

Creating Video for Social Media

3/18/21

Introduction

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University Communications



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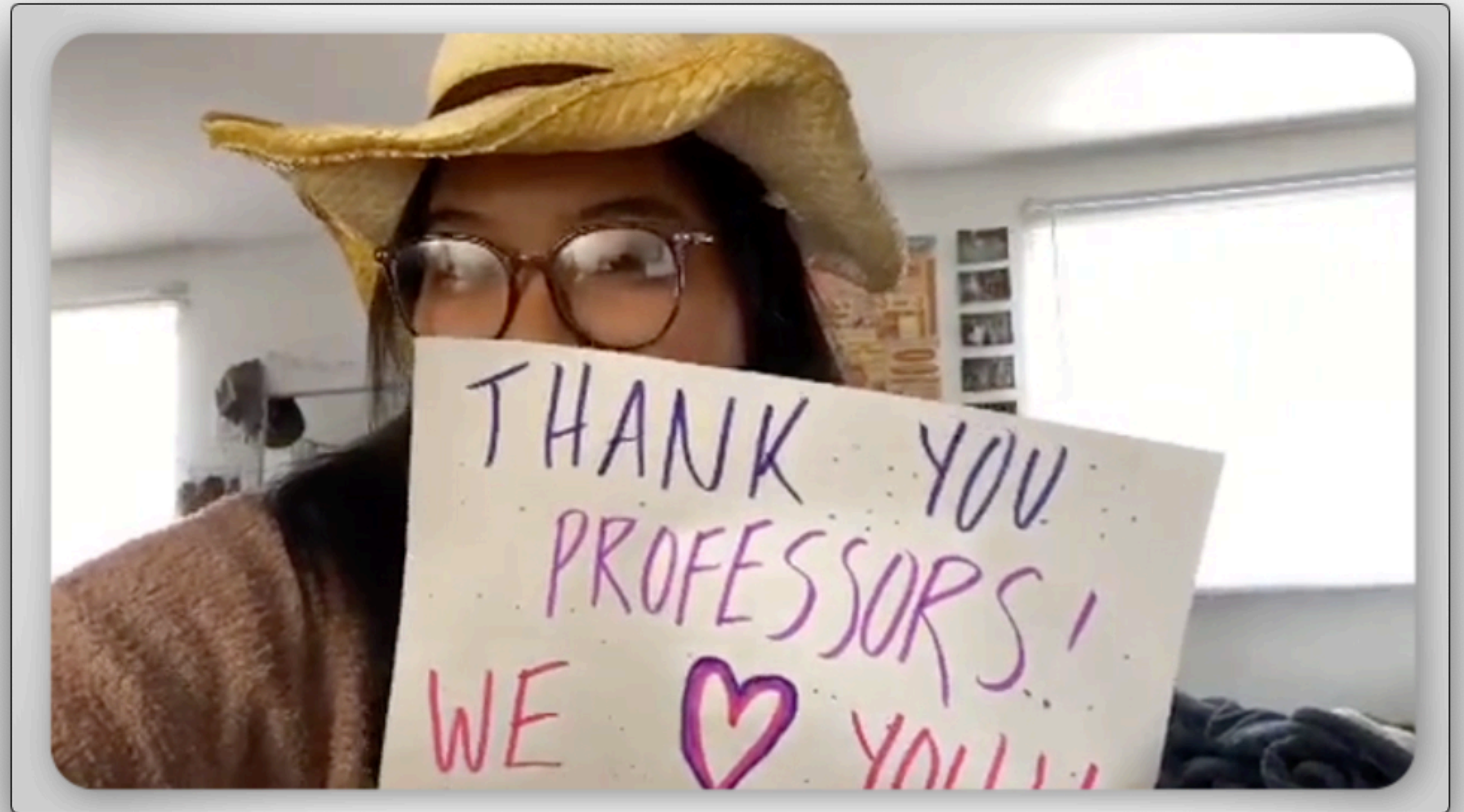
University Communications

Video Matters

- Video consumption has doubled to nearly 7 hours every day.
- 91% of marketers feel the pandemic has made video more important for brands.
- Nearly nine out of 10 people report wanting to see more video from brands in 2021.

Types of Video

- Live
- Instagram
- Instagram Stories
- Interactive
- TOV
- TOV+



Live Video

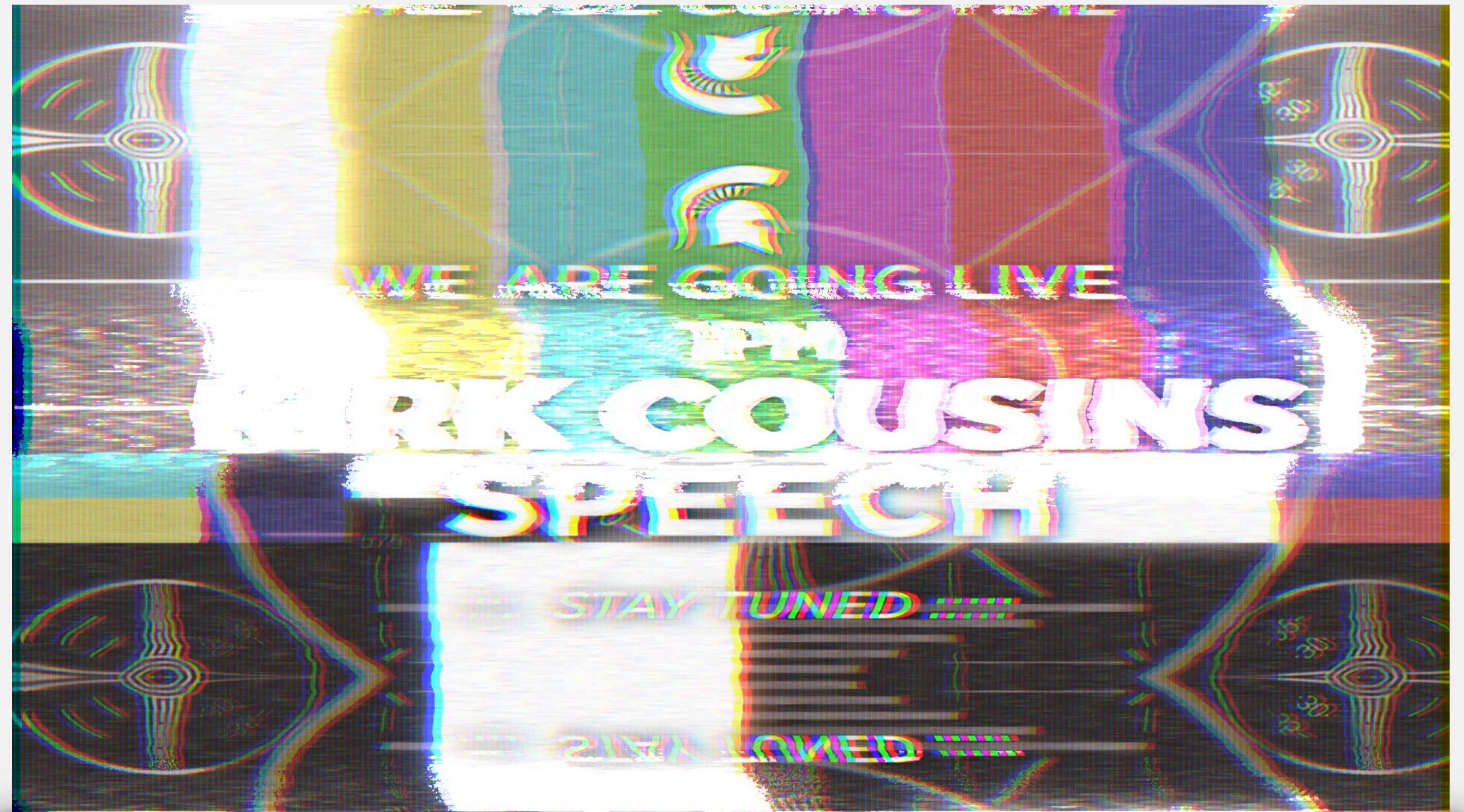
- Facebook Live
 - Increased engagement
- Broadcast from camera, laptop, phone
- YouTube, Twitter, IG also possible

303 Comments - 44k Views

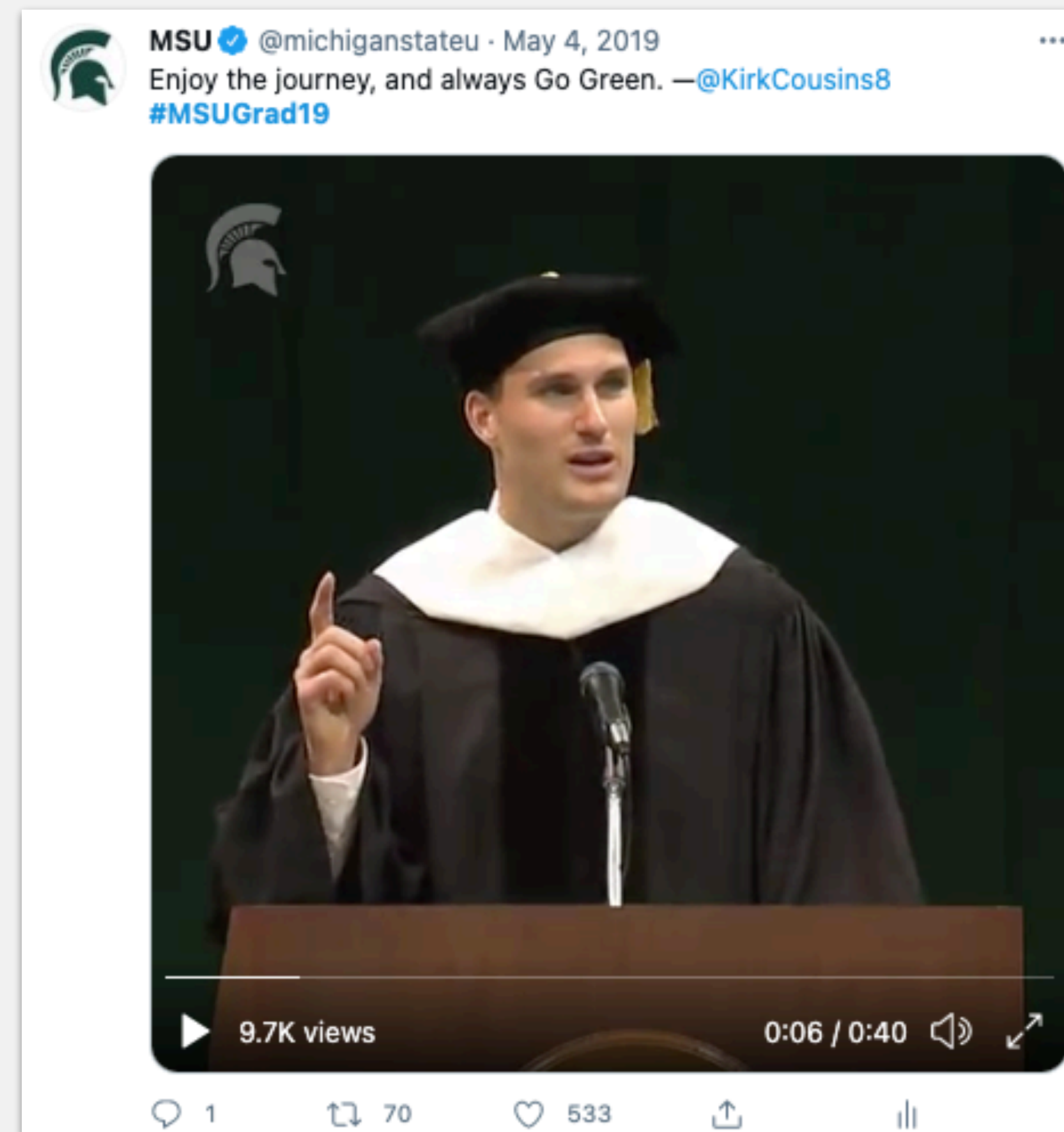
The screenshot displays a Facebook Live video player. The video content shows a winter scene with snow-covered trees and a prominent Gothic-style building in the background. The video player interface includes a close button, a Facebook logo, and a progress bar at the bottom indicating 0:13 / 10:33. To the right of the video player is the Facebook post interface. At the top right of the post are icons for adding content, messaging, notifications, and a dropdown menu. Below these is the Michigan State University profile picture and name, followed by the text 'Michigan State University was live.' and the date 'January 15'. The title of the live video is 'Spartan Wonderland' with the subtitle 'Live from East Lansing: A Spartan wonderland'. Engagement metrics show 2.4K likes, 303 comments, and 44K views. Below the metrics are buttons for 'Like', 'Comment', and 'Share'. The 'Comments' section is visible, showing two comments: one from Julie Jameson (0:33) and one from Deborah Wood. The video player controls at the bottom include a play button, a progress bar, a settings gear, a full screen icon, a share icon, and a volume icon.

We'll do it live

- Create awareness of upcoming live event



Get the most out of video



Instagram (Feed)

- Square (1:1 ratio)
- 60 seconds or less
 - Can split into gallery



Instagram Stories

- Vertical (9:16 ratio)
- 15 second clips
 - Can have multiple consecutive clips
- Can link to external website/story
 - Must have 10k followers or be verified
- Open captions
 - IG testing auto captions

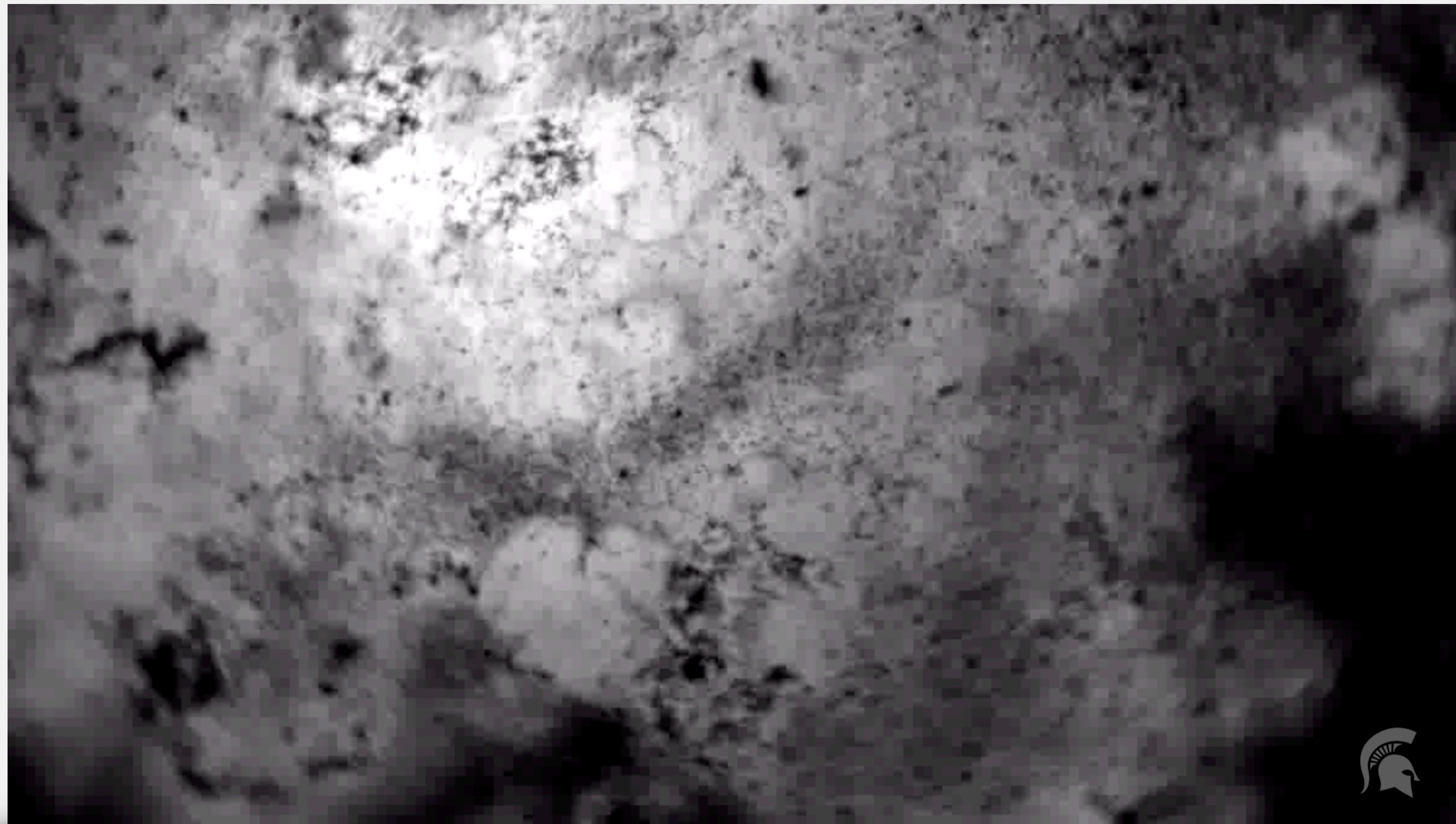


Interactive Content

- Question/Answer
 - *IG Stories - “What does Spartans Will mean to you”*
- Actionable Content
- Increased engagement
 - One of our most saved IG posts of all time



Text Over Video - (TOV)



Why TOV?



- Users can consume your content with the sound off
- Create content without need of spoken word/interview

“As many as 92% of people watch with the sound off”

Things to Think About

- Succinct text
- Aim to have 10 words per clip
- Start with the most interesting line
- Be mindful of when and where text appears on screen
- Photos or video work



MSU Standards

- ALL CAPS text
- “Spartan Green” background
- White (primary text)
- “Bright Lime” (highlighted text)



PMS: 567
CMYK: C:82 M:0 Y:64 K:70
RGB: R=24 G=69 B=59
WEB: 18453B



C:22 M:0 Y:91 K:0
R:209 G:222 B:63
HEX #D1DE3F





TOV+

TOV+



- Interweave interview audio
- Open caption spoken word
- Still operates under the mindset that audience has audio turned off

Scripting

- **10% Rule**
 - We see better engagement when we write and produce to make the initial 10% of video as interesting as possible.





SCRIPTING

Info-tainment

- Blending the amount of information and entertainment
- People are unable to learn about your content if they aren't watching





COURTESY: NASA

Info-tainment

- 32% said “finding funny or entertaining content” is their main reason for using social media.
- 68% don't think brands share interesting content.



Writing to Your Audience


2020 Commencement – Spartans Will. (first draft)

E. Doepke – A. Siciliano | March 2020

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Class of 2020, this is for you. You deserve to be celebrated. You might not have a traditional commencement this week – but it is coming! – and we still want to recognize you now. So, we aren't your commencement speaker, we are your celebration speakers.


Us. Spartans. All of us.

Your experience at MSU was cut short – and that isn't fair. It happened quickly and probably left you in shock. But even though this isn't easy, it was the right thing and had to be done. And together, we will get through this. Because we are a family. 

Us. Spartans. All of us. (All half million of us)

These past few years have been some of the most fun of your life. They've also challenged you – more than you could've ever anticipated. Instead of standing by, you stood up. You spoke out. You cheered each other on. You showed us all what it means to be a Spartan.

When times got tough, you didn't give up. In fact, you picked each other up. You showed us all that anything is possible. I mean, you are the class that witnessed, "Woah, he has trouble with the snap..."

Someday, you will look back at this time when the world changed. Now, we ask you to look forward: To the time when you go off to change the world. Because Spartans are leaders. Life savers. World changers. 

On your way, never forget to shout "Go Green!" when you see another Spartan. We hope you come home often, and when this is over, we will be here ready to play.

This was never a story about how bad you've had it. Far from it. This is a story about who you've become.

And who you made us. Spartans. All of us.

So congratulations to the class of 2020. Take a moment to celebrate yourselves. We are so proud of what you've done and what you will do — because, Spartans always Will.

Key messages:

You deserve a celebration.

This is tough.

This is about you and what you have done for each other.



EARVIN "MAGIC" JOHNSON
NBA HALL OF FAMER

YouTube

- A social page
- Video Library
- Search Engine
 - Titles
 - Thumbnails
 - End Screens
 - Playlists

The infographic is set against a background of a grid of video thumbnails. At the top, it states 'You Tube The 2nd Largest Search Engine'. Below this, a search icon is accompanied by the text 'It processes more than 3 billion searches a month'. A map of the United States is shown with a play button icon, stating 'YouTube reaches more US adults ages 18-34 than any cable network'. On the right side, a section titled 'Rankings' explains that while the official formula is unknown, four factors have an impact: Number of views, Video Title, Video Description, and Video Ratings (likes, dislikes).

You Tube The 2nd
Largest
Search Engine

It processes more than
3 billion
searches a month

YouTube reaches more **US**
adults ages 18-34 than
any cable network

Rankings While the official formula to how rankings are made is unknown, these **4 factors** seem to have impact

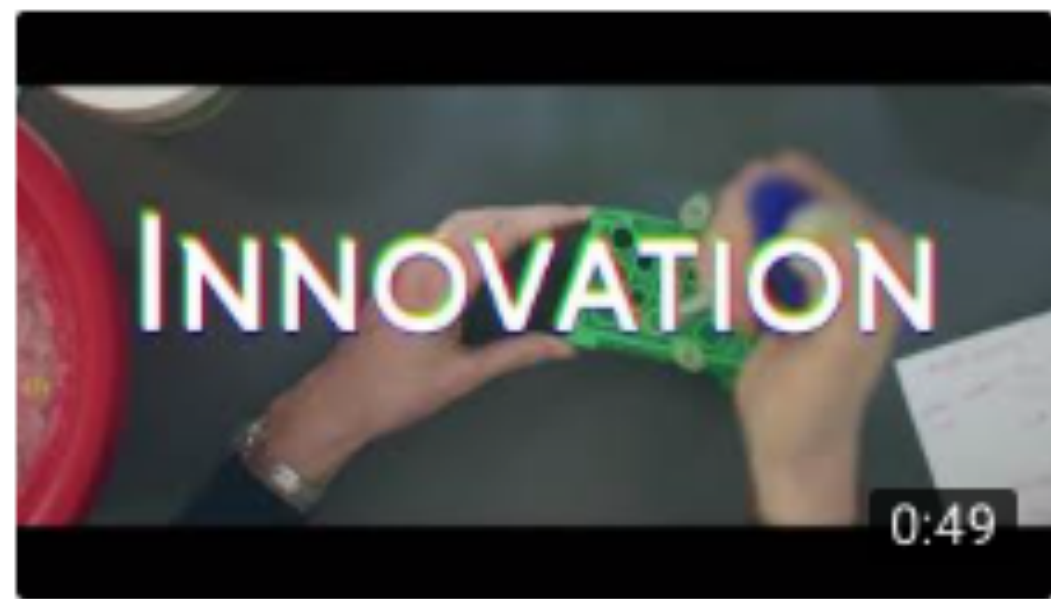
Number of **views**

Video **Title**

Video **Description**

Video **Ratings**
(likes, dislikes)

Thumbnails



Thumbnails

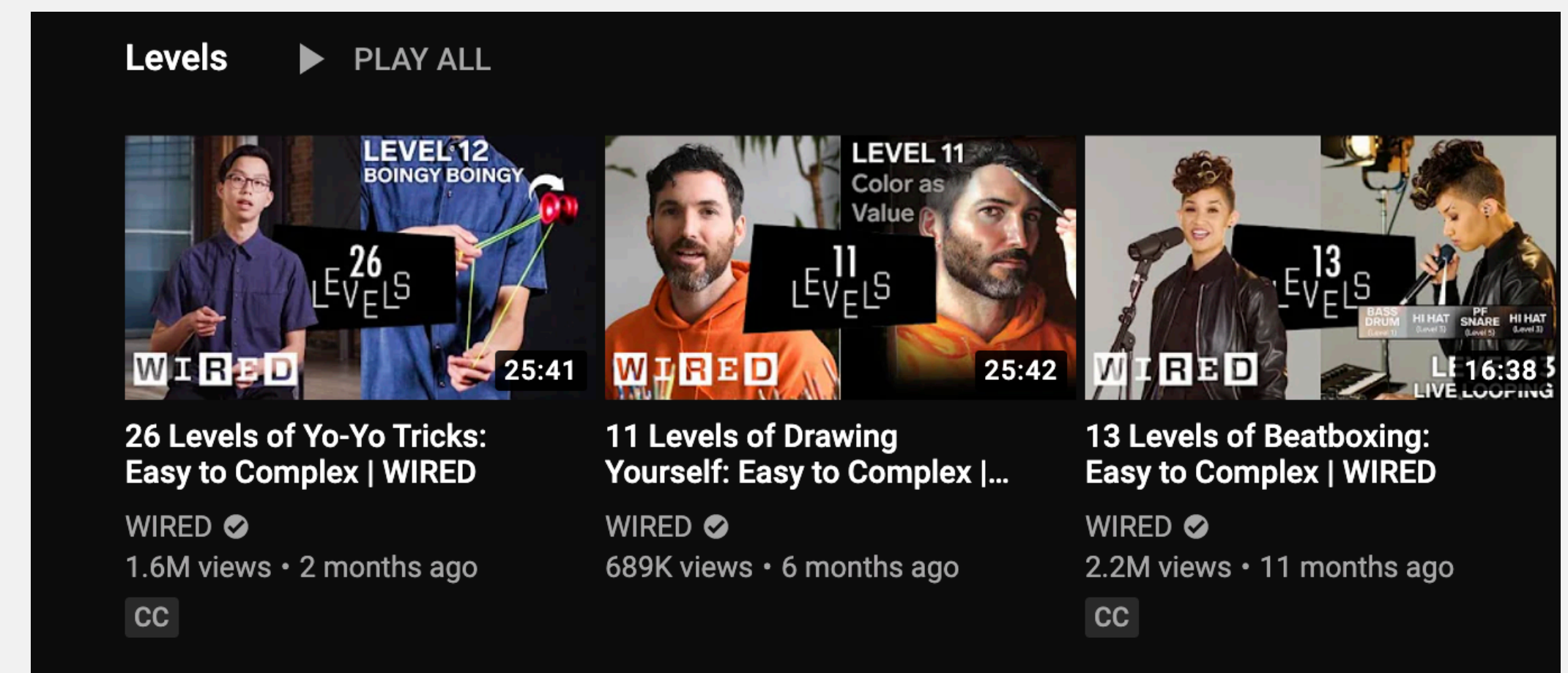
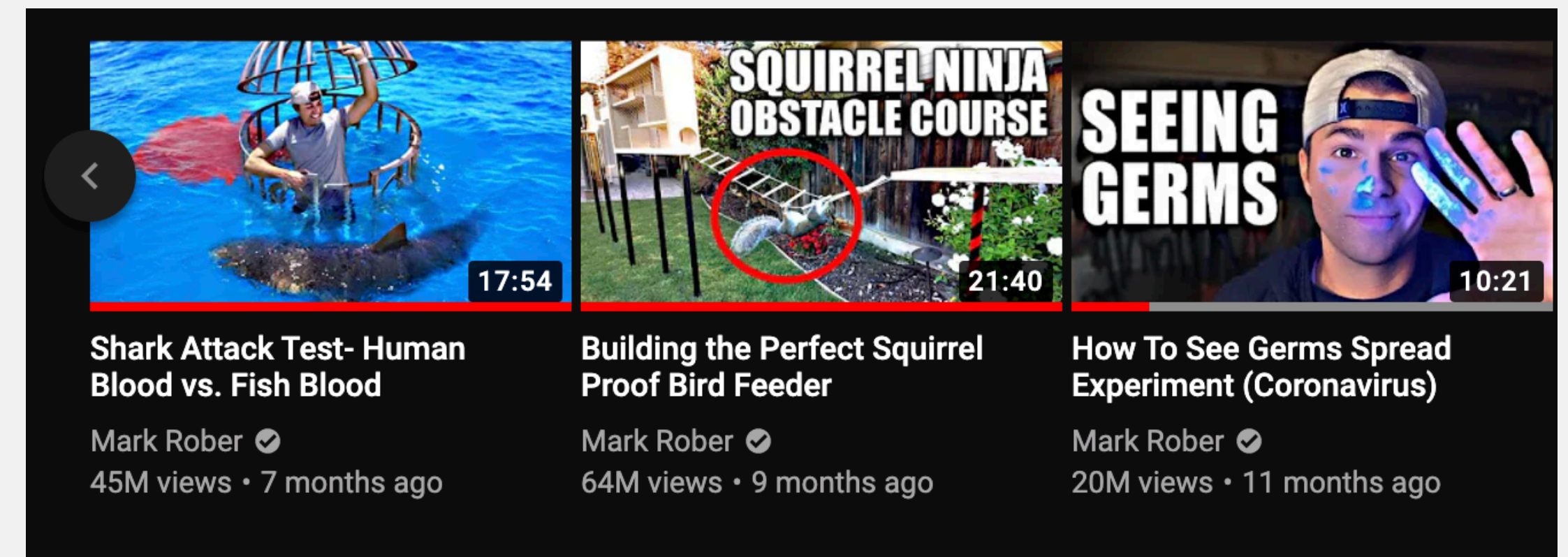
*Examples that could have been better



“How MSU Changed College Football Forever”

YouTube Titles

- Search Engine Optimized
 - Think about what a potential viewer would search for
- Video Titles
 - Shortened after 70 characters
 - Standard practice is to capitalize all words except prepositions
- Video Description
 - You are allowed 5,000 characters



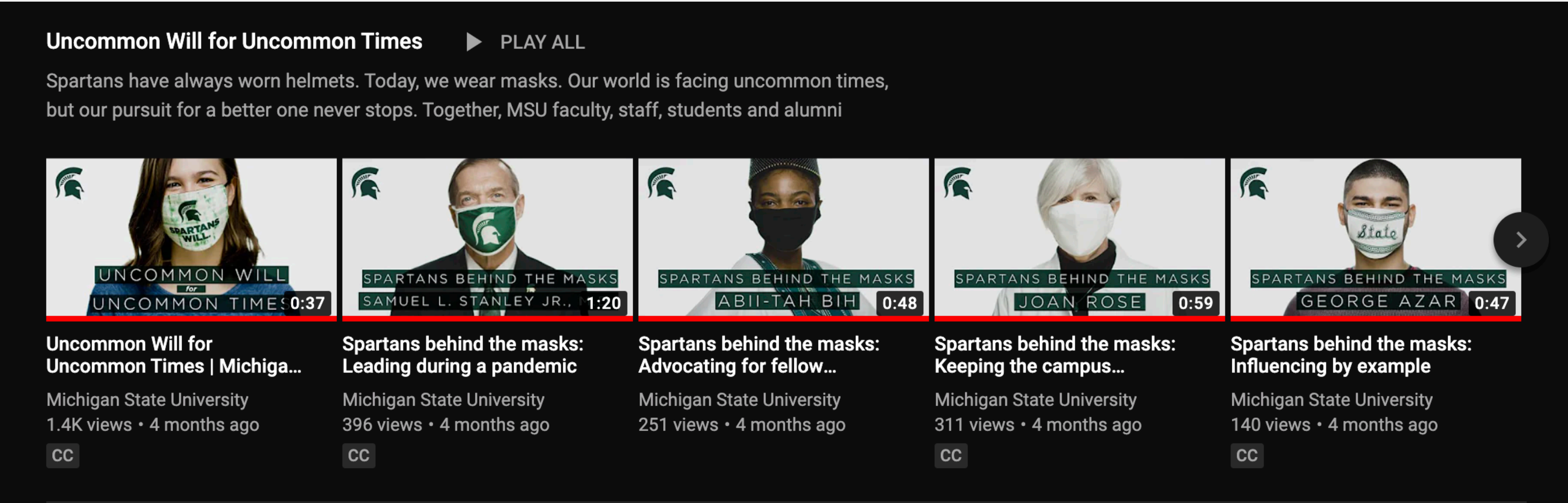
End Screen

- Allows you to suggest other videos from your channel
- Allows viewers to subscribe to your channel
- Only works in desktop or in YouTube Mobile App



YouTUBE Playlists

- Automatically will play the next video in the playlist
- Can be embedded into websites / Sitecore
- Helps sort content for viewer



Uncommon Will for Uncommon Times ▶ PLAY ALL

Spartans have always worn helmets. Today, we wear masks. Our world is facing uncommon times, but our pursuit for a better one never stops. Together, MSU faculty, staff, students and alumni

Video Title	Duration	Views	Posted
Uncommon Will for Uncommon Times Michiga...	0:37	1.4K views	4 months ago
Spartans behind the masks: Leading during a pandemic	1:20	396 views	4 months ago
Spartans behind the masks: Advocating for fellow...	0:48	251 views	4 months ago
Spartans behind the masks: Keeping the campus...	0:59	311 views	4 months ago
Spartans behind the masks: Influencing by example	0:47	140 views	4 months ago

CC

Music Licensing

- We subscribe to music service
 - killertracks.com / Universal Music
- We do not use any copyrighted music on any channel




YouTube Music

- YouTube searches and can flag your content
- *You can use it but...*
 - If you use copyrighted music registered in the Content ID system, the copyright owner may decide to:
 - Mute your video (video is still available but no audio)
 - Block your video (worst case - this most likely will penalize your channel)
 - Monetize on your video by running ads (you won't be able to monetize)
 - Track the viewership statistics of your video

YouTube Music

Claim will show up first like this.




 Unlisted ▾ Copyright claim May 14, 2020
 Uploaded

- You will have to decide on an action.
 - Remove Audio
 - Change Audio
 - Dispute Claim







Video: Michigan State University Spring 2020 Virtual Commencement

Copyright summary and status

The Content ID claim on your video doesn't affect your channel. This is not a copyright strike.

Channel impact	Visibility	Monetization
 Not affected The Content ID claim on your video doesn't affect your channel. This is not ...	 Unlisted Anyone with the video link can see this video.	 Ineligible Even though you're not in the YouTube Partner Program, ads may be showing o... Learn more

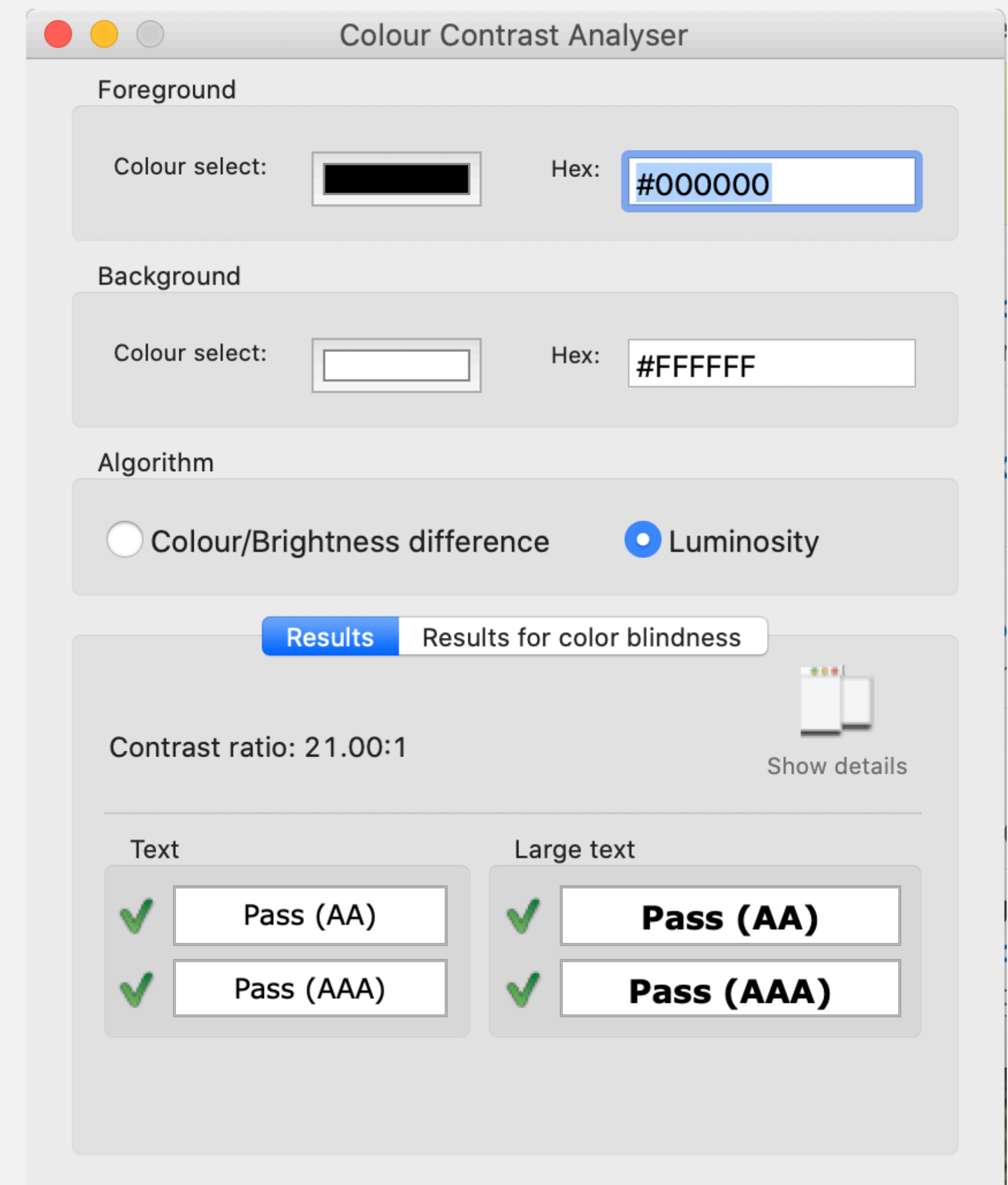
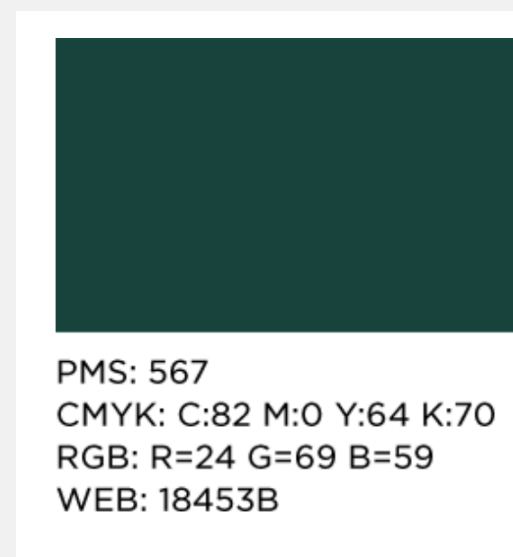
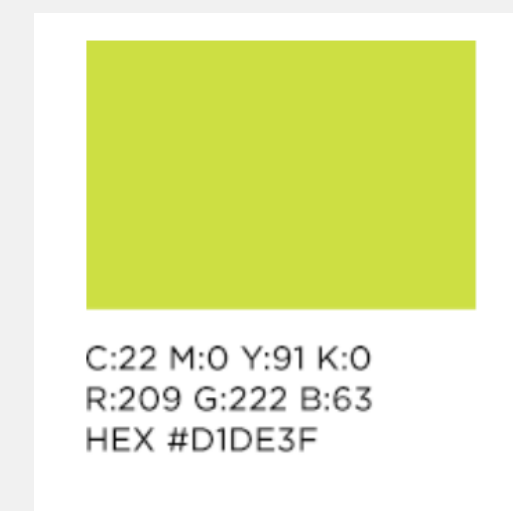
The content identified in your video is listed below, along with details and actions.

Content used	Claim type	Impact on the video	Actions
▾ Lift-14494 Wally Gagel, ASCAP Xandy Barry, ASCAP		 Video cannot be monetized Ad revenue paid to copyright owner	SELECT ACTION ▾
▾ A Greater Tomorrow-14494 David Panades Garcia, SGAE		 Video cannot be monetized Ad revenue paid to copyright owner	SELECT ACTION ▾
▾ Uplifting Evolver-14663 Troy Marcus William Hewson, PRS		 Video cannot be monetized Ad revenue paid to copyright owner	SELECT ACTION ▾

Accessibility

- Closed Caption all videos
 - Even videos with just music
 - Over 10% of our videos on YouTube are watched with captions on
- Color Contrast

Colour Contrast Analyzer



Higher Ed Examples

It's where the word howdy crept

#TAMU #AggieLand #GigEm
 AggieLand, Waiting For You
 31,101 views • Apr 10, 2020

WestVirginiaU
 13.4K subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads ▾ PLAY ALL SORT BY

<p>Are *2* Face Masks BETTER Than 1 For COVID-19 Safety? 674 views • 1 week ago</p>	<p>HEALING FROM HISTORY: Why Some Black Americans... 185 views • 2 weeks ago</p>	<p>Our students are helping to *END* the COVID-19... 210 views • 3 weeks ago</p>	<p>TOP 10 THINGS OUR PRESIDENT LOVES ABOUT... 2.3K views • 1 month ago</p>	<p>HAPPY BIRTHDAY, PRESIDENT GEE! 226 views • 1 month ago</p>	<p>How to Apply to WVU 489 views • 1 month ago</p>
<p>LET'S STAY COVID SAFE, MOUNTAINEERS!! 212 views • 1 month ago</p>	<p>Parent/Guest Proxy Access 176 views • 2 months ago</p>	<p>WVU 2020 Year in Review 468 views • 2 months ago</p>	<p>CONGRATS CLASS OF 2020! 461 views • 2 months ago</p>	<p>DETECTING COVID EARLY 483 views • 3 months ago</p>	<p>We Are MOUNTAINEER STRONG! 288 views • 3 months ago</p>

Brand Examples



@leo.bonifacegolf

United Kingdom

Takeaways

- Create with the audience in mind.
- The more uniquely MSU, the better.
- Add value, not noise.
- There's more to great social video than an mp4 file.
- There are many video options, so test, learn and find the best solution for your story.

Questions?