

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



Lisa Arledge Powell, MediaSource

www.MediaSourceTV.com @ [MediaSourceTV.com](https://www.instagram.com/MediaSourceTV.com)

larledge@MediaSourceTV.com

February 26, 2016

#socialsummit16

@LisaArledge

**THE
NEXT
WAVE OF**

facebook

VIDEO

WHAT'S NEXT

facebook

WHAT'S NEXT

- **facebook** VIDEO HUB
- VIDEO MEASUREMENT
- **facebook** LIVE

WHAT'S NEXT

facebook VIDEO HUB

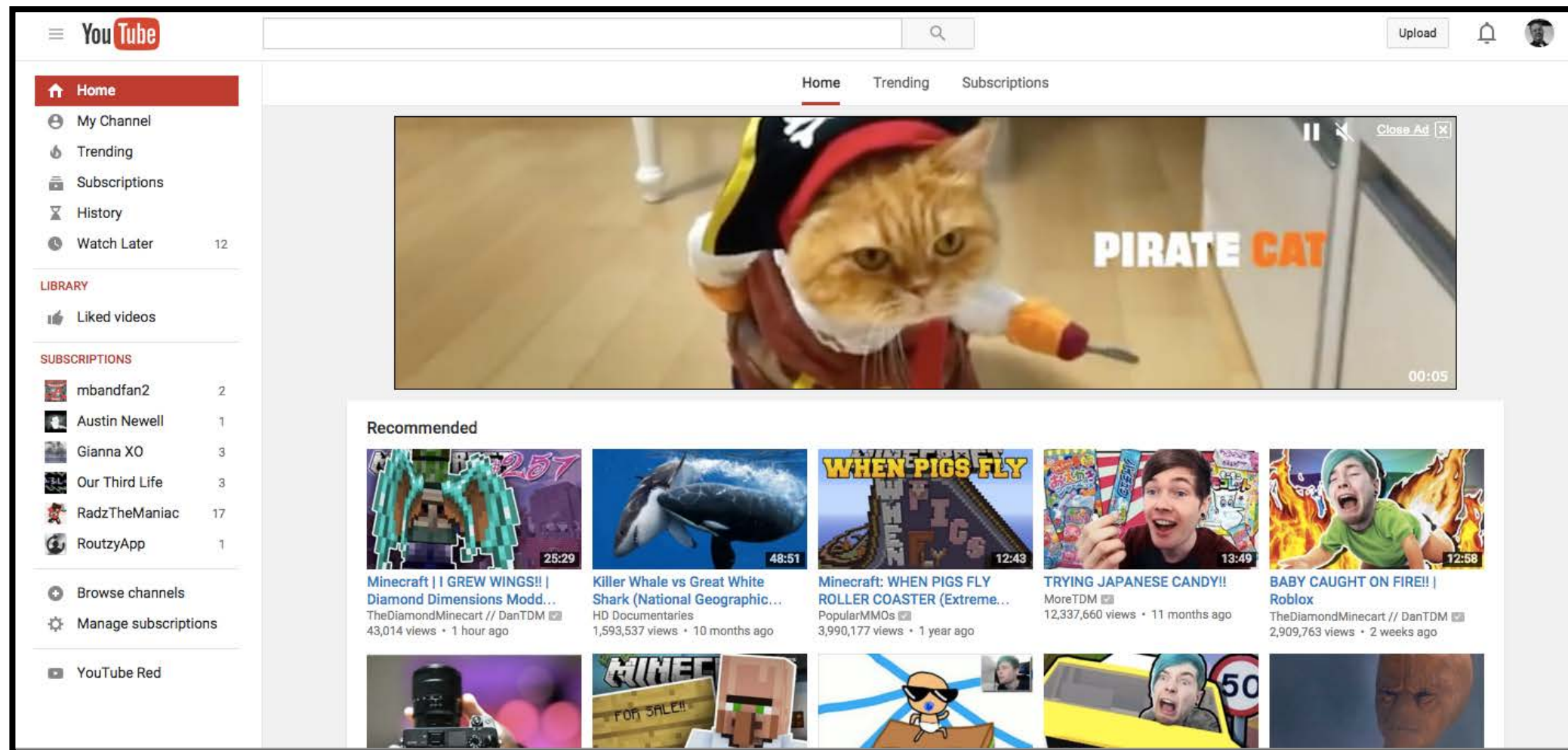


vs



WHAT'S NEXT

facebook VIDEO HUB



#socialsummit16

@LisaArledge

FACEBOOK VIDEO TIPS

KEEP IT SHORT

MAKE IT SQUARE

SPELL IT OUT

FACEBOOK VIDEO TIPS

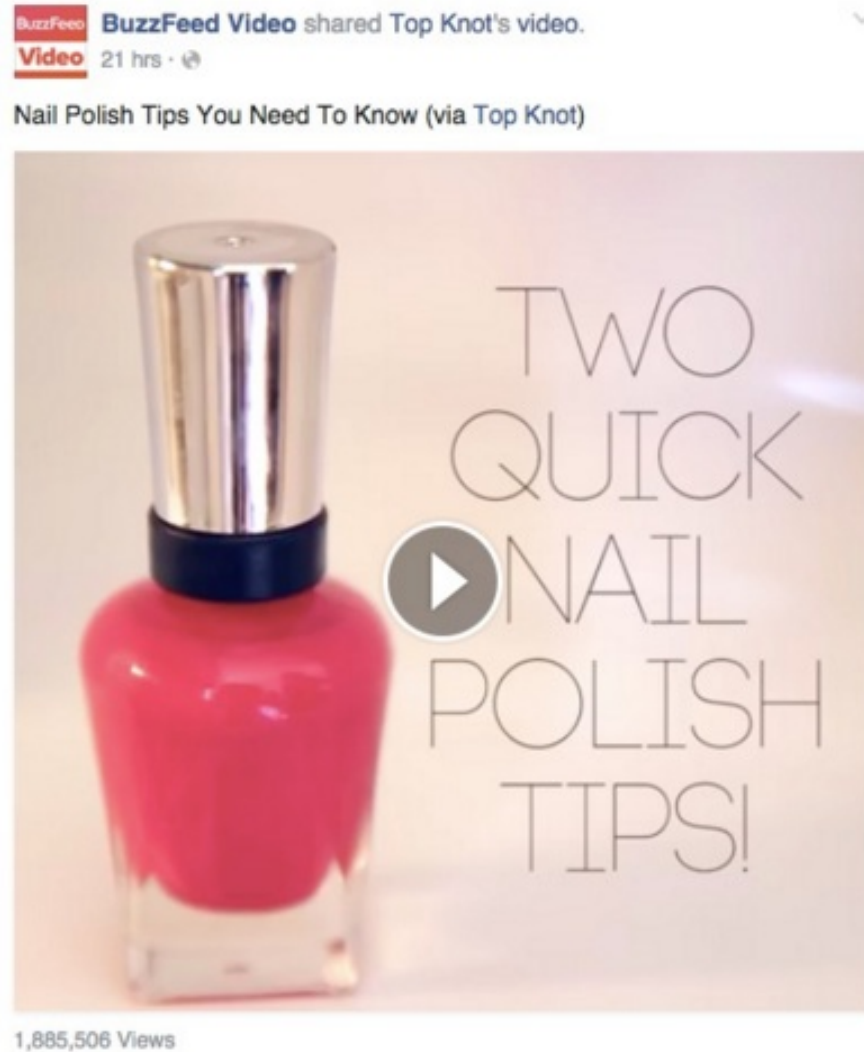
KEEP IT SHORT



#socialsummit16

@LisaArledge

FACEBOOK VIDEO TIPS



MAKE IT SQUARE

#socialsummit16

@LisaArledge

FACEBOOK VIDEO TIPS

SPELL IT OUT

BBC NEWS BBC News shared BBC World Have Your Say's video. 2 hrs · 🌐

As Apple rejects an order to unlock a gunman's iPhone: bbc.in/1R7z9Mt
BBC World Have Your Say ask should your smartphone be protected from surveillance?

"When I take my iPhone and write down a thought"

43,674 Views

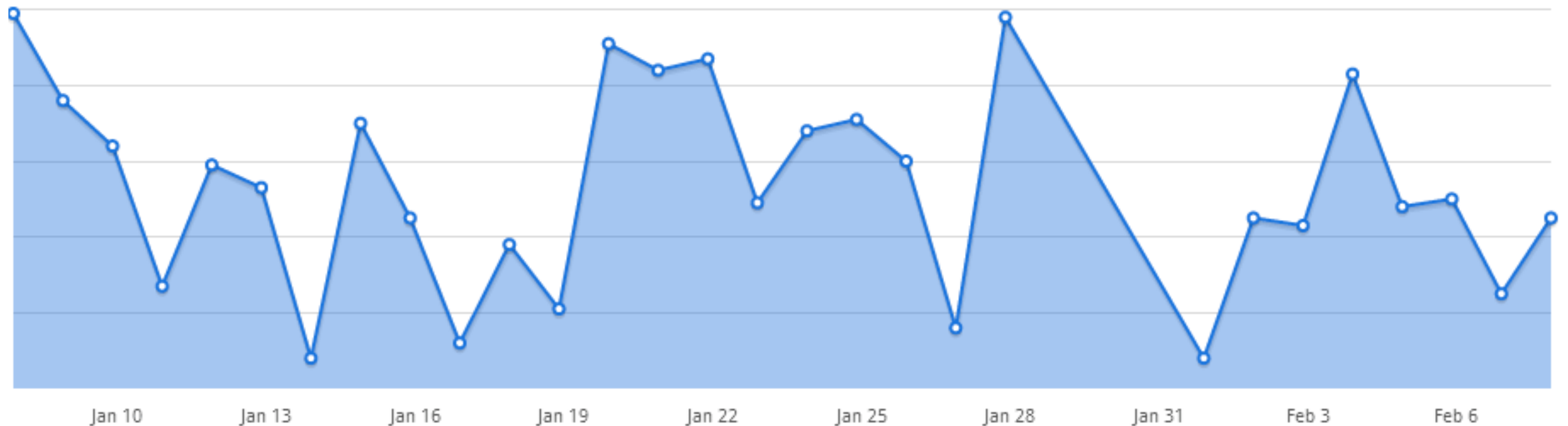
BBC World Have Your Say 2 hrs · 🌐 👍 Like Page

#socialsummit16

@LisaArledge

WHAT'S NEXT

VIDEO MEASUREMENT



WILL CONTINUE TO INCREASE IN
IMPORTANCE AND ACCURACY

#socialsummit16

@LisaArledge

WHAT'S NEXT

VIDEO MEASUREMENT



WHAT IS A VIEW?

WHAT'S NEXT



ADRIANA LIMA
#15 QB
Years Pro 16
Height 5'10"
17/25 265 YDS

Victoria's Secret
GAME TIME! The Angels take the field in our FULL video—watch it now & get ready to #ScoreMore this Valentine's Day.

Like · Comment · Share · February 3

1,259 people like this. Top Comments -

Shared with: Public
22,436 Views

Embed Video
Embed Post
Report video



22,436 Views



352,521



Score More: The Victoria's Secret Angels Play Football (2016 Extended Cut)

Victoria's Secret
Subscribe 930,809

352,521

+ Add to Share More 3,038 225

Published on Feb 2, 2016
The Angels are back in the game—and they're in it to win it. Join Victoria's Secret Angels Adriana Lima, Alessandra Ambrosio, Elsa Hosk, Jasmine Tookes and Taylor Hill, and their new coach, TV Personality Erin Andrews, as they kick off Valentine's Day 2016 with a football game and some no-fail advice: this year, score more! Need another tip? Shop the new Valentine's Day collection in stores, catalogue and online.

#socialsummit16

@LisaArledge

WHAT'S NEXT

facebook Live



VS



WHAT'S NEXT



THE OHIO STATE UNIVERSITY

WEXNER MEDICAL CENTER



Periscope



OSU Wexner Med Ctr @OSUWexMed · Jun 19

Wonder what a surgery looks like through a surgeon's eyes? On 6/22 [#OSUWexMed](#) will broadcast LIVE on [@periscopeco](#) in the OR @ noon. Tune in!



18



21



#socialsummit16

@LisaArledge

WHAT'S NEXT



The Ohio State University Wexner Medical Center

June 22 at 12:46pm · 🌐

We're LIVE in the OR getting a behind the scenes look at an achilles tendon repair! Follow us on #Periscope to join our broadcast or visit https://www.periscope.tv/w/aFguxjlyMzMyOTZ8MjY5OTE1NjnTIQU_...



OSU Wexner Med Ctr @OSUWexMed · Jun 22

Achilles tendon repair surgery is happening now. Tune in to watch it live! #Periscope



← ↻ 2 ★ 5 ⋮

[View photo](#)

#socialsummit16

@LisaArledge

WHAT'S NEXT



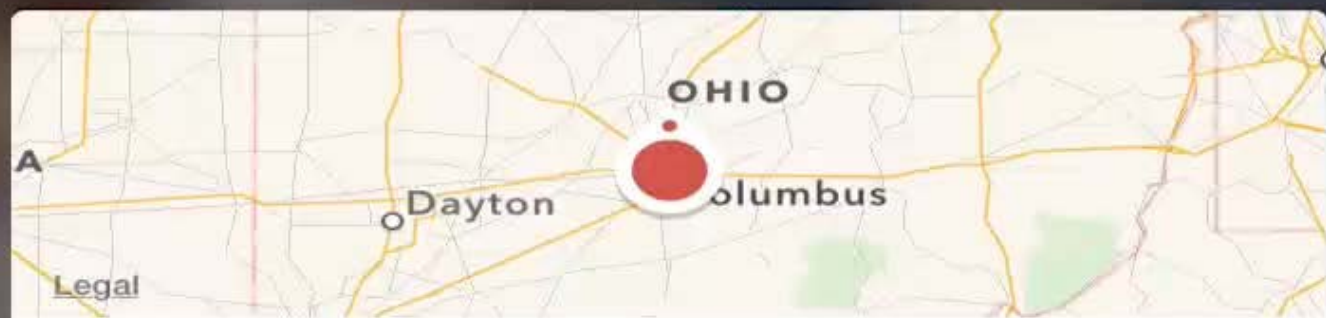
#socialsummit16

@LisaArledge



Live Achilles repair surgery with Dr. Tim Miller - GRAPHIC

ENDED 2 hours ago



OSU Wexner Med Ctr

@OSUWexMed

WHAT'S NEXT

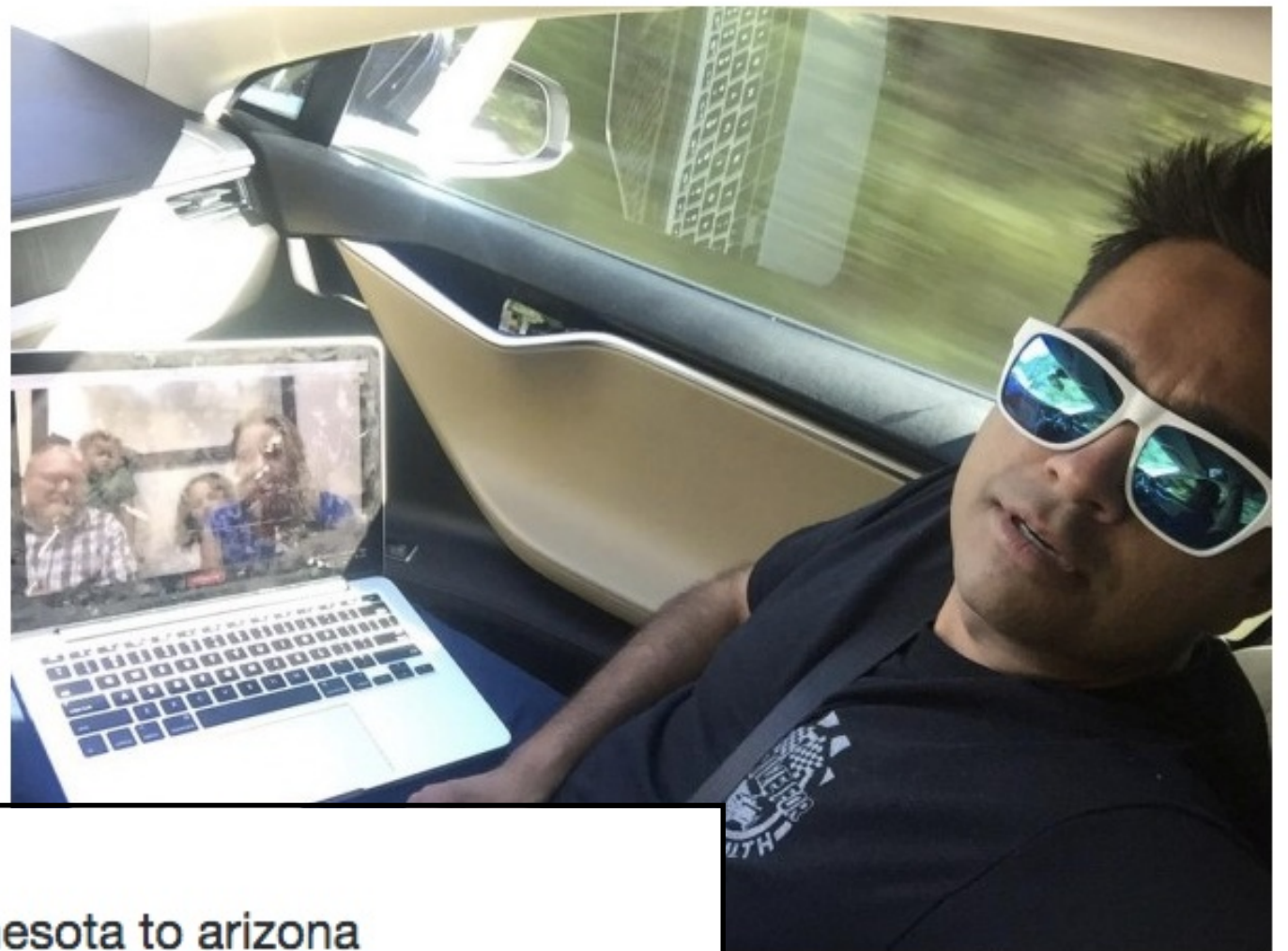


CONVERGENCE, PATIENT ENGAGEMENT

Docs find an audience on Periscope

By NEIL VERSEL

Post a comment / 111 Shares / Jun 23, 2015 at 6:53 PM



Men's Health tour.



Drive 4 Mens Health @drive4men · Jun 19

LIVE on #Periscope: Roadtrip from Minnesota to arizona
periscope.tv/w/aFOglzl3NjEz...



#socialsummit16

@LisaArledge

WHAT'S NEXT

facebook Live



ABC News was live.
NEWS Like This Page · February 2 ·

Hey – it's Dr. Besser live from Brazil, the center of the Zika virus outbreak. I'm here to answer all of your questions about Zika and any potential impacts to the U.S. Ask away!

1,813,567 Views

Like Comment Share

19,433 people like this. Top Comments

8,333 shares 3.6K comments

TJ Bizzell Ask the government since they created it...
Like · Reply · 492 · February 2 at 1:00pm
157 Replies

Heather Howell-Caraballo I read this was caused by a pharmaceutical company and these were genetically modified mosquitos that we're intentionally released several years ago to stop a fever. Let's keep messing with mother nature and try to outsmart her.
Like · Reply · 188 · February 3 at 11:33am · Edited
31 Replies

Lorraine King DeMuria Can't you put English subtitles for Deaf viewers like me and for the others?? (Open captioned) Think twice for DEAF viewers, thank you.
Like · Reply · 363 · February 2 at 1:11pm
18 Replies

Write a comment

#socialsummit16

@LisaArledge

WHAT'S NEXT

facebook Live



WSJ The Wall Street Journal was live.
Like This Page · Yesterday · 🌐

What questions do you have about the Supreme Court and the process of replacing Justice Scalia? WSJ reporters Brent Kendall and Jess Bravin are answering your questions now.

39,677 Views

👍 Like 💬 Comment ➦ Share

1,333 people like this. [Top Comments](#)

167 shares 764 comments

Joe Renoe Jr. can we replace all of the republicans for not doing the right thing accrding to their oath of office?
Like · Reply · 👍 112 · Yesterday at 1:14pm
↳ 52 Replies · 10 hrs

Maureen Finnerty Shuman What happens to the cases that Scalia has voted on but the rulings haven't been announced?
Like · Reply · 👍 52 · Yesterday at 1:13pm
↳ 8 Replies

Hannah Sims Mashburn Why is Congress acting as if the current President doesn't have a year left in office?
Like · Reply · 👍 181 · Yesterday at 1:13pm
↳ 67 Replies · 1 hr

Timothy Rodgers There has been 160 nominees to SCOTUS and only 124 were confirmed. 36 failed with 25 of those never receiving an up or down

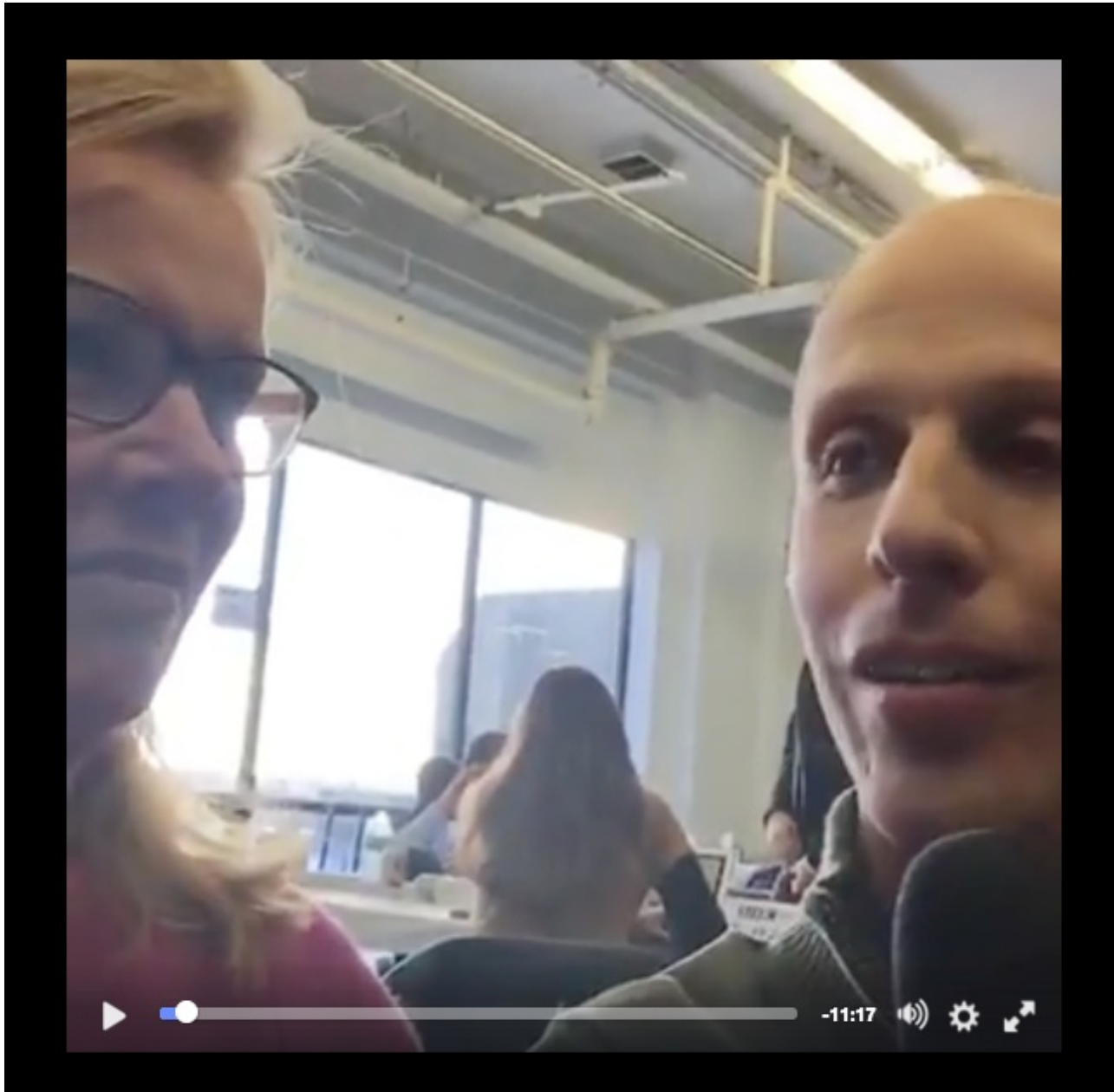
Write a comment...

#socialsummit16

@LisaArledge

WHAT'S NEXT

facebook Live



BBC News was live.
Like This Page · February 9 via Facebook Mentions

Today voters in New Hampshire are choosing who they want for the Republican and Democratic presidential candidates. We're live in Manchester answering your questions

38,943 Views

Like Comment Share

905 people like this. Top Comments

63 shares 583 comments

- Pepin Mittelhauser** BERNIE SANDERS
Like · Reply · 47 · February 9 at 3:30pm
- Larry Drucker** We all need to vote for Bernie and give him a Congress willing to work!
Like · Reply · 43 · February 9 at 3:31pm
11 Replies
- Tori Lejune** Bernieeeeeeeeeee
Like · Reply · 27 · February 9 at 3:31pm
- John Collins** Bern baby Bern
Like · Reply · 25 · February 9 at 3:31pm
- Ryan Anderson** Bernie for 2016
Like · Reply · 22 · February 9 at 3:31pm
- Isaac Riley** BERNIE!!!!
Like · Reply · 21 · February 9 at 3:31pm

View more comments 6 of 583

Write a comment...

#socialsummit16

@LisaArledge

WHAT'S NEXT

facebook Live



#socialsummit16

@LisaArledge



WHAT'S NEXT

facebook Live

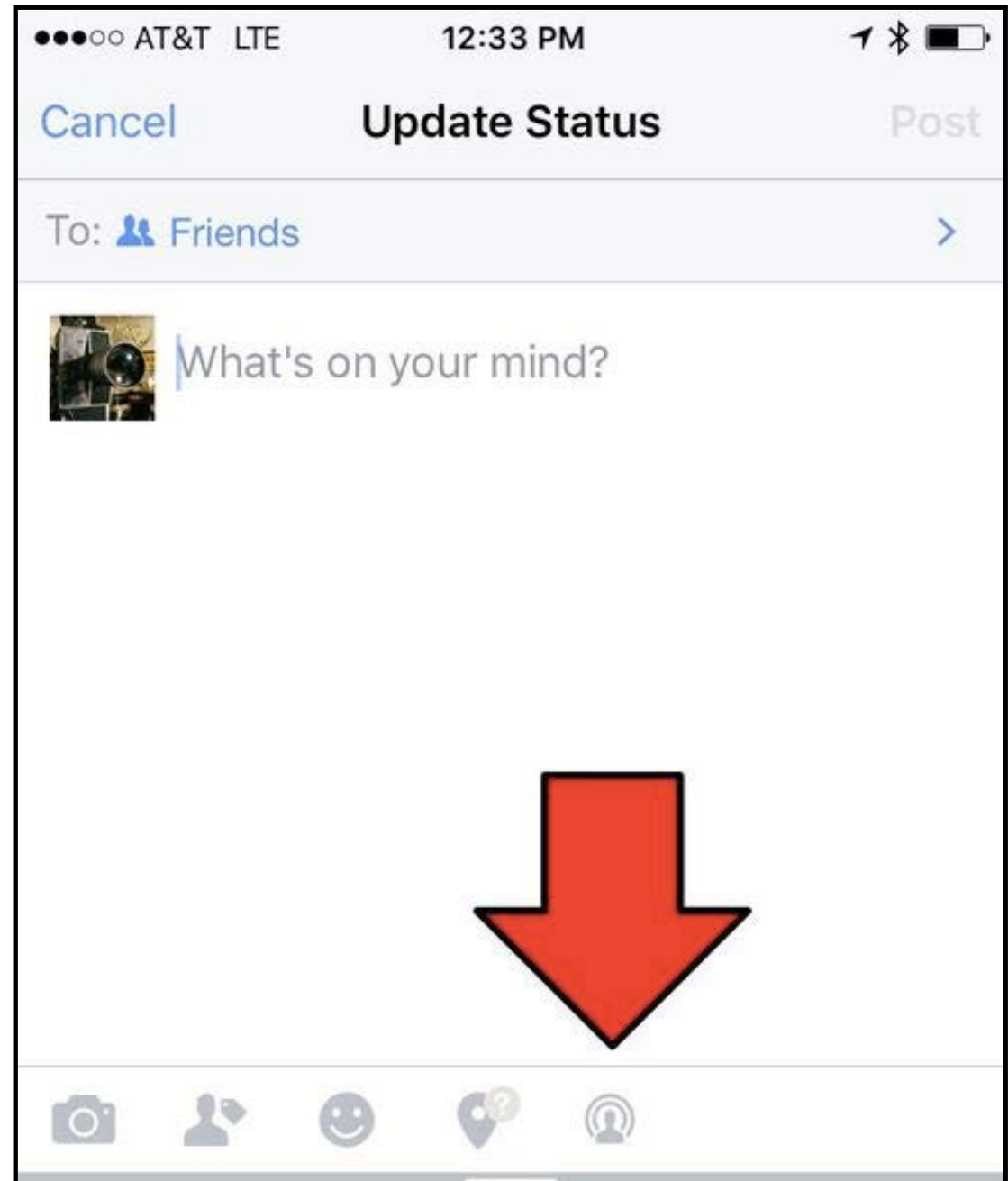


#socialsummit16

@LisaArledge

WHAT'S NEXT

facebook Live



#socialsummit16

@LisaArledge

FACEBOOK LIVE VIDEO TIPS

- **STRATEGIC, SHAREABLE CONTENT**
- **LONGER IN LENGTH**
- **INTERACT WITH AUDIENCE**
- **EXPERIMENT**

FACEBOOK LIVE VIDEO TIPS

**STRATEGIC, SHAREABLE
CONTENT**

SHARING IS CARING

FACEBOOK LIVE VIDEO TIPS

LONGER IN LENGTH

**TAKE TIME TO BUILD
AN AUDIENCE**

FACEBOOK LIVE VIDEO TIPS

INTERACT with
AUDIENCE

MAKE THE “LIVE” COUNT

FACEBOOK LIVE VIDEO TIPS

EXPERIMENT

**IT'S A NEW
FRONTIER,
BE A PIONEER**

#socialsummit16

@LisaArledge

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



Lisa Arledge Powell, MediaSource

www.MediaSourceTV.com @ [MediaSourceTV.com](https://www.instagram.com/MediaSourceTV.com)

larledge@MediaSourceTV.com

February 26, 2016

#socialsummit16

@LisaArledge