



How to Create Compelling & Shareable Video Across the Social Spectrum

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How to Utilize Videos for Specific Social Platforms?

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Take content that is already available—created by your team or others, refresh that content and leverage it across your social properties.



Today we'll discuss...

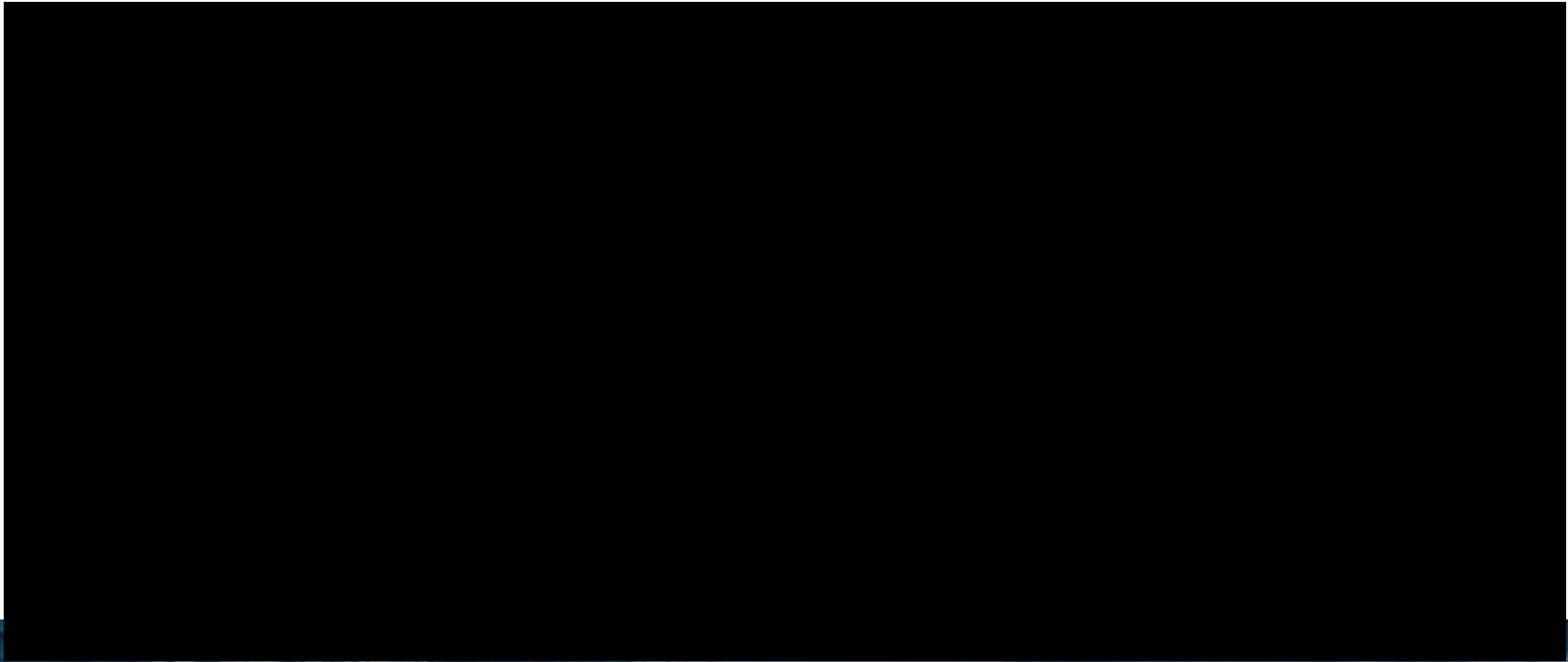
- Paring YouTube videos down for Instagram
- Live Streaming
- How to approach Snapchat
- The metrics that matter

From YouTube to Instagram

- How to do this: Download your YouTube video via Youtubeinmp4.com or other conversion sites
- Edit down your clip in iMovie or Windows Movie Maker
- Resend to phone and upload to Instagram
- Have too much content to clip down? Try a hyperlapse program like Microsoft Hyperlapse Pro

Example







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Why This Works

- Audiences have shorter attention spans
- People don't turn on the audio, include subtitles as a response to this
- #LinkInBio, always call back to original content in the social copy

#CallYourShot

- We've seen that authentic, personal videos perform even better on social than polished content. This video was filmed with an iPhone and edited using Adobe Premiere.
 - 1,592 views on YouTube
 - 4,721 views on Instagram





Live Streaming

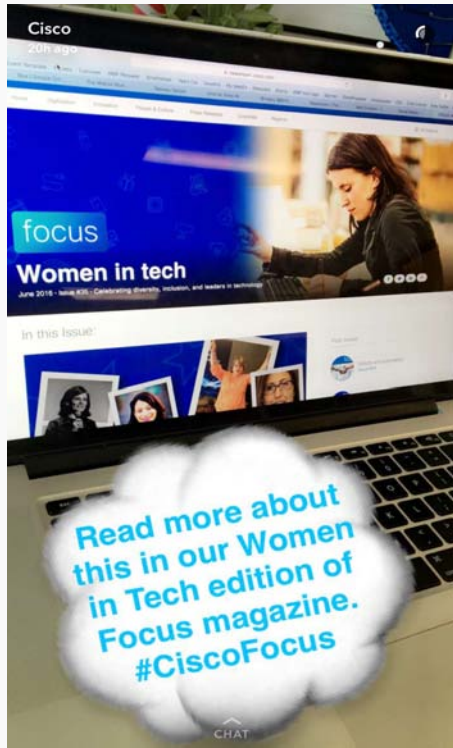
Best utilized for interviews, events and behind the scenes coverage.

- Periscope & Facebook Live
 - Periscope is Twitter compatible
 - Stream from mobile
 - Utilize a phone stabilizer
 - Utilize an external mic



How to Approach Snapchat

- Why Snapchat? Real, raw, authentic storytelling
- Not polished? That's ok – it's what Snapchat is all about.
- Content type? Photos and video (15 secs.)
- Utilize Snapchat memories to re-post Snaps or post images from your phone
- Cross promote to gain followers from other social channels



The background is a teal color with a subtle texture of water surface and bubbles. The top half shows a lighter teal area with many small, bright white bubbles and ripples, suggesting a water surface. The bottom half is a darker, solid teal color.

Measuring Success

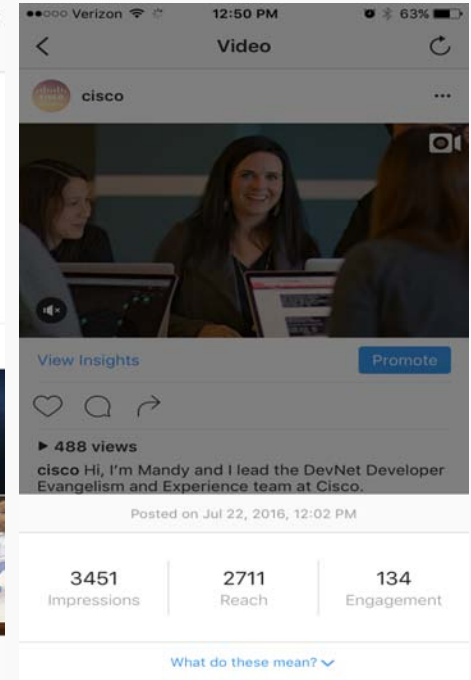
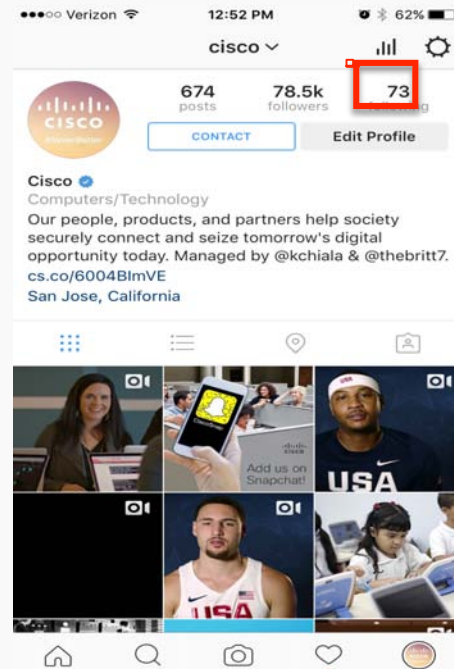
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The Metrics That Matter

Instagram 

**mobile & only for business accounts*

- Video views
- Impressions
- Engagements
- Clicks to website

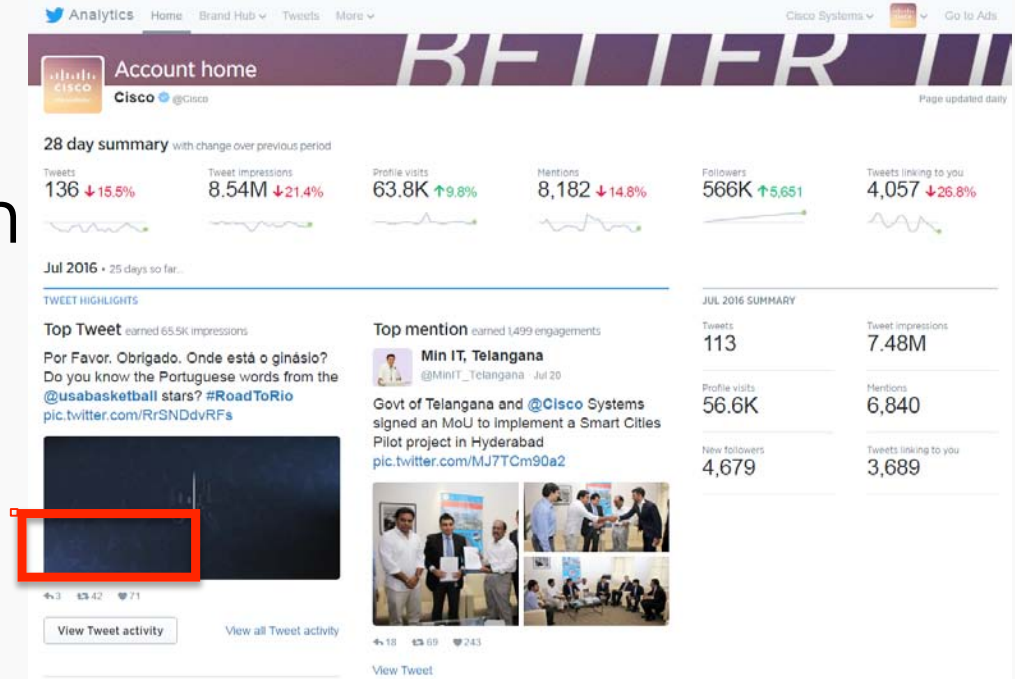


The Metrics That Matter

Twitter 

analytics.twitter.com

- Video views
- Retweets
- Likes
- Link clicks

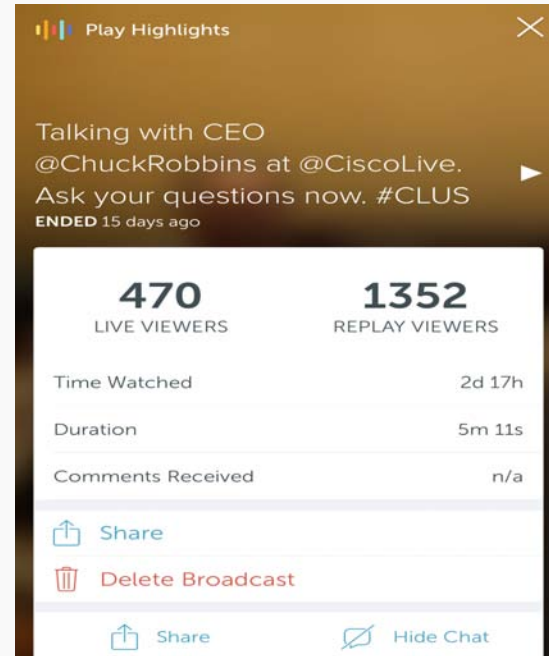


The Metrics That Matter

Periscope 

**mobile only*

- Live viewers
- Replay viewers
- Time watched
- Broadcast duration



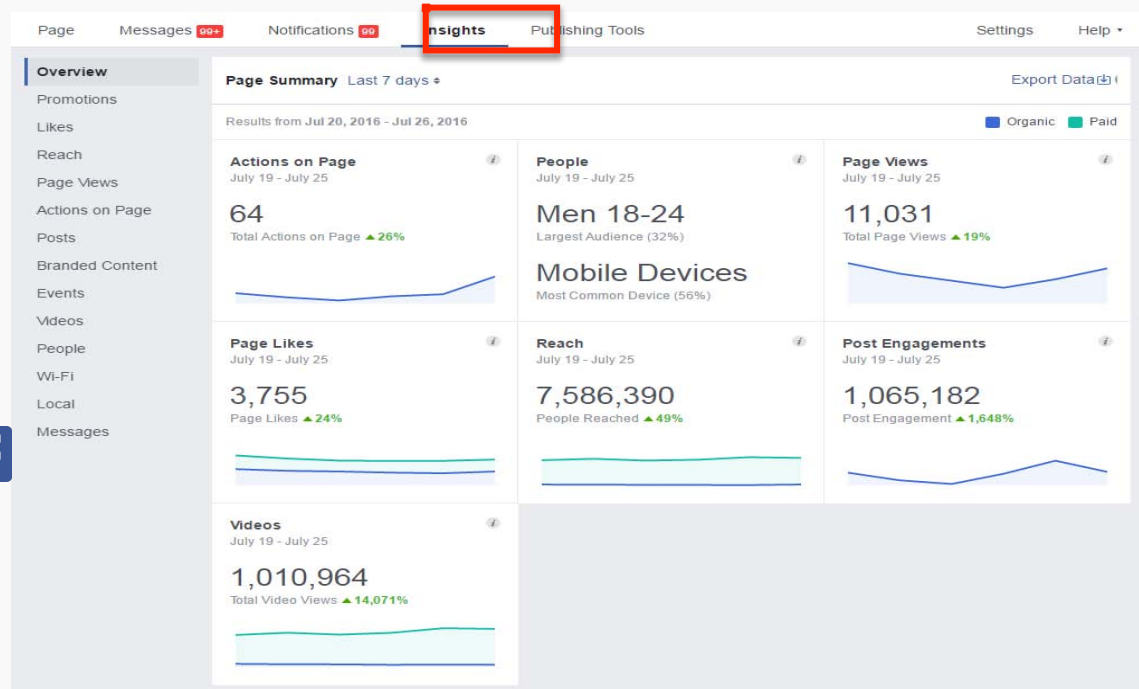
The Metrics That Matter

Facebook

- Video views
- Video completion %
- Likes
- Shares
- Link clicks

Facebook Live

- Video views
- Comments
- Shares

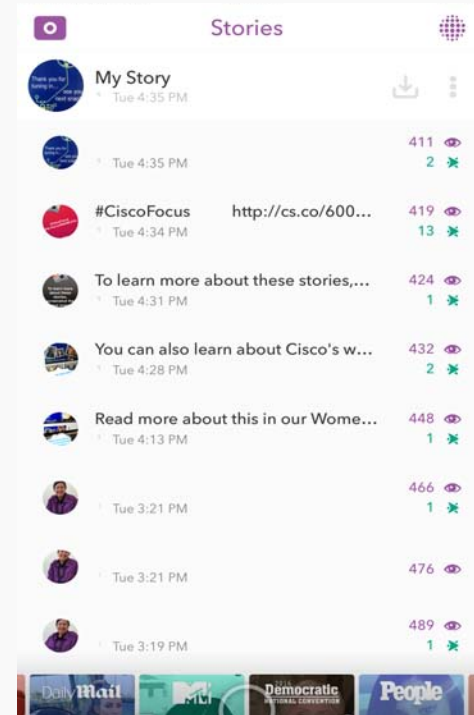


The Metrics That Matter

Snapchat 

**mobile & only available for 24 hours*

- Date
- Time of posting
- # of Snaps posted
- Total views
- First vs. Last Snap view
- # of Screenshots



Key Takeaways

1. Video for social should be between 30-60 seconds long
2. Include sub-titles in your videos since people don't turn on the audio on social
3. Post videos natively on Twitter, Facebook and Instagram so it plays automatically
4. Utilize Snapchat memories to re-post Snaps or post images from your phone
5. If you have budget, utilize an inexpensive social tool like Sprout Social to publish content and aggregate most metrics in a single dashboard

A wide-angle photograph of the ocean at sunset. The sky is a mix of deep blues, purples, and oranges, with scattered clouds catching the low light. The water is dark with white-capped waves. The word "Questions?" is centered in a large, bold, white sans-serif font.

Questions?

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