

# We are all broadcasters now

EXPERT MEDIA TRAINER AND FORMER BBC BROADCASTER ROZ MORRIS, MANAGING DIRECTOR OF TV NEWS LONDON LTD, EXPLAINS WHY YOU NEED TO MASTER THE BASICS OF PRESENTING YOURSELF PROFESSIONALLY ON SCREEN.

**E**very day there are more and more videos of people talking to you on LinkedIn, Twitter and Instagram. However, you're not alone if, like many people, you feel rather worried about the idea of doing this yourself.

But you need to overcome those fears and use video to promote your salon. Just posting stills of clients and their wonderful hair is no longer enough. Your clients and potential clients want to see someone talking about how they have achieved a style, what's new in your salon, and giving tips for keeping their hair beautiful between appointments.

Latest research shows that when you use video about your services you build up your followers and your profits. If you don't establish a presence you risk losing out to competitors.

It's Instagram that has made video marketing more accessible for small businesses, with Instagram Stories, Instagram Live, IGTV and the ease of posting Instagram video posts to your feed. Instagram now has a billion monthly active users, 70% of them under 35, and a majority following businesses. It is surpassed only by YouTube with 1.9 billion and Facebook with 2.4 billion monthly



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Roz Morris training the SKP Collective team 2019

active users.

But you're right if you think that it's not as easy as it looks. Here are the 7 most common mistakes people make when they film themselves on their phones:

- Poor lighting – often standing in shadow by a window
- Poor sound
- Moving about when they should be standing still
- Getting their eyeline wrong
- Speaking too fast
- Wearing fussy clothes and having untidy hair
- Looking worried and forgetting to smile

These are just a few of the many variables that can go wrong when you make your own videos. And I haven't even mentioned your content! That's because no-one is going to listen if you don't look right. So, how do you make your videos interesting and build up loyal followers on social media?

First you need to make plans. Make a list of topics that you can use for your posts – enough for at least the next two months. These can be both stills and videos. Then you need to post two or three times a week, including at least one video. You need to decide who is going

to post videos. Will it be the salon owner and a stylist? How will they schedule in the time to do this?

Plan your content before you record the videos. Memorise your beginning and your end statements. Even talking for one minute won't work without a plan. And keep practising until you're happy with your videos. You need to devote time to this. Plus, you need to decide whether to make all your videos on your phone, perhaps adding a microphone, small tripod and some lights, or whether you will invest in a good quality camera, tripod, microphone and lights.

Recently I ran a very successful workshop for Schwarzkopf Pro and their #SKP Collective. I showed them that if you take advice from a broadcasting professional like me, you can improve your voice projection, posture and body language as well as crisping up your content. We call our training courses for online videos 'Twinkle for the Camera' because that's what we've always told professional broadcasters to do. We are all broadcasters now.

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