutainment”
(content that educates and entertains)
to be the most engaging

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From Idea to Impact




Step 01:
Plan Your Message



Step 02:
Produce It



Step 03:
Share It



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Step 01: Plan Your Message

- ▶ Clear & simple message
- ▶ Keep your audience in mind
- ▶ Make it personal and real
- ▶ Start strong to grab attention
- ▶ Use storytelling
- ▶ Have a clear call-to-action
- ▶ Decide on production style

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High Production

- ▶ Polished and professional
- ▶ Emotionally powerful
- ▶ Produced externally
- ▶ Highly controlled environment

Can be more expensive, may require more time planning and editing, may feel overly polished and lack a personal touch






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Low Production

- ▶ Authentic and relatable
- ▶ Quick turnaround
- ▶ Cost-effective
- ▶ Empowers community voices


May seem unprofessional to some audiences, harder to ensure consistency, may have less impact in formal settings



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Step 02: Produce It

- ▶ Authenticity > Perfection
- ▶ Use natural lighting and a clutter-free background
- ▶ Prioritize good audio
- ▶ Use steady hands or tripod
- ▶ Try adding animation, music, or movement



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Step 03: Share It

- ▶ Go Vertical
- ▶ Aim for under 30–60 seconds
- ▶ Tap into trends
- ▶ Ask questions, encourage replies
- ▶ Add captions
- ▶ Post consistently
- ▶ Track what works

From **Advocacy** to **Action**



Kathryn Godburn Schubert ✓ · 2nd

President and CEO, Society for Women's Health Research

Washington DC-Baltimore Area · [Contact info](#)

500+ connections

35 YEARS

Society for Women's Health Research



 Society for Women's Health Research (SWHR)



Kathryn Godburn Schubert · 2nd

President and CEO, Society for Women's Health Research

2mo · 

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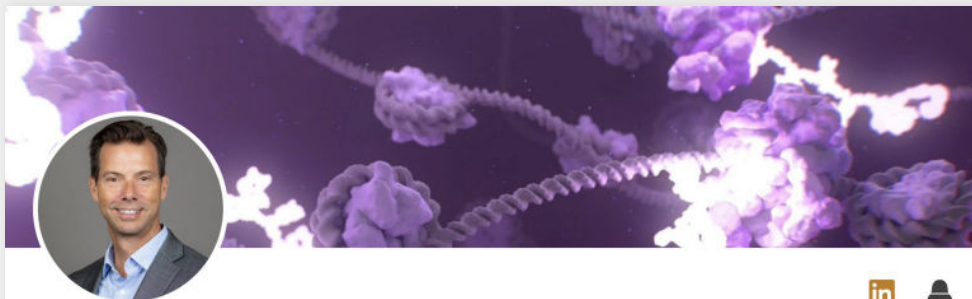
What. A. Week. Advocating for funding women's health research took me coast-to-coast! Lots in the news this week, but as I've said, the mission continues. This is the fight of our generation, and guess what? It's nonpartisan. [#MakeWomensHealthMainstream](#)





112

5 comments



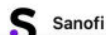
Eric Racine, PharmD, MBA ✓ (He/Him) · 1st

VP & US Head, Public Affairs & Patient Advocacy |
Engagement | Policy | Equitable Access | Artificial In

New York City Metropolitan Area · [Contact info](#)

[Patient Advocacy Podcast](#) 🔗

7,637 followers · 500+ connections



Patient Advocacy
Voices

sanofi

Patient Advocacy Voices

Sanofi US Patient Advocacy

★ 5.0 (10) · NON-PROFIT · UPDATED MONTHLY

Patient advocacy is a critical area in healthcare that is transforming the lives of patients across the country by helping them overcome barriers to access and care. Join Sanofi US Head of Public Affairs and Patie **MORE**

▶ Latest Episode



Eric Racine, PharmD, MBA · 1st

VP & US Head, Public Affairs & Patient Advocacy | Patient Engagement | ...

1mo · 🌐

Every once in a while, there's a powerful moment in patient advocacy work where you can see the impact of your efforts unfold in real-time.

📻 In a new episode of Patient Advocacy Voices, my co-host **Preeya George-Guiser**, Lead, U.S. Public Affairs & Patient Advocacy, Immunology at **Sanofi** and **Mary Jo Strobel**, Executive Director of the **American Partnership for Eosinophilic Disorders** (APFED), spoke about such a moment.

Preeya was in Times Square with eosinophil patient community members to see an APFED awareness campaign go live on a digital billboard. As the campaign went live, a person walking by on the sidewalk noticed it and mentioned that they had EoE (Eosinophilic Esophagitis) and that they saw themselves in the ad – they felt seen.

🔊 Take a listen to the episode to hear how this powerful moment played out: <https://lnkd.in/egCYJcER>

#PatientAdvocacy #PatientEngagement #EosAware #EoeAwareness



🔊 📻 🌐 70

6 comments · 2 reposts



Eric Racine, PharmD, MBA · 1st

VP & US Head, Public Affairs & Patient Advocacy | Patient Engagement | ...

1mo · 🌐

"[It's] going to be a lifelong adversary, but you have allies."

That powerful reminder for patients from [Yelak Biru, MSc](#), then-President & CEO of the [International Myeloma Foundation](#) — who was diagnosed with myeloma 30 years ago — is a testament to the importance of patient advocacy groups in patients' lives.

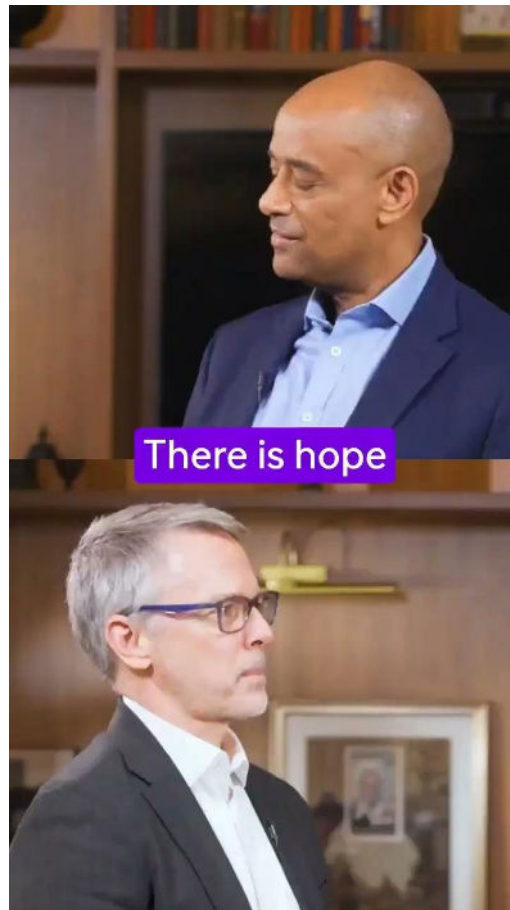
👤 [Tom Snow](#), General Manager, U.S. Oncology at [Sanofi](#) had a candid conversation with Yelak, who shared what it means to truly listen to patients, the urgent need to fix a healthcare system that disconnects patients from the care they need, and how innovation and advocacy must go hand in hand to benefit patients.

💬 This conversation is part of a new Patient Advocacy Voices video series that brings patient advocacy leaders who are making a difference to the forefront — voices we can all learn from.

Stay tuned for more conversations with advocacy leaders in the coming months!

📺 Watch the full interview here: <https://lnkd.in/ehJDi2sF>

[#PatientAdvocacy](#) [#PatientEngagement](#) [#Myeloma](#) [#PatientAdvocacyVoices](#)



👍❤️🗨️ 100

6 comments · 4 reposts



1stforall

Freedom Forum · 2024-4-19

Follow

Is tracking a private jet — like Taylor Swift's — and posting its information online illegal?

[#FirstAmendment](#) [#FYP](#) [#ForYou](#) [#foryoupage](#) [#taylorswift](#)
[#TheTortuedPoetsDepartment](#) [#TTPD](#) [#swiftie](#)



16.9K



131



601

Lights, Camera, Take Action!

Amplifying Authentic Voices



Why Authenticity Matters

- ▶ **Creates emotional connection:** Viewers see themselves in your story
- ▶ **Builds trust:** Viewers relate to real people
- ▶ **Makes people feel seen:** Reflects their lived experiences
- ▶ **Inspires storytelling in return:** Encourages others to share
- ▶ **Humanizes your brand:** Makes your mission feel relatable



Face The Fight

2,687 followers

1mo • Edited •

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We're here for you. 💙

At Face the Fight, we are more than just a coalition. We are a dedicated community standing alongside service members, veterans, their families, caregivers, and survivors every step of the way.

We recognize the unique challenges faced by the military community, and we remain committed to offering support, connection, and hope.

You are not alone. We're in this together.

[#FaceTheFight](#) [#VeteranSupport](#) [#MilitaryCommunity](#)

[Brian Jenkins, Armed Services Arts Partnership \(ASAP\)](#); [Jaymes Black, The Trevor Project](#); [Raleigh Smith Duttweiler, National Military Family Association](#); [Phyllis Wilson, MPA, BSN, RN, Military Women's Memorial](#); [Harrison Bernstein, Soldiers To Sidelines](#); [George \(Mike\) Drafts, K9s For Warriors](#); [Steven Schwab, Elizabeth Dole Foundation](#); [Christopher Pierce, Project Sanctuary](#); [Shannon Hough, MPA, MBA, Shield of Sisters](#); [Kevin Prego, Paws of War](#)



85

2 comments • 13 reposts



Face The Fight

2,687 followers

8mo • 🌐



No veteran should carry the weight alone.

At Face The Fight, we're dedicated to ensuring that veterans, service members, their families, caregivers, and survivors know they have a community standing with them.

A heartfelt thank you to [USAA](#), [Lockheed Martin](#), [Fox Corporation](#), and [NBCUniversal](#) for their incredible support in raising awareness about veteran suicide prevention through the PSA campaign.



96

11 reposts

Collecting Authentic Voices

- ▶ **Host on-camera interviews:** Capture personal stories from your community
- ▶ **Gather selfie-style videos:** Ask your network to send in their own videos
- ▶ **Capture live events:** Film real moments as they happen
- ▶ **Create guided prompts:** Provide questions or topics
- ▶ **Leverage virtual calls:** Record authentic conversations online



In the military



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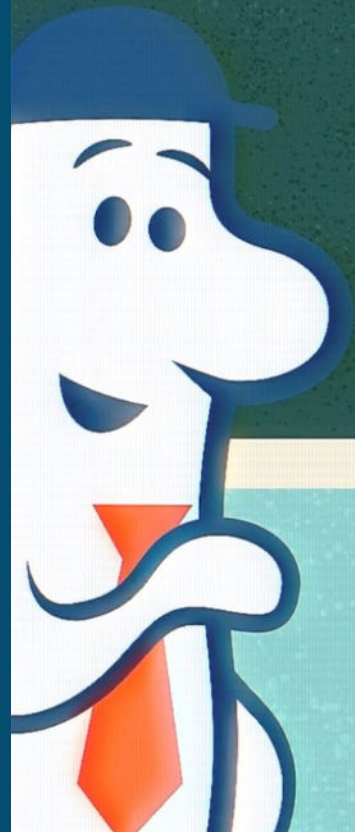
Maximizing Brand Moments

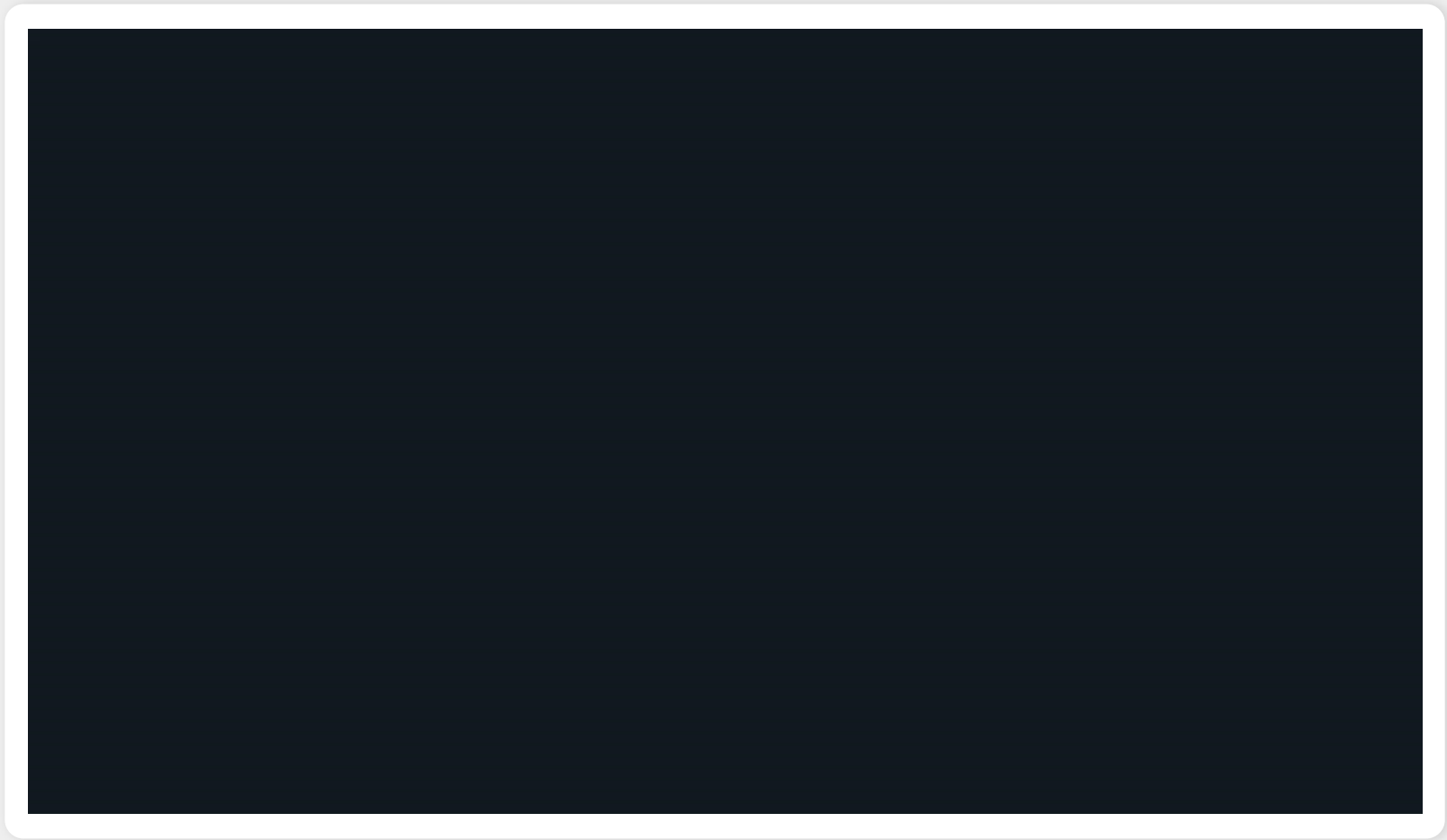


The Asset Management Industry
SERVING INDIVIDUAL INVESTORS

INVESTMENT COMPANY INSTITUTE

er
er
e Efficient

- 
- A cartoon character with a large white head, a blue cap, and a red tie, standing in front of a chalkboard. The character is smiling and has its hands clasped in front of it.
- Retirement
 - Yearly Vacations
 - Going to College



Telling Your Brand Story Through Video

- ▶ **Stay true to your brand:** Use consistent tone and style
- ▶ **Highlight your mission:** Make your purpose clear
- ▶ **Repurpose existing assets:** Use past interviews, quotes, visuals
- ▶ **Keep visuals dynamic:** Utilize a mix of video, photos, and text
- ▶ **Clip powerful soundbites:** Pull short, impactful moments
- ▶ **Use targeted advertising:** Promote videos to reach your audience
- ▶ **Inspire action:** End with a strong CTA

Q&A