



CASE Indiana Spring 2018 Conference

Video Killed the Photo Star: Upping your video skills on social media

CASE Indiana Spring 2018 Conference

Why Video?

SOCIAL VIDEO: Big and Getting Bigger

1. According to [Cisco's Visual Networking Index](#), by 2019, global consumer Internet video traffic will account for **80 percent** of all consumer Internet traffic.
2. By 2021, [Mark Zuckerberg](#) expects the majority of traffic on Facebook to be videos.
3. Organic Facebook [engagement](#) is highest on posts with videos (13.9%) and photos (13.7%).
4. YouTube is No. 2 "search engine." 180M+ Americans watch YouTube (56% of U.S population).
5. From October 2016 to June 2017, use of Instagram Stories up from 100M daily active users to 250M.



CASE Indiana Spring 2018 Conference

Produced videos

Produced Videos

1. Interviews
2. Testimonials
3. Videos with “B-roll” (or shots of action/activity beyond the person being interviewed)
4. “Hype” videos
5. “Buzzfeed”-esque videos

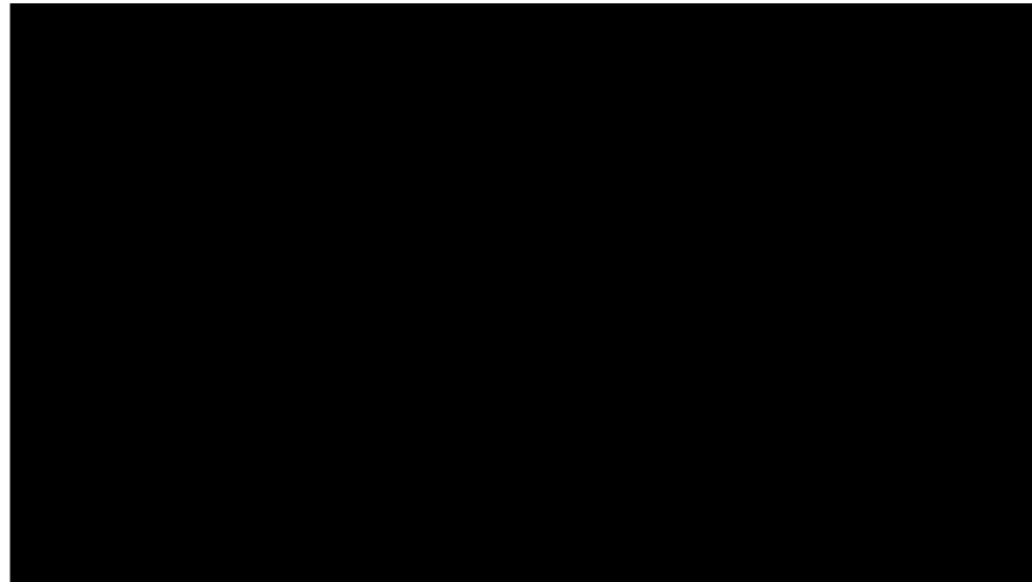


- ✓ Interview
- ✓ Testimonial
- ✓ B-roll

Tips

Things that do well in produced videos:

1. Trendy/timely
2. Evokes emotion
3. Animated videos when all else fails, if you can afford it (GoAnimate is a DIY video tool)



- ✓ Trendy
- ✓ Emotion (pride)
- ✓ Animated

Tips, continued...

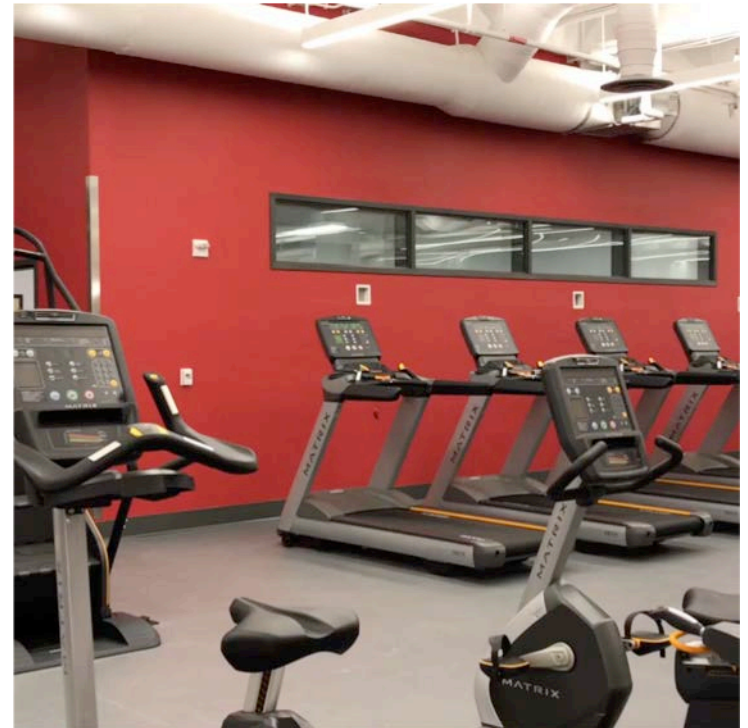
1. Talking is overrated
2. 85% of FB users watch video without sound on, so look into captions or text
 - Cielo24
 - Give it the “Buzzfeed” or “Mashable” treatment



- ✓ Just ambient noise
- ✓ BuzzFeed-esque

Tips, continued...

1. It's hip to be square
2. Square videos take up 78% more space in a feed than landscape.
3. It costs 7.5% less to get someone to engage with square video on Facebook and a whopping 33% less to get someone to engage with square video on Instagram/
Source: Buffer



- ✓ 1:1 aspect ratio
- ✓ Words over text

Tips, continued...

1. Don't dump your CTA at just the end
2. Keep it short: Try for under 60 seconds
 - Average amount of time spent watching a video on FB: 6 seconds
 - Average attention span of a goldfish: 7 seconds



- ✓ Short (17 seconds)
- ✓ Hype video
- ✓ Evokes emotion (pride)
- ✓ CTA throughout and at end
- ✓ Branded properly

Tips, continued...

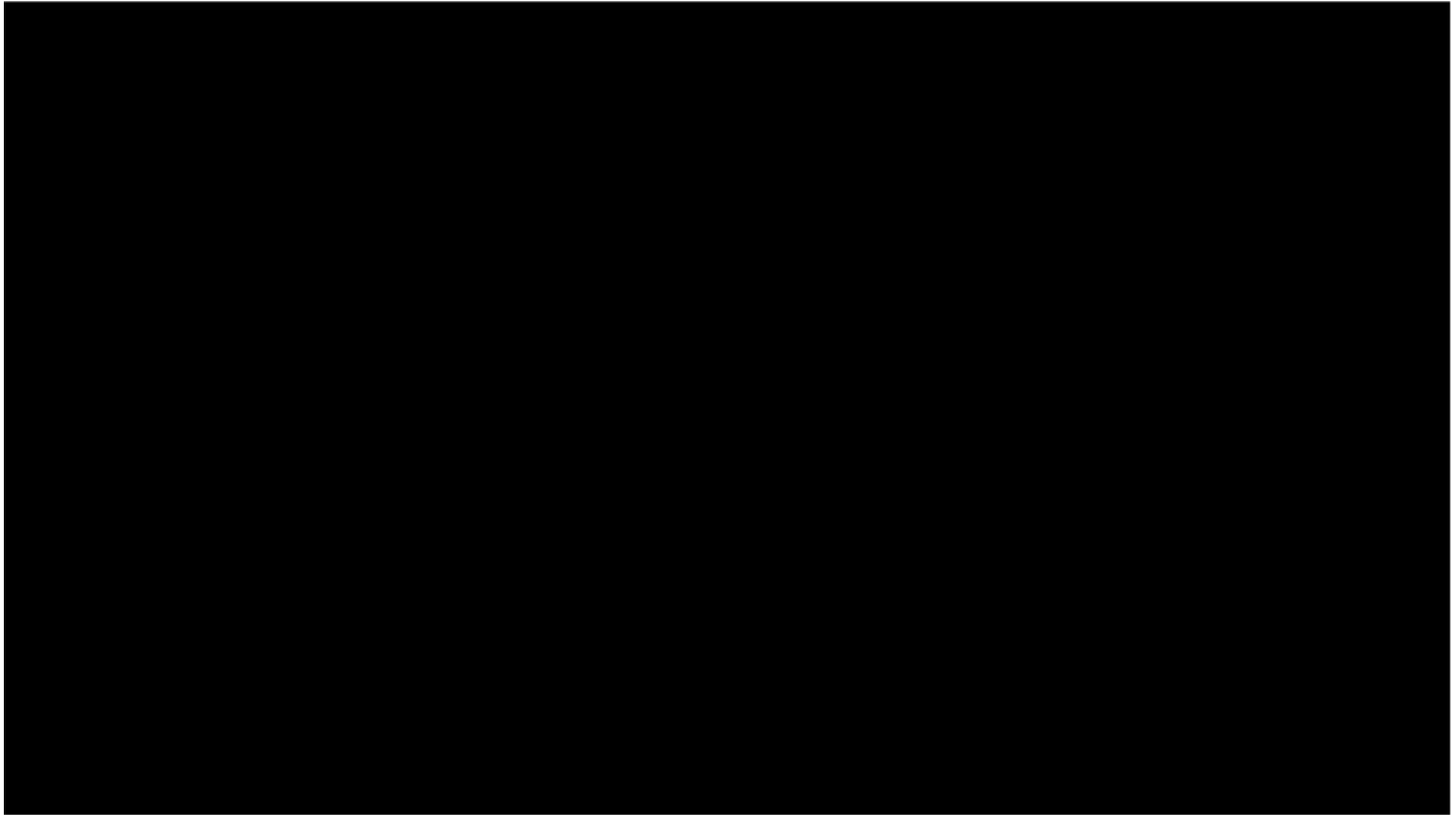
Watch out for copyright issues

- Use snippets of songs
- Get cheap songs at Pond5.com
- Sometimes, even free Apple jingles show up as a copyright issue



- ✓ Uses snippets of popular songs
- ✓ Fun
- ✓ Lots of student groups featured
- ✓ Branded properly

Most importantly: Have Fun!



CASE Indiana Spring 2018 Conference

Live videos

Live-ish videos

1. Great for doing videos on a budget
2. Social media places high value on live video (although, that spike is starting to plateau)
3. Don't really need to be "live" — you can still plan a script in advance



- ✓ Shot with a phone (cheap, no editing required)
- ✓ For Snapchat, Instagram
- ✓ A little bit scripted



Live-ish videos Tips

1. Vet your speakers in advance
2. Get familiar with the tools/
test on your personal accounts
 - Twitter: Periscope
 - Facebook
 - Instagram
 - Snapchat
 - YouTube



Informal vs formal?

1. Informal is for:

- Live video
- Creating “authenticity”
- Quick turnaround
- Low budget
- Think vertical

2. Formal is for:

- Anything with senior leaders
- Huge initiatives (e.g., fundraising)
- Will be shown elsewhere beyond social media



- ✓ Time lapse
- ✓ 1:1 aspect ratio



CASE Indiana Spring 2018 Conference

Tools for videos

Gimbal

1. For stabilizing mobile devices
2. \$100 can get you a good one.



Tripod and phone clip

1. A decent tripod can cost only \$25
2. A clip is as cheap as \$5



Microphones

1. Wired lav
 - a) As cheap as \$8
2. Wireless lav
 - a) A good one will set you back \$200
3. Shotgun mic
 - a) As cheap as \$30
4. Directional mic
 - a) \$59
5. Mics designed for phones



Editing software

1. Adobe Premiere Pro
 - a) As cheap as \$180/yr
2. Final Cut Pro
 - a) \$300 one-time fee
3. iMovie
 - a) Free (Apple product)



*You could have all the tools
you need to produce videos
from your phone for less than
\$150!*



If you're lucky, use your video crew



I am a painting MFA student at Herron School of the Arts





Thank you

Kristofer Karol
Director, Social Media Strategy
kkarol@iu.edu

Clayton Norman
Social Media & Digital Marketing Specialist
claynorm@iu.edu