

FACEBOOK'S LATEST VIDEO FEATURES

PR News Visual Storytelling Boot Camp



ABOUT ME



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- 10 years of social media experience
- 12 years of international digital marketing experience
- Twitter: @MooreCommGroup or @m_wisheart
- Clients like:

VICTORIA'S
SECRET



LINCOLN

sears



“We’re exploring ways to give people a dedicated place on Facebook for when they just want to watch videos.”

- Mark Zuckerberg, January 27, 2016 Q4 Earnings Call



FACEBOOK VIDEO – BY THE NUMBERS

- 100 million hours of video consumed each day
- Ad recall as early as the first quarter second
- Mobile, mobile, mobile
- Most mobile views played without sound
- 74% of value delivered in first 10 seconds
- 45% of users that watch first 3 seconds will stay for 30 seconds

THE NEWEST FEATURES

Feature Release	Why You Should Care
Automated video captioning*	Captioned videos increase view time by 12%
Moat video analytics (live globally)*	Independent 3 rd party verification
Increased analytics in Insights & Ads Manager	More insight into how your content is being consumed
100% in-view buying option (live globally)*	More control over budgets & viewability
Facebook Live available to everyone	Live streaming option for a larger audience (and storing streamed content)
More publishing options	More control of distribution, discovery and customization

PUBLISHING BASICS

- First things first: Native uploads activate auto-play
- Titles, Tags and CTAs
- Custom Thumbnails
- Captions
- Distribution control
- Formats: Secret, 360° video, Live

The screenshot displays the Facebook Business Manager interface. At the top, the navigation bar includes the Facebook logo, the business name 'Moore Communications Group', and a search bar. Below this, the main navigation menu features 'Page', 'Messages' (with a notification badge), 'Notifications' (with a notification badge), 'Insights', 'Publishing Tools' (which is the active tab), 'Settings', and 'Help'. The left sidebar contains a menu with 'Posts' (subdivided into Published, Scheduled, Drafts, and Expiring) and 'Videos' (with a sub-item 'Video Library'). The main content area is titled 'Video Library' and includes a search bar, an 'Actions' dropdown, and a 'Filters' dropdown. A table lists two videos with their respective thumbnails, captions, view counts, and creation dates.

<input type="checkbox"/>	Video	Views	Date Created
<input type="checkbox"/>	 Did you know it was #WorldPlayDohDay? Play-Doh is asking people across the world to open up a can and get...	390	Sep 16, 2015 at 7:27am
<input type="checkbox"/>	 Buckle up, it's going to be a bumpy ride... or maybe just Buckle Up For Love, #AbrochatePorAmor. Check out th...	122	Jul 17, 2015 at 9:13am

PUBLISHING INTERFACE - BASICS

Upload Video

MCG Say something about this video...

Basic Captions Advanced

Video Title
Add a Title

Video Tags [?]
Add tags ex. baseball, daycare etc.

Uploading Video, thumbnails coming soon

100.0%

Call to Action: No Button (Optional) [?]

Denver Boost Post Publish

Jan 21, 20

PUBLISHING INTERFACE – CAPTIONS (SOON TO BE CHANGED)

Upload Video

Say something about this video...

Basic **Captions** Advanced

Video Captions [?]

100.0%

Call to Action: (Optional) [?]

Denver

PUBLISHING INTERFACE – ADVANCED FEATURES

The screenshot displays the Facebook 'Upload Video' interface. At the top, there is a header 'Upload Video' and a text area for a video description with an 'MCG' profile picture. Below this are three tabs: 'Basic', 'Captions', and 'Advanced', with 'Advanced' being the active tab. The 'Advanced' section is divided into two columns. The left column is titled 'Distribution' and contains a dropdown menu set to 'Custom', and four checkboxes: 'Exclude from News Feed [?]', 'Prohibit embedding [?]', 'Add as secret video [?]', and 'Block social actions [?]'. The right column has a checkbox for 'This video was recorded in 360° format [?]' with a link to 'Learn more about 360 Video in the Help Center'. A blue progress bar at the bottom of the 'Advanced' section shows '100.0%'. Below the progress bar is a 'Call to Action' dropdown set to 'No Button' with '(Optional) [?]' next to it. At the very bottom of the interface are icons for adding people, emojis, and location (set to 'Denver'), along with 'Boost Post' and 'Publish' buttons.

Upload Video

Say something about this video...

Basic Captions **Advanced**

Distribution
Choose where you want this video to appear.

Custom ▾

Exclude from News Feed [?]

Prohibit embedding [?]

Add as secret video [?]

Block social actions [?]

Use of these options reduces the number of views your video will receive.

100.0%

Call to Action: No Button ▾ (Optional) [?]

Denver

Boost Post Publish ▾

This close-up shows the 'Distribution' dropdown menu. The text 'Choose where you want this video to appear.' is visible above the menu. The menu is open, showing three options: 'Everywhere', 'Exclude from News Feed', and 'Custom'. The 'Custom' option is selected, indicated by a checkmark. A 'Block social actions [?]' link is partially visible below the menu.

Distribution
Choose where you want this video to appear.

Custom ▾

Everywhere

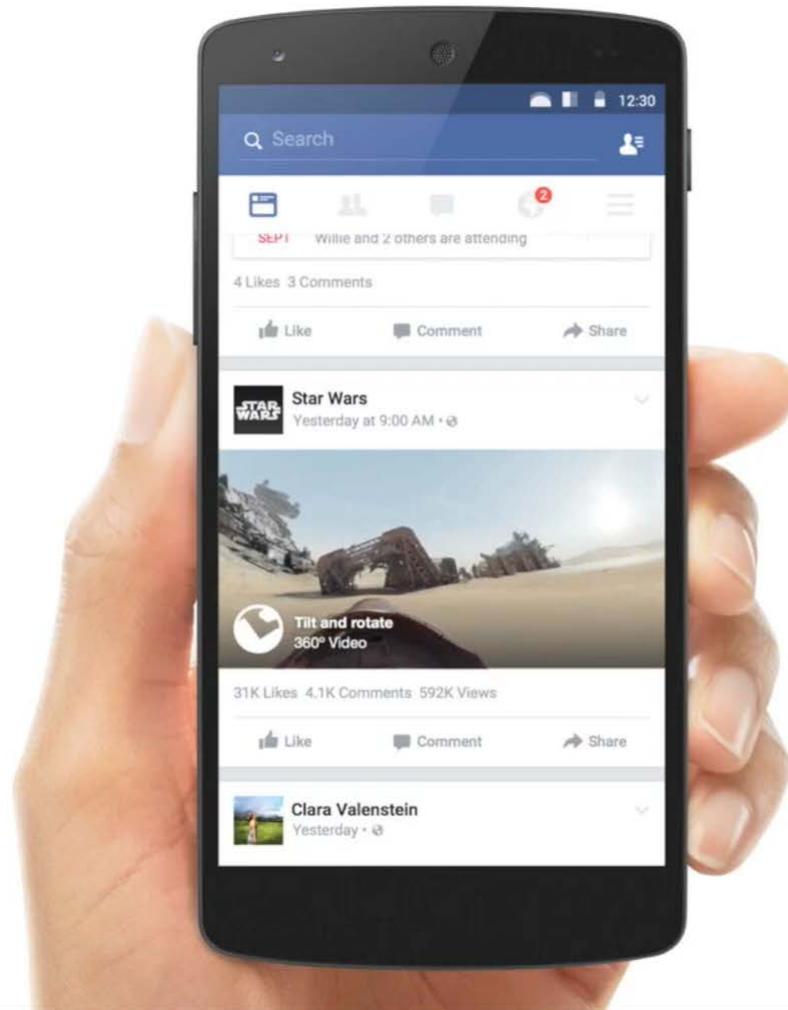
Exclude from News Feed

✓ Custom

Block social actions [?]

360° VIDEO & VIRTUAL REALITY



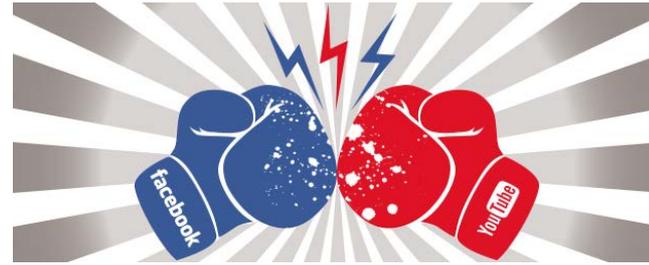


FACEBOOK LIVE – WHAT YOU NEED TO KNOW

- Available to all users & verified Pages
- iOS app availability only
- Same algorithm we know and “love”
- Boost (and targeting!) availability
- Square format (*Periscope is portrait*)
- Comments below video (*Periscope is overlay*)
- Video stays on page unless deleted (*Periscope goes away in 24 hours*)
- No analytics (yet) – but can share on business pages for Insights



FACEBOOK VS. YOUTUBE



Metric	Facebook	YouTube
Volume	8 billion daily video views	7 billion daily video views
Daily Watch Length (US)	8,061 years	713 years
Average Video Length (sec)	81.22	870.89
Distribution	Discovery	Search
Engagement	Auto-play	Active click
Amplification	Paid promotion based on Likes & Interests	Pre-roll based on keywords

FACEBOOK VIDEO – CONTENT BEST PRACTICES

- **Consider sound**
 - 80% of users react negatively to unexpected sound
 - Make sure sound isn't required for your message to resonate
- **Short videos win**
 - Highest engagement rate at :30 and less
 - Ad recall as early as first quarter second
- **Hook users quickly**
 - 74% of value delivered in first :10
- **Don't get road blocked by production**
 - Quality ≠ Virality
 - Consider influencers and ambassadors as a resource

TOOLS FOR SUCCESS

- **Facebook Blueprint** – free self-paced learning
- **Action Movie FX (iPhone or iPad)** – free video editing app
- **Shotcut 15.07** – open source video editor
- **Fiverr** – freelancer community – great source for videographers
- **VideoHive** – low-cost, royalty free video templates

KEY TAKEAWAYS

- Facebook aiming for social domination – video is no exception
- Still major differences among platforms – so plan content accordingly
- Short videos with an early hook will win
- Make sure sound isn't required for your message to make sense
- Don't be afraid to start – the biggest winners will be early adopters
- Leverage new data points available and test, test, test!

THANK YOU!

Have more questions?

Tweet them to @MooreCommGroup and include #socialsummit16