

SOCIAL-FIRST VIDEO PLAYBOOK

One national story, told in many local voices. This guide turns your chamber’s real work into TikToks and Instagram Reels people actually stop to watch. One repeatable formula for your video, plus trend-native formats that feel current and human to tell the story of how Chambers Change Things.

**OUTCOMES
OVER DEFINITIONS**
Show what your chamber does,
not what it is.

**PROOF YOU
CAN SEE**
Real people, real places,
visible local wins.

**MADE FOR
THE FEED**
Vertical, fast, native.
Built to be watched, not read.

WHY THIS GUIDE



Use this guide to create your own **Chambers Change Things** content. Show the people behind the work, highlight the challenges your chamber is helping solve, and make chamber leadership easier to see and understand. Content does not need to be polished. It needs to be real.

CHAMBERS *Change* **THINGS**

**FOR FAMILIES
FOR YOUNG TALENT
FOR SMALL BUSINESSES
FOR GROWING ECONOMIES**

THE VIDEO FORMULA AND SAMPLE SCRIPT

Turn the formula into your own proof of how your chamber changes things.

	VIDEO FORMULA	SAMPLE SCRIPT
0-3s	SCROLL-STOPPER Open on motion or a surprising line.	“Everybody thinks a chamber is just ribbon cuttings. Watch this.”
3-10s	SETUP AND STAKES Who you are, where you are, and the problem you took on.	“I’m [Name] with the [Chamber Name] in [Community]. Last year, [problem].”
10-30s	PROOF IN MOTION Show the work: partners, the place, the visible result.	“So we got [partners] in a room and went to work.”
30-40s	THE PAYOFF Land the change. Say what’s different now for real people.	“Now there are [result]. That happened because people showed up.”
40-45s	SIGNATURE CLOSE “That’s how [Chamber Name] changes things.”	“That’s how [Chamber Name] changes things for [community].”

¹ The Harris Poll. (September 2024). “The Impact and Value of Chambers of Commerce.”

VIDEO IDEA MENU: FORMATS THAT DON'T EXPIRE

Below are a few sample hooks designed to spark ideas and inspire your content.



COMMENT REPLY

SAY:

"Someone asked: what does a chamber even do?"

SHOW:

Answer a real question from your comments on camera, then prove the answer with B-roll of the work behind it.

COME WITH ME

SAY:

"Come with me to see what a chamber actually does."

SHOW:

A single real day in order: meetings, a site visit, one concrete outcome. Narrate lightly and let the visits carry it.

TESTIMONIAL

SAY:

"I didn't know the chamber could do that for a business like mine."

SHOW:

Small business and entrepreneur spotlights. Workforce and young talent stories.

WHEN NOBODY'S WATCHING

SAY:

"This is what your chamber does when nobody's watching."

SHOW:

Stand in front of a headline or stat, react to it, then cut to your own local proof that fills in what the story left out.

EXPECTATION VS. REALITY

SAY:

"What you think we do → what we actually do."

SHOW:

Cut from the cliché (a ribbon cutting) to the real work: a deal signed, a build underway, a problem solved. End on proof your chamber does more than people think.

POV: WALK INTO THE WIN

SAY:

"POV: your chamber just fixed the thing nobody else would."

SHOW:

First-person camera walking into the problem, then arriving at the result. Keep the phone moving so the payoff feels earned.

RECORDING GUIDE

DO

- ✓ Aim for 45-seconds or less.
- ✓ Film everything vertically (in 9:16 format).
- ✓ Using a front facing camera, hold the device at arm's length or use a tripod.
- ✓ Choose a quiet spot with strong natural or indoor light.
- ✓ Speak like you are talking to a business owner, resident, or community partner, not reading a formal script.
- ✓ Show real places, real people, and visible proof of work whenever possible.

AVOID

- ✗ Background music you do not own.
- ✗ Showing people, especially children, without permission.
- ✗ Sharing private employee, business, or community information.
- ✗ Making claims that cannot be verified.
- ✗ Cluttered or busy backgrounds.

NEXT STEPS

If you have questions or are ready to submit your video, contact Katie Britt at kbritt@acce.org.

