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PR News Visual Storytelling Bootcamp

How Facebook's Latest Video Features Can Grow Your Brand's Online Profile



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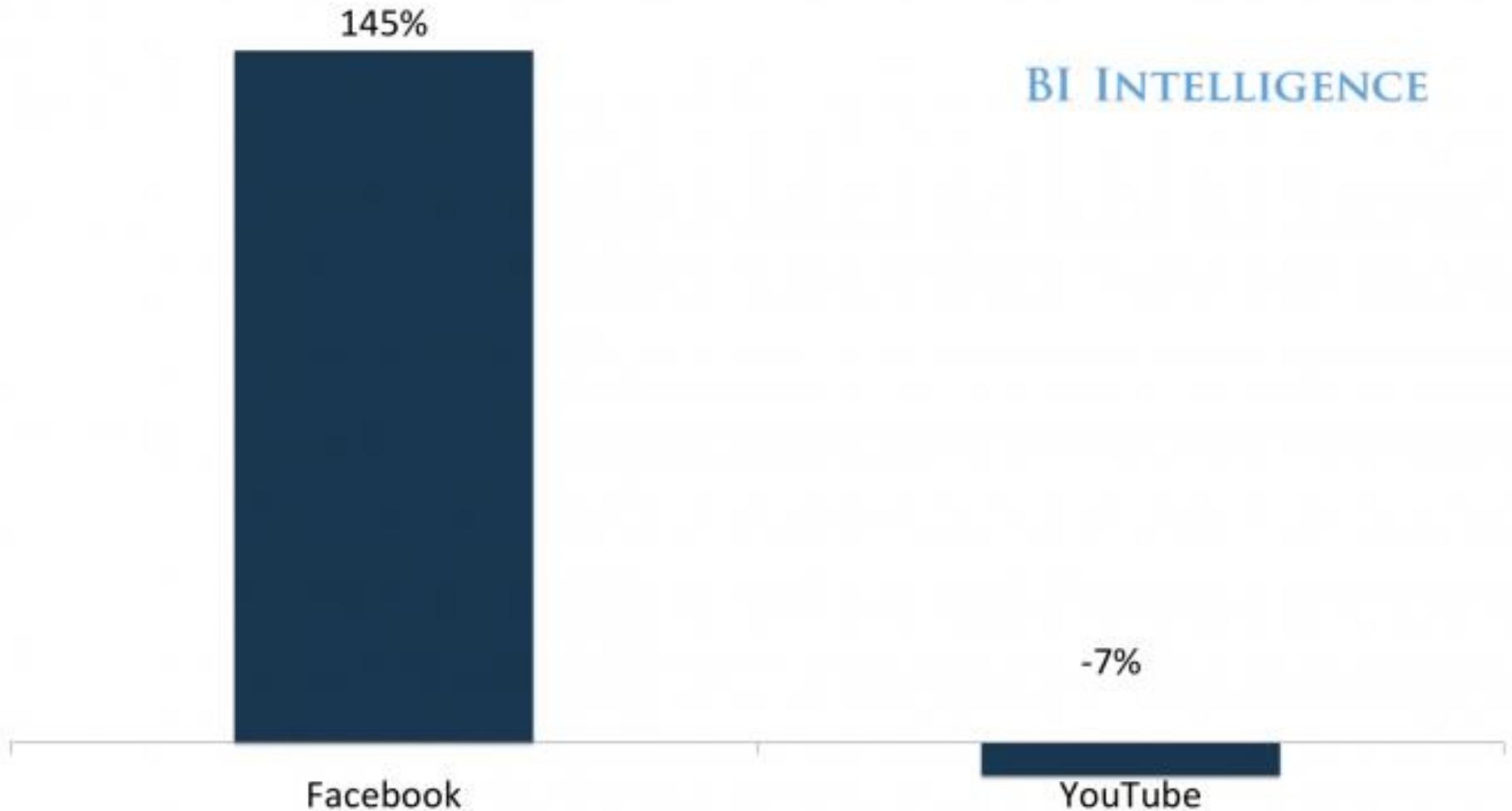
What is the story on Facebook video?

- *“In 2015, video will dominate as the social media content format of choice” - [#1 social media marketing prediction from Social Media Examiner](#)*
- *“Facebook video is now bigger than YouTube for brands.” – [Social Bakers](#)*
- *“Video currently accounts [for 78 percent of all web traffic](#) (in terms of data, not time spent), and that number is only poised to grow.” - [Adweek Social Times](#)*



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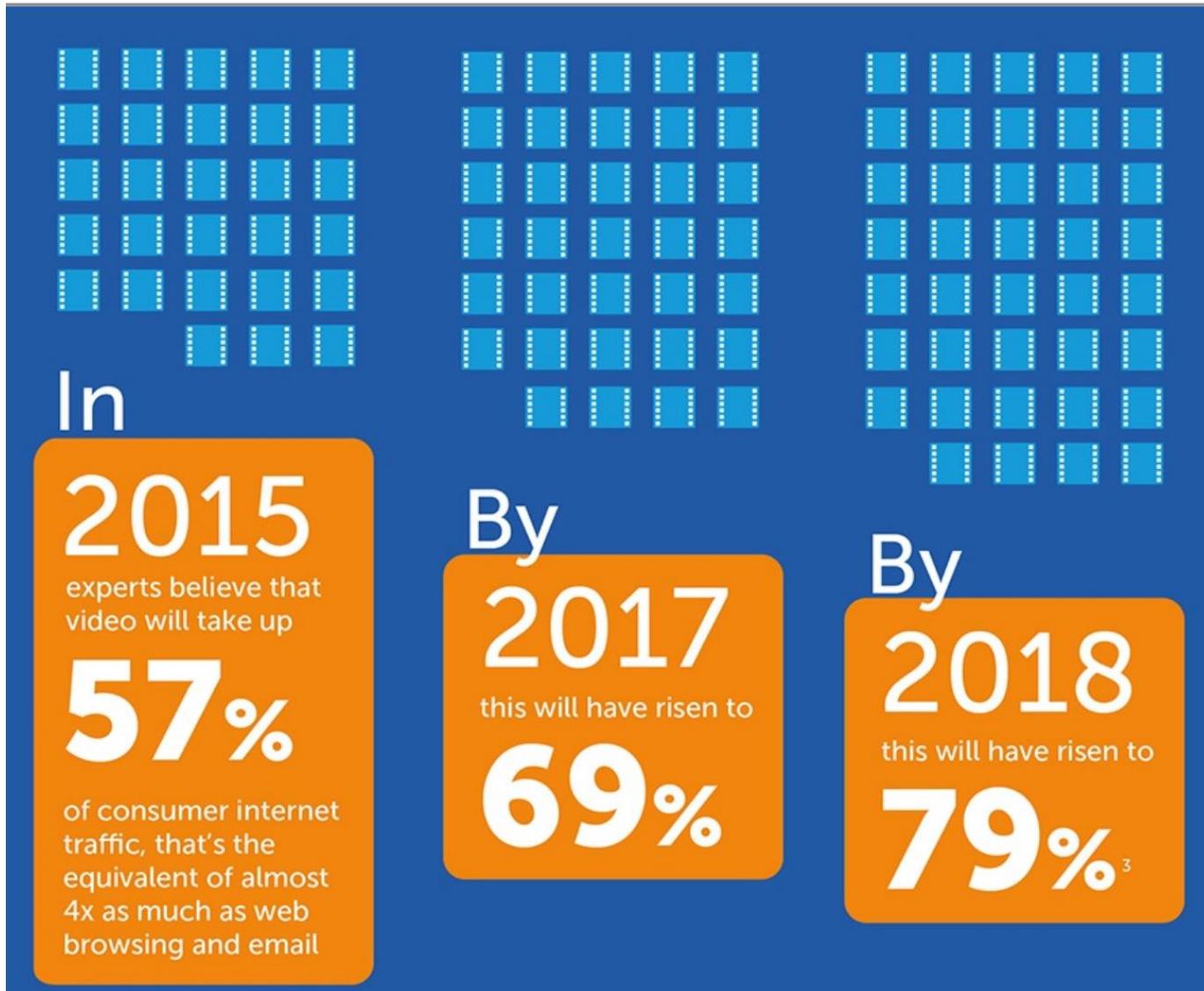
Year-Over-Year Growth In Videos Brands Published To Each Platform *(October 2015)*



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Note: Top 500 brands based on Facebook Page followers, and YouTube channel subscribers
Source: Socialbakers

More Stats!



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Best Practices to Approaching Facebook Video

Begin with a strong social strategy

IBM Enterprise Social Strategy

Our Mission:

Through all social engagement we strengthen our brand, reflect our values, drive business, showcase expertise and further meaningful interactions among our clients, prospects, influencers, employees and forward thinkers.

To drive belief, action and advocacy, we value a set of guiding principles:



1

Listen first.



2

Share from
trusted sources.



3

Participate
authentically.



4

Then, create
content strategically.



Get a basic understanding of the Algorithm

“...For all its power, Facebook’s news feed algorithm is surprisingly inelegant, maddeningly mercurial, and stubbornly opaque.” - [Slate](#)

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Create content that fits the platform, don't expect the platform to adapt to your content

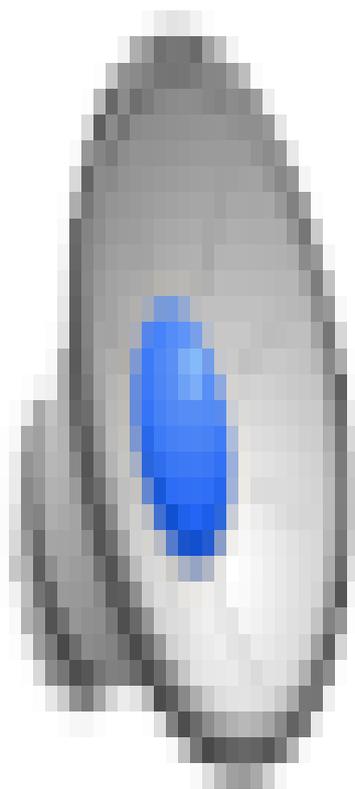
Facebook is a broad community of all ages where people publicly or privately share information about their life, reconnect with old friends and interact with brands or groups they are interested in.



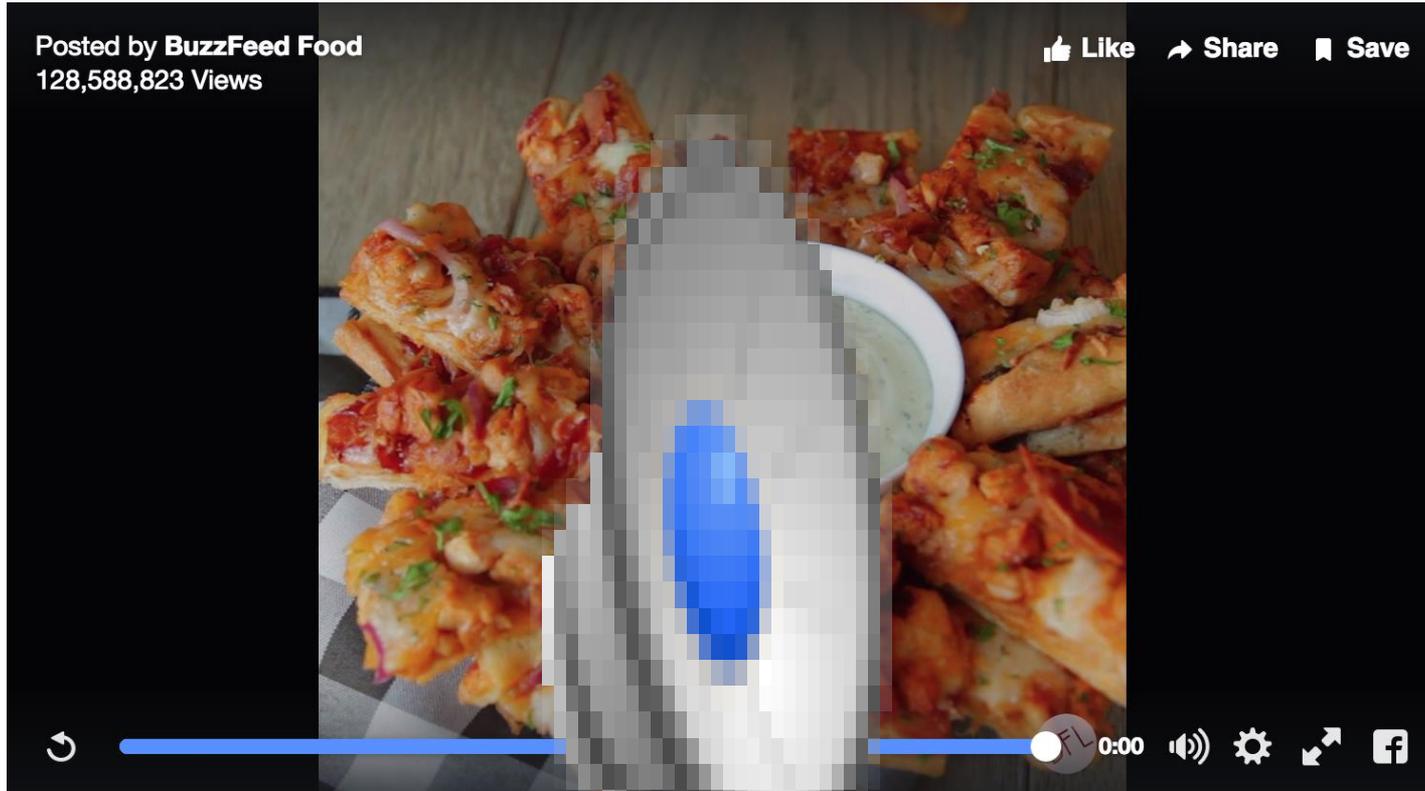
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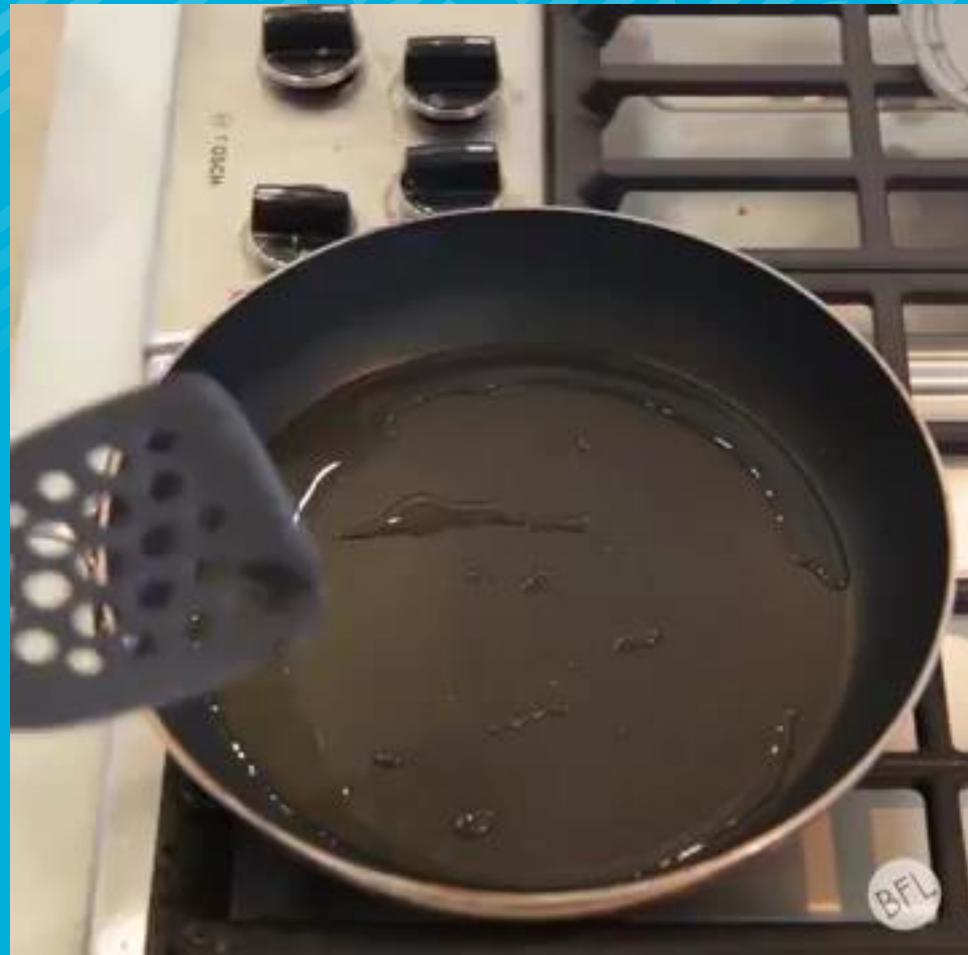


Keep your Facebook videos short and sweet



- According to Facebook, videos shorter than 2 minutes are the most effective on the platform.
- This BuzzFeed Food video is only 30 seconds, but has more than 128 million views and 2.8 million interactions.

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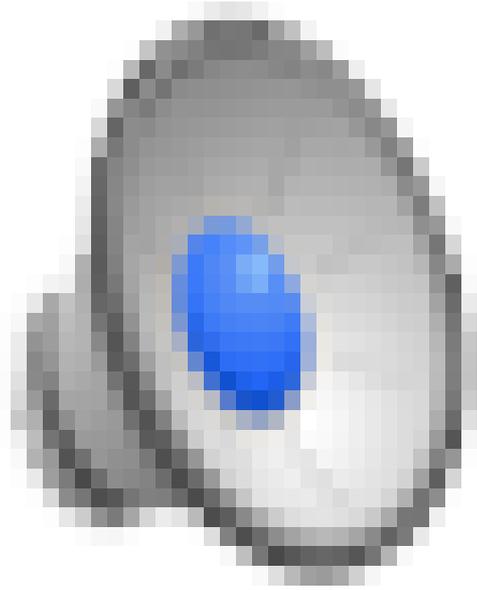




Strategically cross promote

Microsoft made a splash this past holiday season with their “Spirit of the Season” ad. On Facebook the video generated more than 3 million views.

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Get the brand mention in early

Together | LeBron James

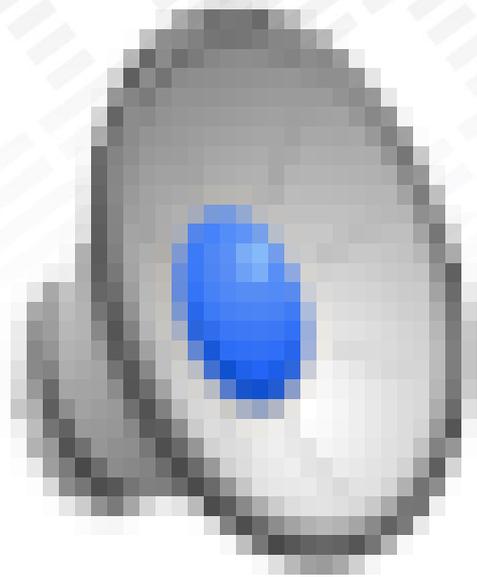
More Videos by Nike

Like Page

Previous · Next



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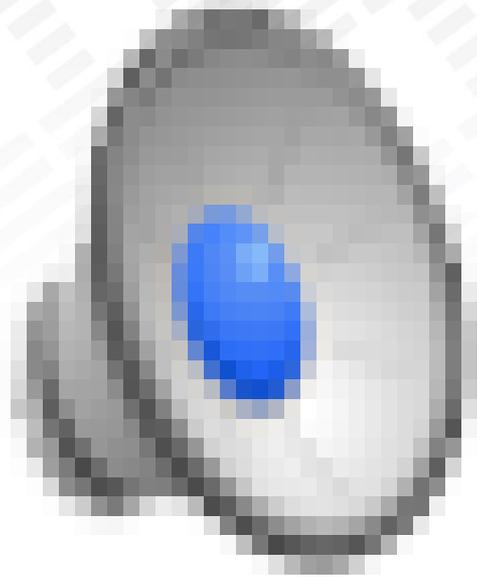
Leverage Facebook video to drive traffic to other content and owned properties



Redefining Boundaries

The Global C-suite Study

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Follow Facebook's changes and adapt your strategy accordingly

- If there is one thing you can count on with Facebook, it's that once you get the hang of it, it will change.
- Tips for keeping up:
 - Follow Facebook's business changes for regular [updates](#).
 - Follow the [Facebook tag](#) on TechCrunch
 - Follow the Facebook section on [Adweek's Social Times](#)



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Identify your KPIs in advance and use your metrics to test and learn

- Dig in to see what the reception was to the content. Are likes for this video above or below your average post benchmarks? What about comments and shares?
- Remember that video views don't always tell the entire story.
- Engagement and amplification are better measures for the effectiveness of a piece of content.
- Utilize Facebook's robust insights to track the success of your content. Other tools, such as [Rival IQ](#), also offer fantastic metrics capabilities as well as competitor analysis.

42,067 People Reached

5,065 Video Views

453 Reactions, Comments & Shares

327

 Like

130

On Post

197

On Shares

1

 Love

0

On Post

1

On Shares

32

Comments

13

On Post

19

On Shares

94

Shares

89

On Post

5

On Shares

1,050 Post Clicks

407

Clicks to Play 

7

Link Clicks

636

Other Clicks 

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Continue to diversify your content

IBM (Default) January 22 at 7:56am

All those cables, so perfectly arranged. 22 more photos just like that here: bzfd.it/1KrrQKx



23 Photos That Will Make Anyone Who Works In IT Satisfied

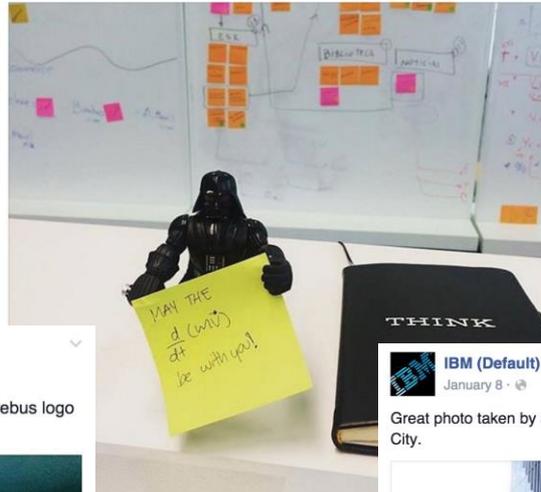
Some happiness for the real heroes of the 21st century

BUZZFEED.COM | BY LUKE BAILEY

Like Comment Share Ho

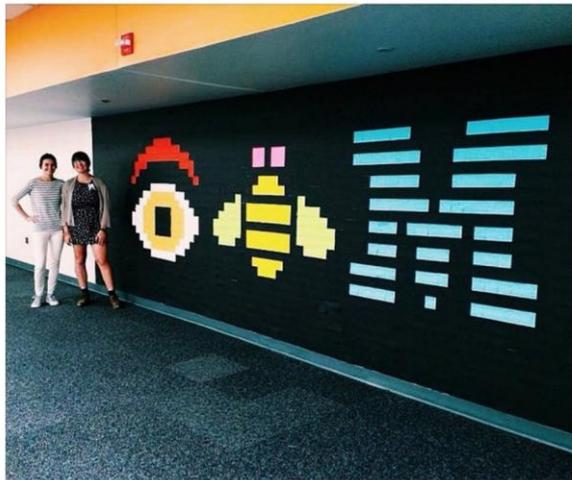
IBM (Default) December 18, 2015

Thanks to our IBM Studios in Mexico for this! May the force be with you all today.



IBM (Default) December 2, 2015

These two interns created this 8-bit sticky note mural of the IBM rebus logo on their second day of work in the IBM Design studio in Raleigh.



Like Comment Share Hootlet

IBM (Default) January 8

Great photo taken by an IBMer from the terrace at our offices in New York City.



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Recap

- ✓ Begin with a strong social strategy.
- ✓ Get a basic understanding of Facebook's Algorithm.
- ✓ Create content that fits the platform, don't expect the platform to adapt to your content.
- ✓ Keep your Facebook videos short and sweet.
- ✓ Strategically cross promote.
- ✓ Get the brand mention in early.
- ✓ Leverage Facebook video to drive traffic to other content and owned properties.
- ✓ Identify your KPIs in advance and use your metrics to test and learn.
- ✓ Continue to diversify your content.

Additional Resources

Facebook's Algorithm

- How Facebook's News Feed Works – [Time](#)
- A Timeline of Facebook's Recent Newsfeed Tweaks – [Digiday](#)
- What Facebook's Algorithm Change Means for Brands, Publishers and the Future of Media – [Contently](#)

Building a Social Strategy

- How to Build a Social Strategy That works – [Entrepreneur](#)

Metrics Tracking Tools

- [Rival IQ](#)
- [Sysomos](#)

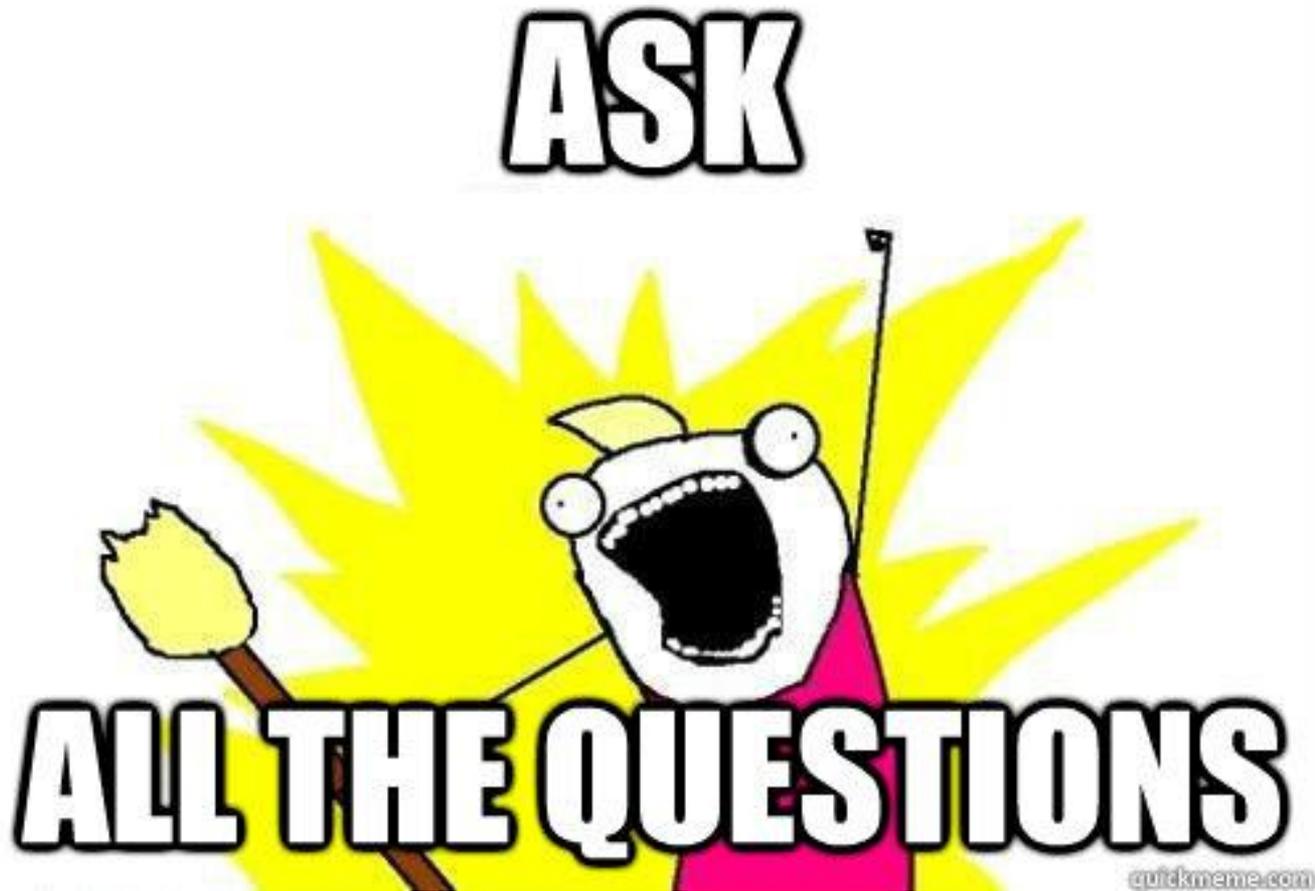
More Facebook Video Best Practices

- Make Your Facebook Video Stand Out With 3 Simple Best Practices – [TrackMaven](#)
- 20 Ways Brands Can Make the Most Out of Facebook Video – [Reelseo](#)

Social Publishing/Content Management Platforms

- [Hootsuite](#)
- [Percolate](#)
- [Sprinklr](#)
- [Sprout Social](#)

Questions?



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THANK YOU!