

HOW TO USE INSTAGRAM, PINTEREST & VINE FOR VISUAL STORYTELLING



DOUG SIMON

PRESIDENT & CEO,

D S SIMON PRODUCTIONS

PHONE: 212.736.2727

TWITTER: @DSSIMONDOUG

COMPANY TWITTER: @DSSIMON

D S S D S SIMON

STRATEGIC VIDEO COMMUNICATIONS

DSSIMON.COM

VLOGVIEWS.COM

YOURUPDATE.TV



#digitalpr

STORYTELLING TIPS

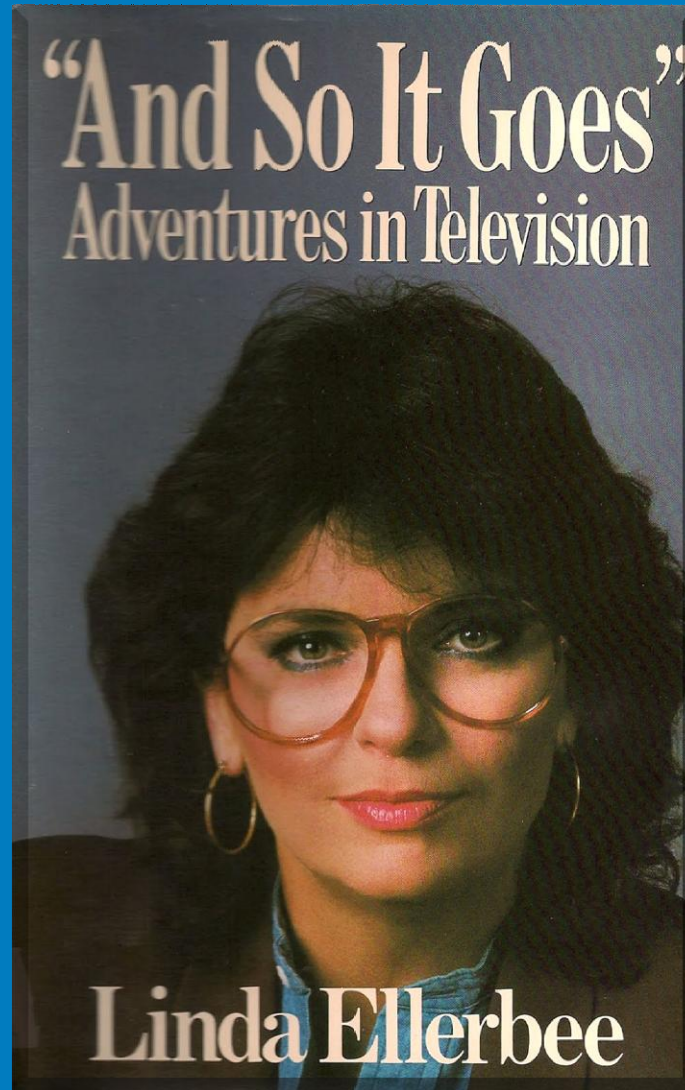


D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

STORYTELLING TIPS



D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

WHAT SOME BRANDS ARE DOING

#LOEWSFIXINSIX: VINE INITIATIVE



Jacob Sloan @jacobsloan

24 Jul

Lowe's Fix In Six is genius *useful* marketing: j.mp/18DhnxJ #Vine
#lowesfixinsix #youredoingitright #socialmedia [H/T @jaybaer]

Followed by The Holmes Report and 7 others

[View summary](#)

D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

WHAT SOME BRANDS ARE DOING

SPOKESPERSON ADD ONS



EXPEDIA



LAYS

D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

HOW WEB INFLUENCERS ARE USING VIDEO

Media Using Social Networking for Story Ideas

	TV	NEWSPAPER	RADIO	WEBSITE	BLOGGERS	AVG.
USE IT	93%	100%	78%	86%	90%	81%
FACEBOOK	96%	92%	100%	90%	83%	92%
TWITTER	96%	96%	92%	80%	83%	89%
LINKEDIN	15%	65%	31%	37%	43%	38%
GOOGLE+	4%	58%	15%	17%	40%	27%
PINTREST	15%	46%	15%	20%	47%	29%
YOUTUBE	37%	54%	50%	37%	47%	45%
INSTAGRAM	30%	54%	23%	30%	37%	35%
VINE	26%	35%	19%	17%	10%	21%

BUT DON'T GET CAUGHT UP

Leine



D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

PRKETING®



**“CONTENT CREATION AND
DISTRIBUTION TO KEY PUBLICS
TO CHANGE BEHAVIOR IN A
POSITIVE WAY”**

**PRketing® starts with a five step process
that goes far beyond brand journalism.**

1. Identify the behavior you are trying to change
2. Identify the people who you are trying to reach and where they consume content
3. Create content that will be effective in changing their behavior
4. Place the content where they will find it, view it, share it, etc.
5. Measure, assess and revise

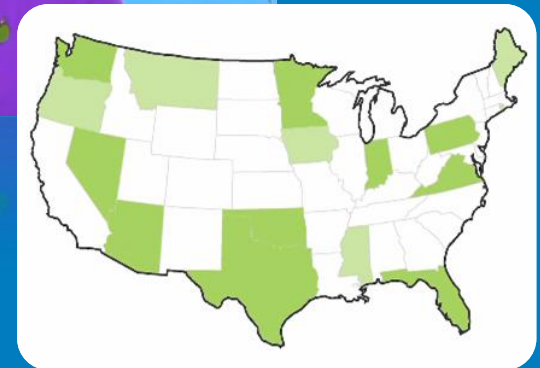
D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

TRANSMEDIA CONTENT: E S P O

U.S. GREEN BUILDING COUNCIL



D S S D S SIMON

#digitalpr

STRATEGIC VIDEO COMMUNICATIONS

TECH NERD ALERT

CONVERTING BROADCAST VIDEO TO INSTAGRAM

- USING FINAL CUT OR SIMILAR VIDEO EDITING SOFTWARE CREATE A H.264 MP4 FILE
- COMPRESS FILE SO YOU CAN E-MAIL IT
- DOWNLOAD ON TO PHONE
- UPLOAD TO INSTAGRAM APP



PRODUCTION TIPS

- PRODUCTION QUALITY = BRAND IMAGE
- PREPARE THE TALENT
- PRE-PRODUCTION PLAN
- PROPER EQUIPMENT
- DON'T OVERLOOK AUDIO
- PLAN MOMENTS AND ELEMENTS

THANK YOU



STRATEGIC VIDEO COMMUNICATIONS

DOUG SIMON

PRESIDENT & CEO,

T: 212.736.2727 | C: 917.952.7007

DOUGS@DSSIMON.COM

TWITTER: @DSSIMONDOUG

COMPANY TWITTER: @DSSIMON