



How to Engage in Visual Storytelling on YouTube

Kirsten Chiala, Digital Content Lead

@KChiala

PR News Google Boot Camp - #PowerOfPR

August 5, 2015

San Francisco, CA

Share on Social: #PowerOfPR



Kirsten Chiala
@KChiala
Digital Content Lead



The average American owns at least four digital devices and spends an average of 60 hours per week consuming content across multiple screens.

- Nielsen U.S. Digital Consumer Report

What is Brand Journalism?

The screenshot displays the Cisco 'the network' website. The header includes the Cisco logo and 'the network' branding, with a search icon in the top right. A navigation bar lists categories: Home, Internet of Everything, Fast IT, Innovation, Leadership, Press Releases, and Corporate. Below the navigation are three featured video thumbnails: 'loE Innovation Center Songdo' with the tagline 'Go #InsidInnovation in Songdo', 'focus: YEARLY ROUNDUP' with 'The Best of Focus Magazine', and 'Adventures in Industrial Design'. The main content area is divided into 'Feature Stories' and 'Press Releases'. Under 'Feature Stories', there are two 'Week in Review & Look Ahead' items: one for July 20-24 (dated July 25, 2015) and another for July 13-17 (dated July 16, 2015). Under 'Press Releases', there are two items: 'Midcontinent To Transform Its Business' (dated July 21, 2015) and 'Cisco's Wi-Fi Technology Is Deployed in MetrôRio' (dated July 15, 2015). To the right of the 'Press Releases' section is a 'Subscribe' form with a 'SIGN UP' button and a social media sharing bar. Below the 'Subscribe' form is a 'Twitter' feed showing a tweet from @Cisco about an internal Ask Me Anything session.



What It Is

- Authentic, relevant storytelling
- Drives key messages
- Shapes the conversation
- Establishes a loose brand affiliation and often includes a call to action

What It's Not

- Heavily-branded marketing content
- A slogan, promotion or commercial



Cisco's Integrated Team

Content

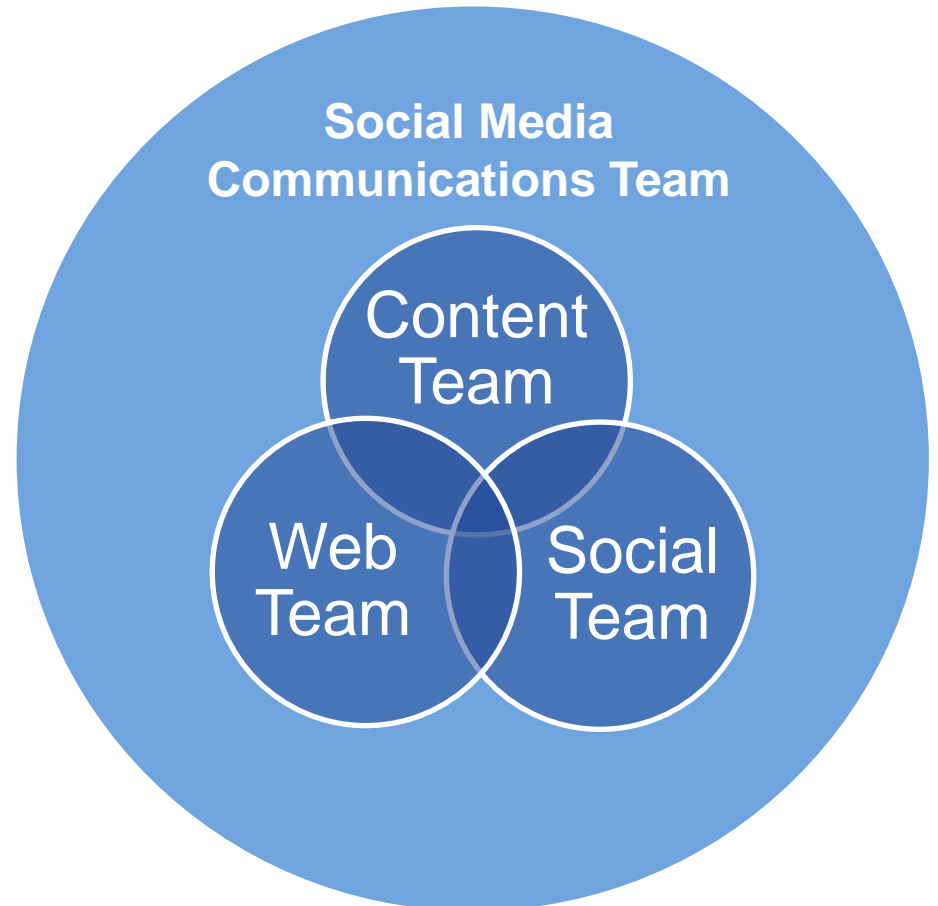
- Content lead
- 1 ½ producers
- 1 videographer
- 1 graphic designer
- *Cisco Writer's Program:*
 - 15 global journalists

Social

- Strategy
- Community manager
- The Platform blog manager
- Social Media agency

Web

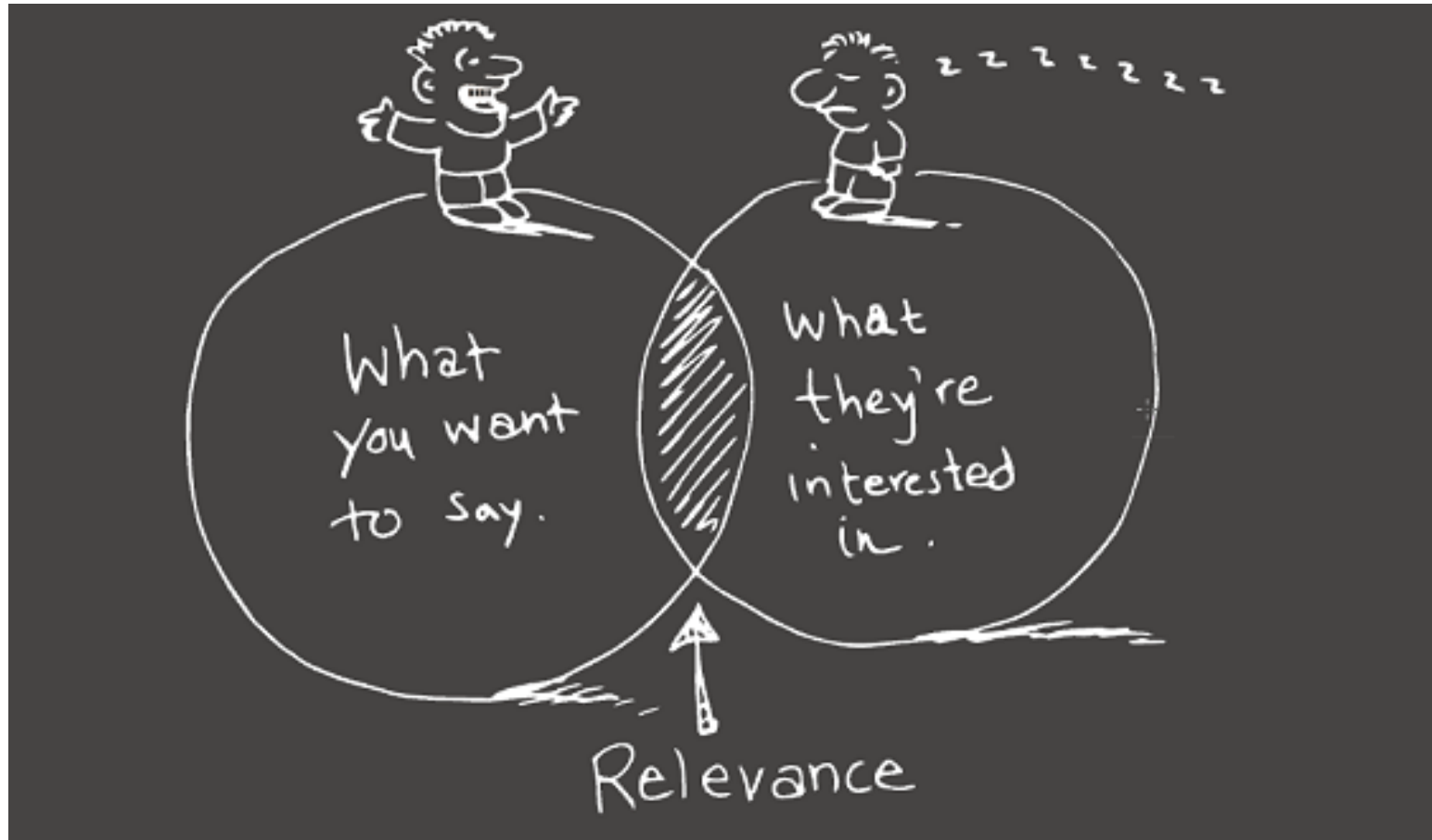
- Strategy and support (3+ contractors)



How to Create a Compelling Video



Know Your Audience



Top Video Tips





Boil Your Story Down to One Sentence



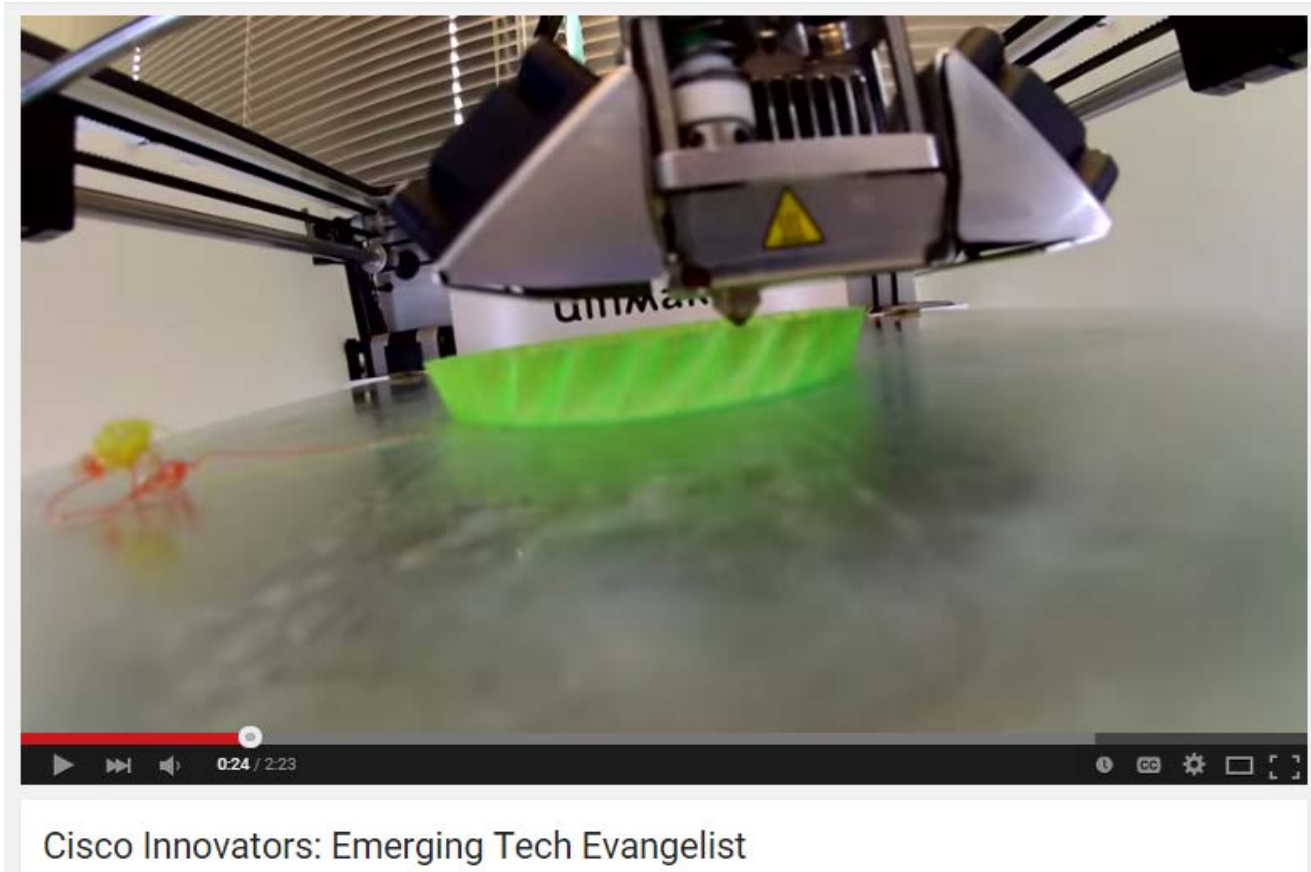


Listen for the Unexpected





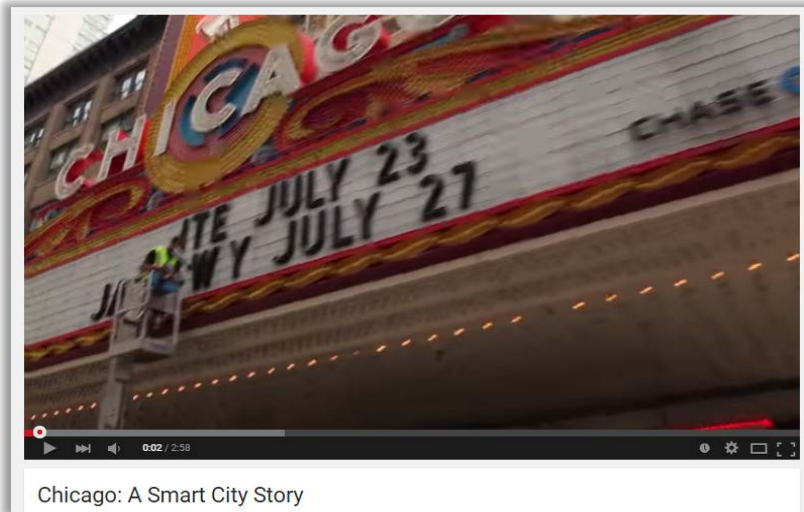
Find Interesting Backdrops



Use Animations or Graphics To Help Tell the Story



Making Pre-Planning Count *2 Days of Filming. 4 Stories.*



Video can help you tell a
complex story



Internet of Everything

People

Connecting People
in More Relevant,
Valuable Ways



Process

Delivering the Right
Information to the Right
Person (or Machine) at
the Right Time



Data

Leveraging Data into
More Useful Information
for Decision Making



Things

Physical Devices and
Objects Connected to the
Internet and Each Other for
Intelligent Decision Making
(IoT)



Source: "The Internet of Everything: A \$19 Trillion Opportunity," Cisco Consulting Services, 2014



DETECTED Trailer

Detected

One story. Many ways to tell it.

D Detected Movie @detectedmovie Following

19 seconds: Too often, isn't it?
cs.co/Detected #DetectedMovie

A woman is diagnosed with breast cancer every **19 SECONDS.** #DetectedMovie

D Detected Movie @detectedmovie Following

We certainly hope he does. cs.co/Detected
 #DetectedMovie

"If this character that we're following is able to do what he's setting out to do, we're capturing history."
 -Seth Kramer,
 Director of DETECTED #DetectedMovie



D Detected Movie @detectedmovie Following

Who knew something so small could hold so much power? cs.co/6012B6Kao #ITBra #DetectedMovie

D Detected Published by Kelly Linthicum (?) - June 15 -

Finding breast cancer in women with dense breast tissue is like trying to find a snowflake in a snowstorm. Nurse Barb Dehn of El Camino Hospital shares how the iTBra could make a life-saving change: <http://detectedmovie.com/>

Barbara Dehn
 Nurse at El Camino Hospital

Meet Chief Evangelist Behind Cancer-Detecting iTBra, Rob Royea



How We Distribute and Amplify Content

- ‘Take, Share and Engage’ program
- Publish all content across Cisco’s corporate social media properties
- Work with internal Cisco teams to amplify
- Work with employee ambassadors for sharing
- Influencer outreach
- Consider paid support for key business content
- Create many diverse content types to tell a single story



Top YouTube Tips



Brand Homepage with Banner & Bio

The screenshot displays the Cisco YouTube channel homepage. At the top, a banner features the Cisco logo on the left and the text "The Internet of Everything is changing everything. We're ready. Are you? Call us. 866-432-1783" on the right. Below the banner is the channel name "Cisco" with a subscriber count of 109,484 and a "Subscribe" button. A navigation menu includes "Home", "Videos", "Playlists", "Channels", "About", and "Welcome". The main content area has a heading "Welcome to a future-ready network." with "Country: Global" and "Language: Global" dropdowns, and a "GO" button. A horizontal menu below the heading includes "Home", "Business", "Technology", "Training & Events", and "Partners". The featured video is titled "Cisco 2015 Midyear Security Report Overview" and includes a description: "Cisco has released its 2015 Midyear Security Report. In this report, Cisco provides industry insights and key findings taken from threat intelligence and cybersecurity trends for the first half of 2015. Download the report at <http://cs.co/MSR15YT>." Below the description is a "Subscribe to Cisco's YouTube channel: <http://cs.co/6054QIOr>." and a "Share Video" button with social media icons for Facebook and Twitter. The video player shows a network diagram with various security threats and technologies labeled, including Ransomware, Dridex, Malvertising, Data, SPAM, NGFW, Rombertik, Angler, and Malware Sandbox.



Keep Content Short & Engaging



Leverage Rich Keywords in Titles & Descriptions

The screenshot shows the YouTube video upload settings page. At the top, a progress bar indicates 'PROCESSING 66%' with '1 minute remaining.' and a 'Publish' button. A message says 'Click "Publish" to make your video live.' and another says 'Couldn't save changes. Please review your video details.'

The 'Basic info' tab is selected. The 'Title' field is empty and has a red error message: 'The title is empty.' The 'Description' field is also empty. The 'Tags' field contains the text '(e.g., albert einstein, flying pig, mashup)'. The 'Privacy' dropdown is set to 'Public'. There is a 'Add a message to your video' box and 'Also share on' options for Google+, Facebook, and Twitter. A '+ Add to playlist' button is also visible.

On the left side, the 'Upload status' section says 'Processing your video.' and provides a URL: 'http://youtu.be/UcmaX5zxsqc'. The 'Video / Audio quality' section has a star icon and says: 'You uploaded a wide-screen (16:9) video. If your original was 720p or greater (i.e. 1280x720 or greater) we encourage you to submit your video at original resolution to enable better quality playback.'

At the bottom, the 'VIDEO THUMBNAILS' section says: 'Thumbnail selections will appear when the video has finished processing.' and includes a 'Custom thumbnail' button with the note 'Maximum file size is 2MB.'

Use Specific & Plentiful Tags

DETECTED Trailer


What if one invention could change the fight against breast cancer forever? Take an extraordinary journey into the world of wearables, sensor technology, and a phenomenon called the Internet of Everything, where it's not just about the devices or the data, but the people they connect. Join Cisco as it hosts the world's premiere of

Detected x #DetectedMovie x Internet of Everything x
IOE x IOT x Internet of Things x healthcare x
healthcare technology x breast cancer x

Suggested tags: + Trailer (Website Category) + Film (Media Genre)
+ Technology (Industry)

The image shows a social media post interface. At the top, there's a header "DETECTED Trailer". Below it is a text block starting with "What if one invention could change the fight against breast cancer forever?". Underneath the text is a collection of tags, each in a rounded rectangle with an 'x' icon for removal. A red circle is drawn around this entire tag area. Below the tags, there are "Suggested tags" with buttons for "+ Trailer (Website Category)", "+ Film (Media Genre)", and "+ Technology (Industry)".

Use Descriptions to Drive Traffic Back to Key Assets Like Your Website



Go #InsideInnovation at Cisco CREATE London

Cisco Subscribe 109,484 3,629

+ Add to Share More 10 1

Published on May 15, 2015

As metropolitan cities continue to grow, technology innovation is changing the way people live, work and play. The Cisco CREATE Internet of Everything (IOE) Innovation Center in London is discovering ways to make everyday resources like lighting more efficient. By partnering with startups like amBX, this innovation hub is working on technology that will allow businesses to drastically cut lighting costs. Watch how the Internet of Everything is enhancing industries from energy, to transportation, to building management. Learn more: <http://cisco.com/go/innovationcenters>.

Subscribe to Cisco's YouTube channel: <http://cs.co/6054QIQr>.



In Description, Invite Users to Like Your Video or Share Thoughts in Comments



ALL COMMENTS (5)

Share your thoughts

Key Takeaways



Know your audience and objectives



Build a mini-newsroom to
source and develop low cost
content

Appeal to emotions



Amplify videos across internal and external communications channels



Take chances!



Resources

- <https://www.youtube.com/yt/playbook/>
- <https://www.youtube.com/user/YouTubeHelp>
- <https://www.youtube.com/yt/advertise/>

Questions?



@KChiala



CISCO

TOMORROW starts here.