



DUQUESNE UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER

START. GROW. PROSPER.

SOCIAL MEDIA & VIDEO PRODUCTION

THE NEED

The need for high quality, engaging content has never been greater, thanks in large part to the rise of various social media platforms. In particular, video consumption on social media is increasing rapidly and videos are one of the best ways to engage with online users.

Facebook: 2.96 billion users

Instagram: 2.35 billion monthly users

YouTube: 2.68 billion users

Snapchat: 363 million users

Twitter: 450 million monthly users

TikTok: 150 million users (U.S.)



PENNSYLVANIA
S B D C

Small Business Development Center
Duquesne University

Helping businesses start, grow, and prosper.

THE CHALLENGE

Video production requires special equipment, a studio, software, and a team of experts. That said, most small businesses either lack resources to create engaging content or do not have a budget to hire agencies.

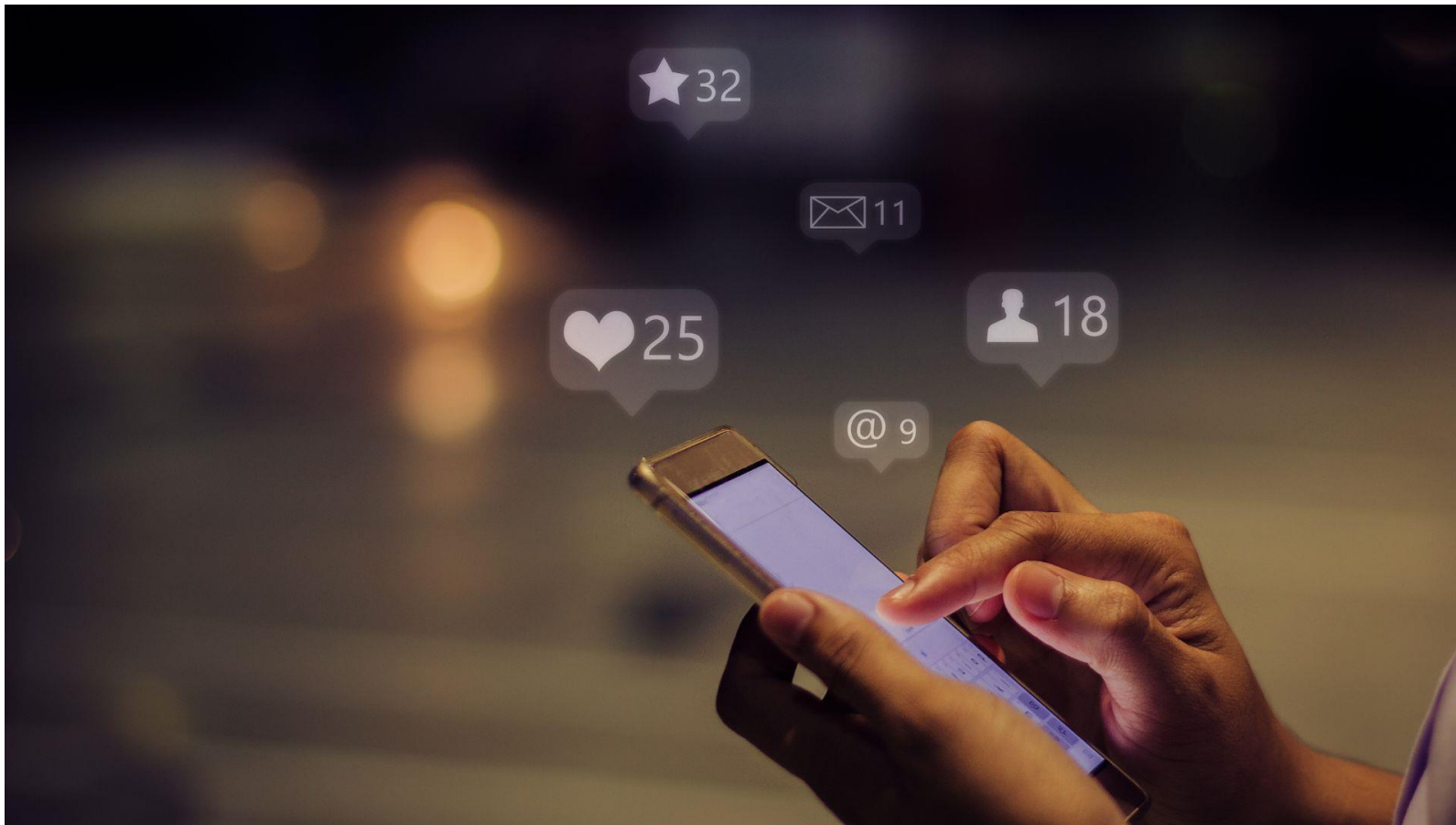
This greatly hampers success and growth for small businesses as they can't communicate with their customers on social media and reach different audiences, especially, the younger audiences.





OUR GOAL

Our goal is to offer no-cost video production and social media consulting services to small businesses in order to help create quality content that is engaging and actionable.



We aim to help small businesses with their social media needs by educating and providing them the tools that they need to successfully manage their social media channels.

"SM & VP PROGRAM"

Program Deliverables:

1. **Creating/Refining Brand Elements:** create or refine brand colors, tone, typography, mission & vision statements.
2. **Social Media Content:** create or update social media calendars and post templates.
3. **Professional Videos:** outline, script, film, and edit promotional or overview style videos.
4. **Professional Photos:** capture and edit high-quality images.
5. **Training & Education:** suggested tools, equipment, and additional resources.



VIDEO & PHOTO CAPABILITIES

The “Social Media & Video Production” program can help your business with...

Video:

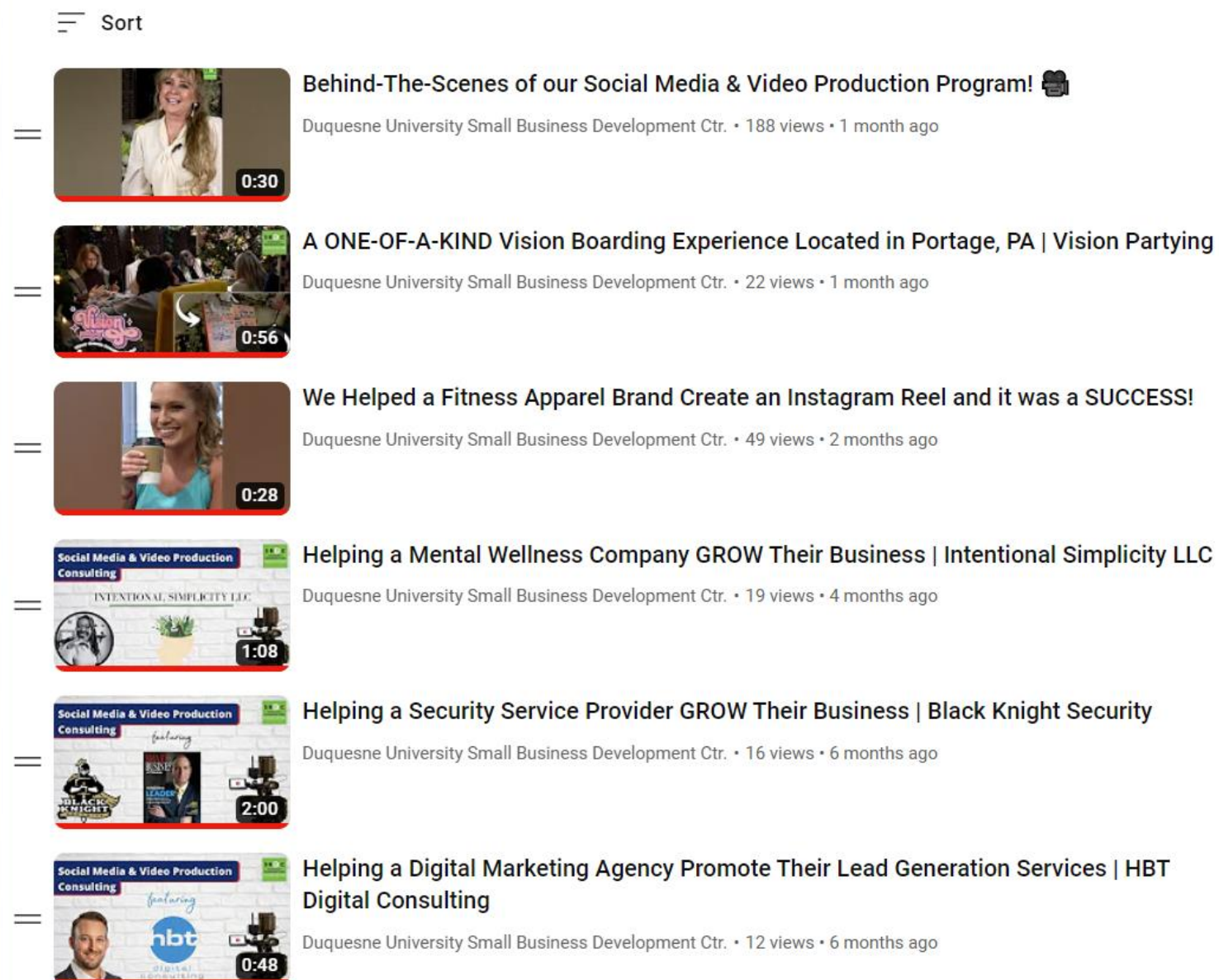
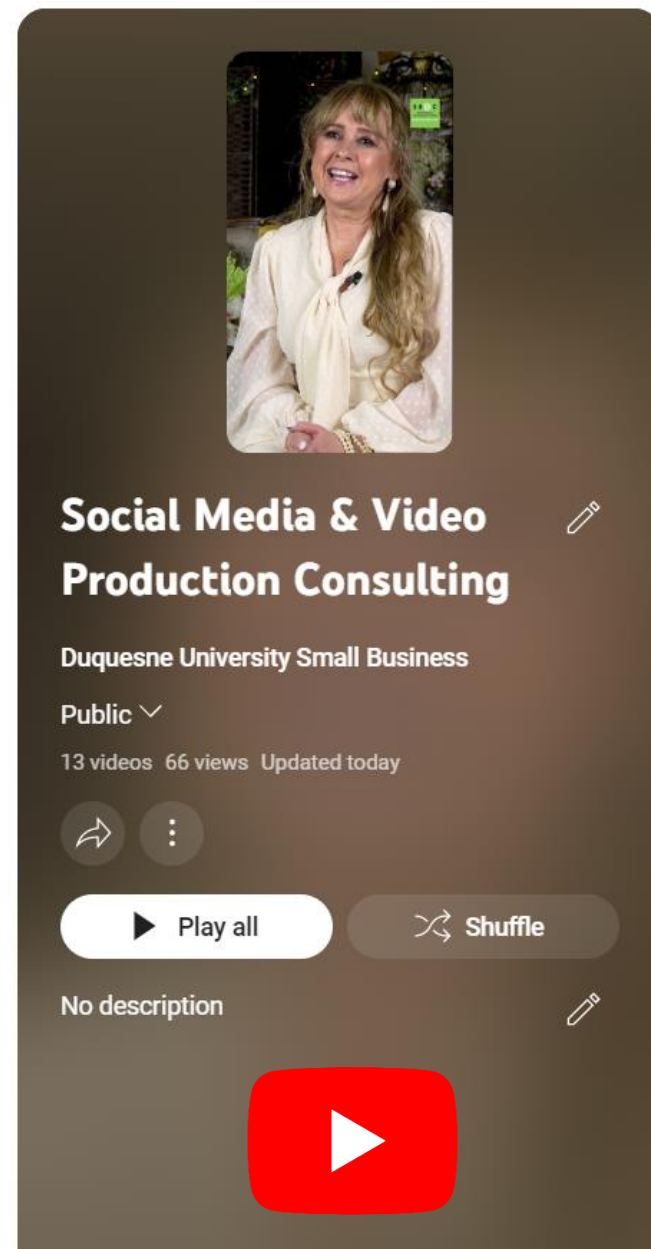
- **Brand Overview Videos**
- **Introduction Videos**
- **Promotional Video Ads**

Photo:

- **Product Photos**
- **Headshot Photos**
- **Business Exterior/Interior Photos**



OUR WORK



Visit our [YouTube channel](#) to view all of our client videos!

BECOME A CLIENT/REFER A CLIENT!

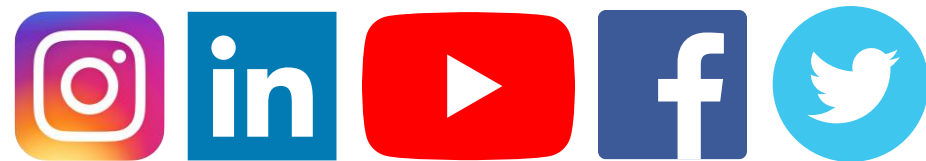
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