

Social Content Creator (SCC) [\(Link to Apply\)](#)

VIDEOGRAPHER

COMPANY DESCRIPTION

Social Practice is a social media agency that helps businesses & brands get more exposure through social media marketing. Our clients include local healthcare practices (such as plastic surgeons, dermatologists, dentists, gynecologists, etc...), real estate, attorneys, home services, wedding venues, food & bev, restaurants, retail and more.

PROJECT DESCRIPTION

We are looking for creative individuals who are passionate about videography. The SCC is responsible for visiting our client's business (or designated shoot location/studio/etc...) and creating content in the form of videos. The SCC has an eye for turning a business into an interesting and engaging place.

Content will be used on the client's social media channels such as Instagram, Facebook, LinkedIn and TikTok. Below are some examples of the types of videos we are looking for:

- Professional videography (DSLR and/or iPhone)
 - Live procedure videos
 - Customer testimonials
 - FAQ's
 - Instagram Reel/TikTok (15, 30 and 60 second RAW video clips)
 - Story content (short video clips)

The SCC also completes all post-production edits to all videos taken at the shoot.

Please note: you must be comfortable shooting video in a medical setting as we have medical and dental clients. Sometimes this may require capturing live surgeries, injectables, laser procedures, etc...

JOB DUTIES AND EXPECTATIONS

The SCC's main role is to create content that is ready for use on social media. This includes:

- **Video Shoots:** capture high-resolution video using a DSLR camera and/or iPhone in 4K at the assigned location(s) (business, studio, etc..) you'll film a variation of stories, Reels, IGTV and/or YouTube clips
- **Post-Production Video Edits:** Film clips vertically but in a way where we could potentially crop the footage to also be edited horizontally. Clips must be 60 seconds or less. Consider the position of the subject. They need to fit in the frame if the vertical video were to be cropped at a 5:4 aspect ratio. Text needs to live within the ratios 5:4 so that if the video is previewed in the main news feed, the user viewing can read ALL

text. Add a short CTA (call to action) at the end of every Reel. You must be able to use at least one of the following editing softwares:

- Premiere Pro
- Adobe Rush
- Adobe Creative Cloud
- After Effects
- Splice
- **Deliverables:** we need a minimum number of edits delivered based on the packages below:
 - 4 hour shoot (part time package) = >20 high resolution videos
 - 8 hour shoot (full time package) = >40 high resolution videos
 - All edits are due within 10 business days via Google Drive.
 - All edits must be uploaded + stored through our Google login spphotographer@social-practicetx.com - if you upload using your personal account, we will ask you to re-upload

We will provide a list of video clips that need to be captured. Videos should be shot vertically. Clips will be used in the Reels, stories and highlight sections of the Instagram and Facebook pages. Examples of clips can be found below:

[Example 1](#)

[Example 2](#)

[Example 3](#)

All client communication is handled by Social Practice. The social content creator reports directly to the senior social strategist who is the client's main point of contact. Information about the shoot, shoot topics, and expectations will be provided to you ahead of time.

Client communication shall NOT occur between the SCC outside of the actual shoot. This eliminates the waste of time and liability on your end. If the client requests any sort of asset or communication from you directly, you MUST refer them back to the SSS. Any contractor who violates this rule will be immediately removed from all projects moving forward.

The SCC will attend all shoots (with the exception of the first one) solo unless otherwise notified by our team.

AVAILABILITY

You must have a minimum of 6- 12 month availability to take on freelance work. The more committed you are to us, the more committed we are to finding you quality, consistent, ongoing projects.

The SCC works fully remote, with the exception of onsite video shoots. We email our list of videographers in your market when a new project opens up. Whoever claims the project first - gets it. It's first come first serve, so we recommend keeping an eye on your email inbox.

PROFESSIONALISM & DRESS CODE

We require the SCC to wear a provided branded Social Practice shirt to each video shoot you attend. This helps the client and visitors know who you are and what you're there for. We have put together a couple of outfit ideas to help you prepare for attending a video shoot. Please see examples below:

FEMALE T-SHIRT/OUTFIT IDEAS



MALE T-SHIRT



We expect all SCC's to be prepared to present well and dress professionally. No short shorts, dresses or skirts. Please wear shoes that are comfortable on the feet, but classy and professional. Our clients include many high end practices who may have high profile or celebrity clients. Please keep this in mind when preparing for the shoot.

When you first enter an office or practice, please always introduce yourself, state your purpose for being there, and be friendly with the team & their clients/patients/customers.

Oftentimes clients are not used to being on camera, leaving them feeling shy or intimidated. Be proactive in helping them warm up and direct them on what they should say, how they should state it, provide feedback to their posture, pose, hair, face, stance, etc... the more direction you give, the better the videos turn out! Don't be afraid to fix hair, clothing or jewelry, etc... if it needs to be adjusted for the shot.

If there are moments where the client is busy and unable to take videos, find other things to get, (ie b-roll of the team, office tour videos, showing off their products or treatments or ask another team member if they can step in.) **Do NOT stand around waiting for the client to tell you what to do. BE PROACTIVE!**

COMPENSATION INFORMATION

We use Square to direct deposit into your bank account. Our payroll is submitted twice per month. For projects completed between the 1st and the 20th of the month, your direct deposit will hit on or around the 27th. If you complete a project within 5 business days of the end of the month, you will be paid the first week of the following month upon delivery of assets.

Compensation structure for video shoots:

[EMAIL FOR COMPENSATION INFORMATION](#)