

Intro to Video

for social media

Kat Cassidy | Multimedia Designer

What I Do



Responsibilities

Animation

- 2D Animations
- Gifs
- UX Prototyping

Video

- Promo Videos
- Cinemagraphs
- Stop Motion

Photography

- Timelapses
- Portraits/Products
- Events

Design

- Decks
- Logos
- Web Design

Some Work Examples

How do you get someone to trust you?

Video is a genuine way.

Video Planning



Questions to Ask

- What's the objective?
- Who's watching?
- What's your key message?
- What is the best video style?
- Where will people see this?
- What's your CTA?

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The Process

Brand Specific Questions Pertaining to the Story

What is the brand selling?

What are the brand's goals?

Who is the brand selling to?

In your mind, what desires drive the audience's (spending, awareness, engagement, etc) not just in this category, but in life?

What is the brand's most unique feature?

To what extent can/should the brand dramatize the need for what it does?

What benefit will our target audience experience from this feature?

Operationally, what are the brand's strengths?

- Goals
- Story Concepts/Script
- Storyboard
- Filming/Artwork Creation
- Editing/Animating
- Testing

The Process

Story Concept 1: Something for Everyone

Classical music.

Kids matinees.

Concerts.

[\[List more show types\]](#)

There's something for everyone at the PAC.

Check our website or call us for upcoming shows. [\[website + phone number on screen\]](#)

Story Concept 2: A Stage Instead of a Screen

You can watch mostly anything online, but you can't recreate the experience of a live show.

You have to be there. [\[explain PAC experience\]](#)

Turn your attention to a stage instead of a screen. Come visit us at the PAC.

Check our website or call us for upcoming shows. [\[website + phone number on screen\]](#)

Story Concept 3: Something Different

Step outside of your routine and experience something unique and exciting.

Different cultures,

passionate performances,

[\[list more\].](#)

Discover something new at the PAC.

- Goals
- Story Concepts/Script
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The Process

RevTrax will change the way you look at promotions.

Did you know that you can gain valuable insight from digital offers, and even trace an in-store purchase from a specific keyword on google?

Did you know that digital offers can accurately measure online-to-offline media ROI?

And did you know that testing thousands of versions of an offer for an upcoming campaign can take hours, not months?

With RevTrax, you can easily integrate intelligent promotions across your marketing plan.

And we can dynamically serve your offers to consumers based on data just like programmatic advertisements.

With RevTrax, you can derive real social ROI by leveraging social marketing to acquire new customers.

And you can also use technology automation to create personalized email campaigns in half the time it takes your team.


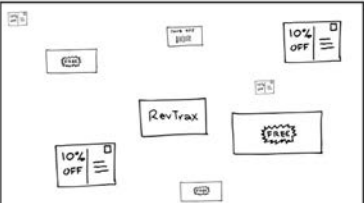
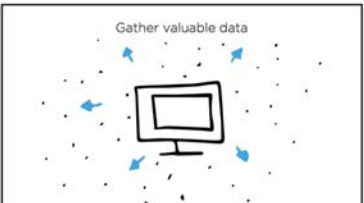
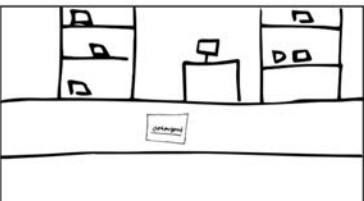
You can do all of this and more with RevTrax.

Let's disrupt the outdated approach to promotional offers, and redefine what they can do.

It's time to change the game. RevTrax.

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The Process

	<p>VISUALS: RevTrax logo</p>	<p>VO: RevTrax will change the way</p>
	<p>VISUALS: zoom out and fly through lots of different coupons (combination of % off, \$ off, buy-one-get-one-free, free, etc.)</p>	<p>VO: you look at promotions.</p>
	<p>VISUALS: text - "Gather valuable data" animation - coupons come together to form computer, with data exploding outward</p>	<p>VO: Did you know that you can gain valuable insight from digital offers,</p>
	<p>VISUALS: text - "Gather valuable data" animation - computer becomes coupon, inside of a store counter pops up, zooms in on keyword typing onto coupon</p>	<p>VO: and even trace an in-store purchase from a specific keyword on google?</p>

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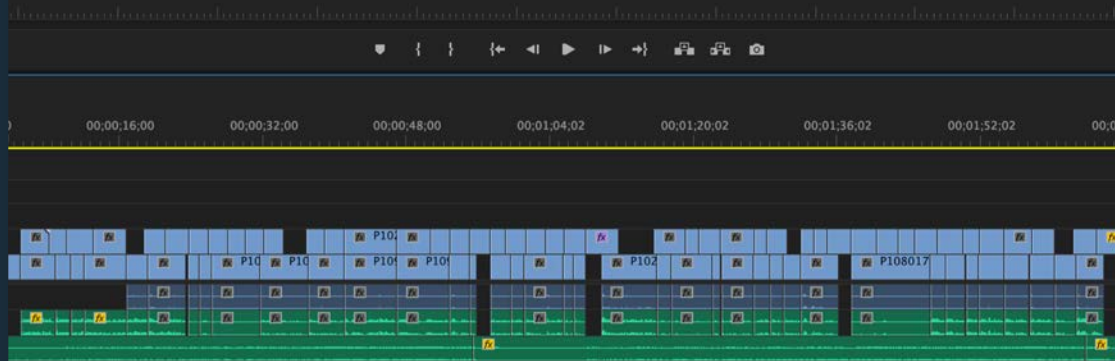


- Goals
- Story Concepts/Script
- Storyboard
- **Filming/Artwork Creation**
- Editing/Animating
- Testing

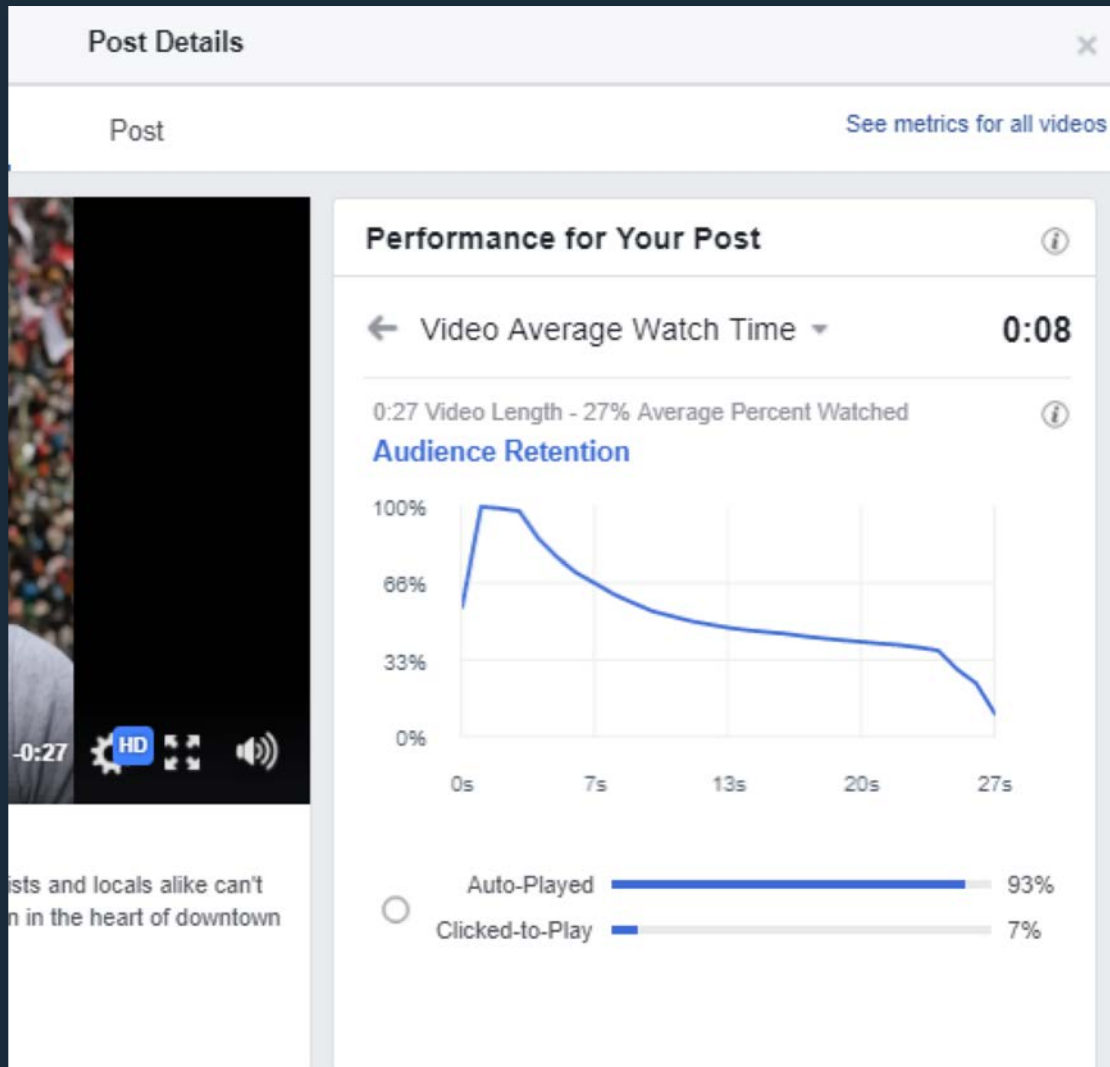
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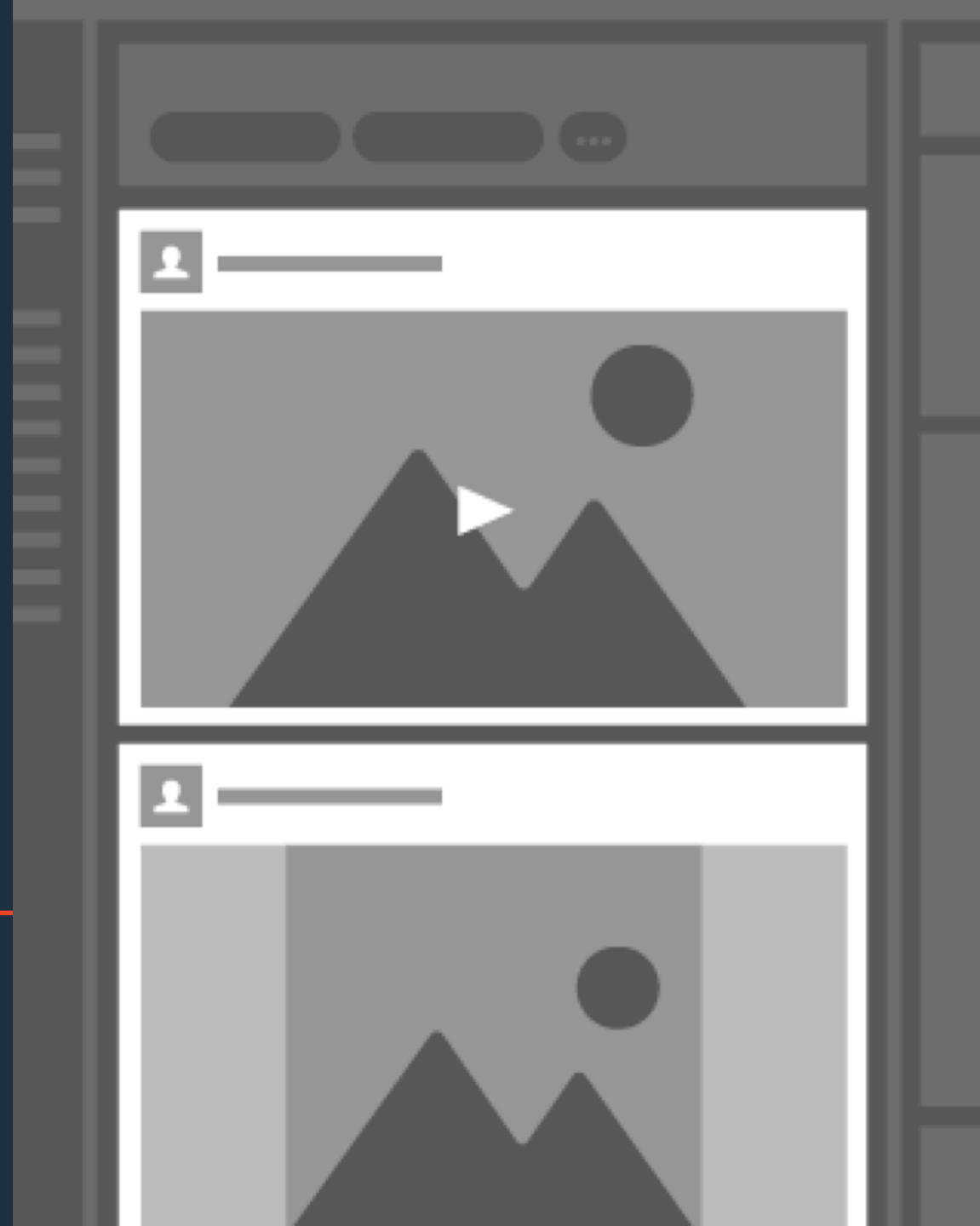


The Process



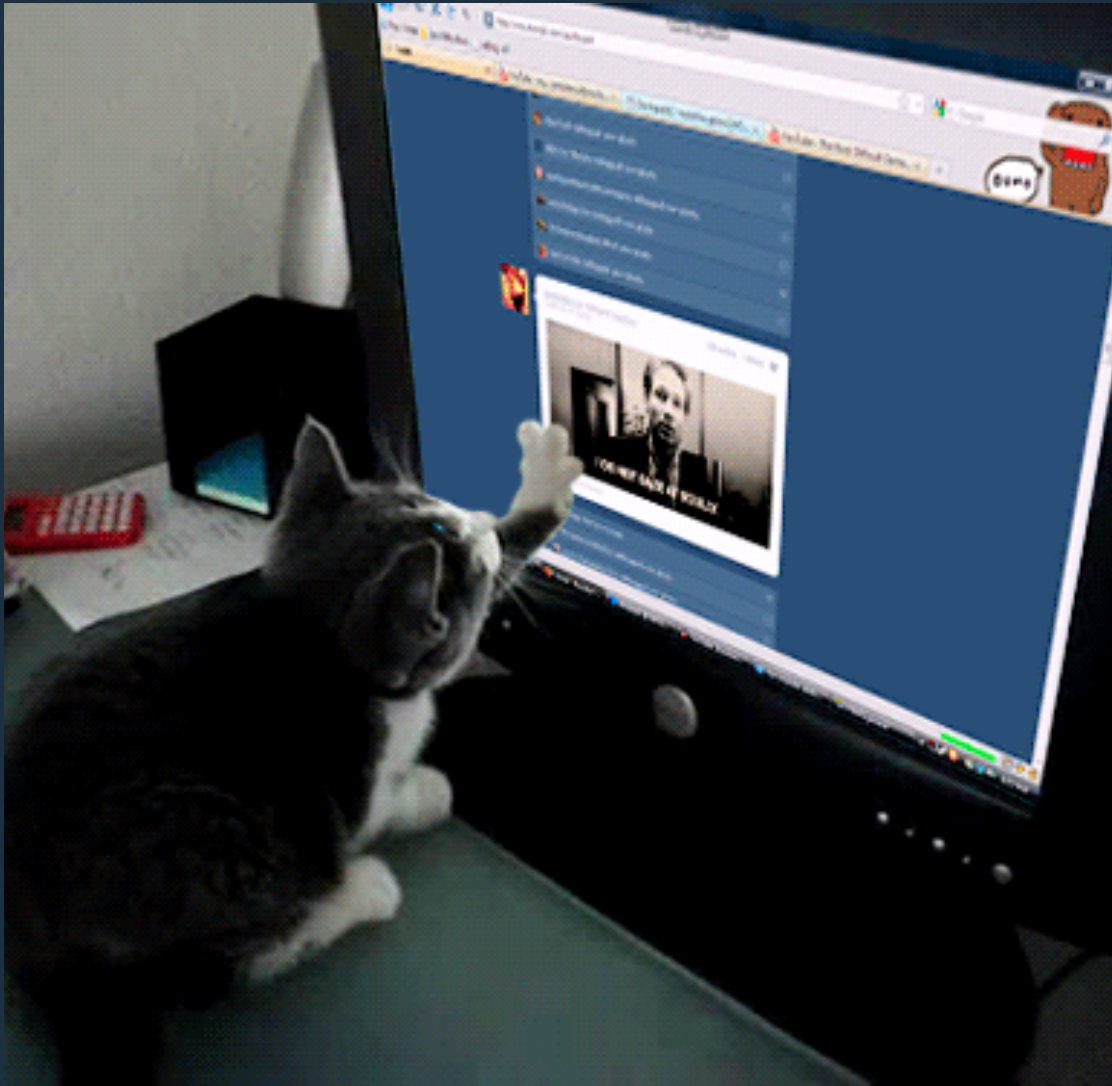
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Video for Social



What gets you to **stop scrolling**
and watch something?

Make Videos People Want to Watch



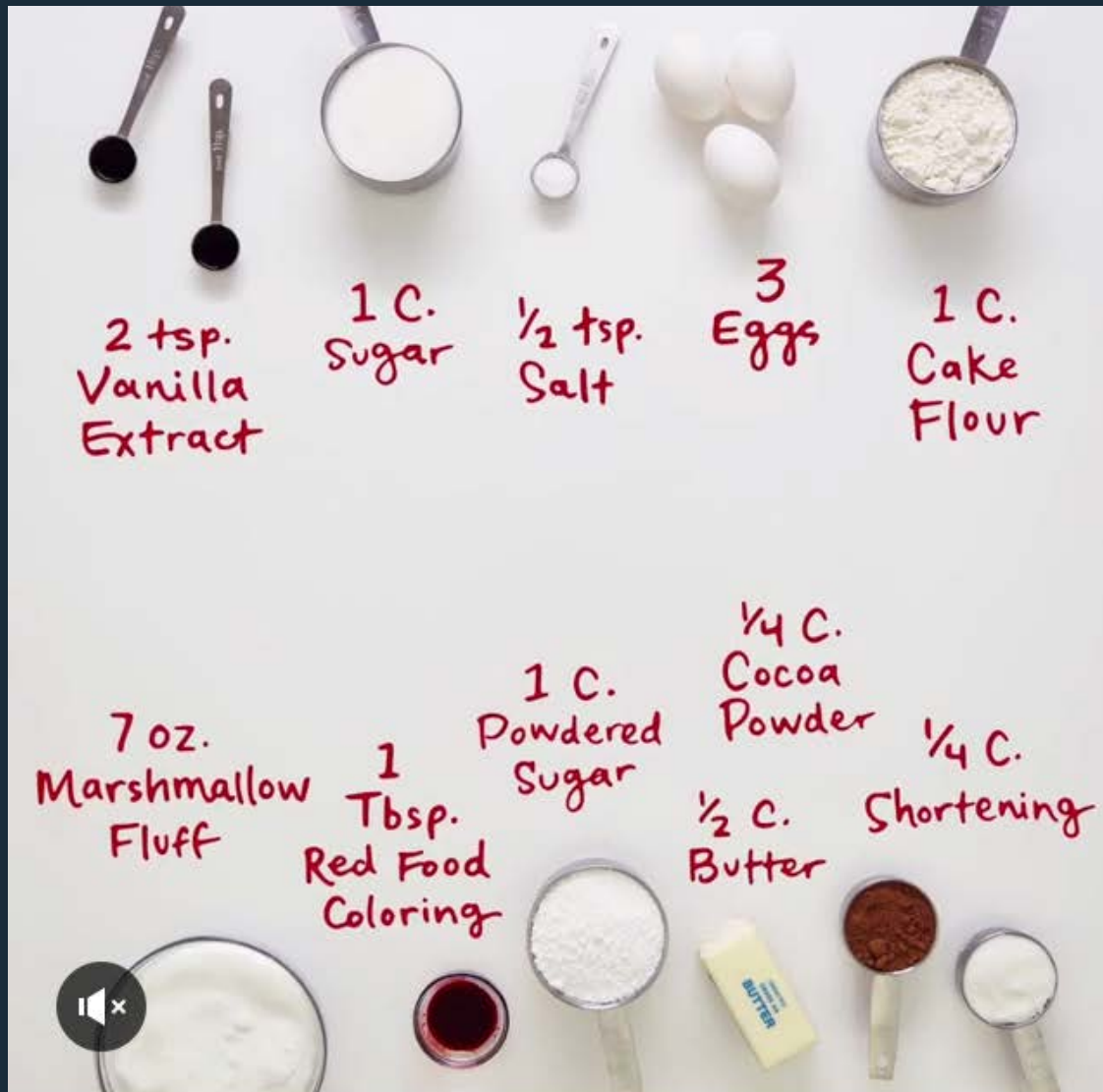
- Would someone stop for YOUR video?
- Focus on one easy-to-understand point
- Add value
- Be authentic
- Aim for quality over quantity
- Design for no sound

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Make Videos People Want to Watch



YouTube Search

0:13 / 3:24

Your Attention

vlogbrothers ✓
Subscribed 3M

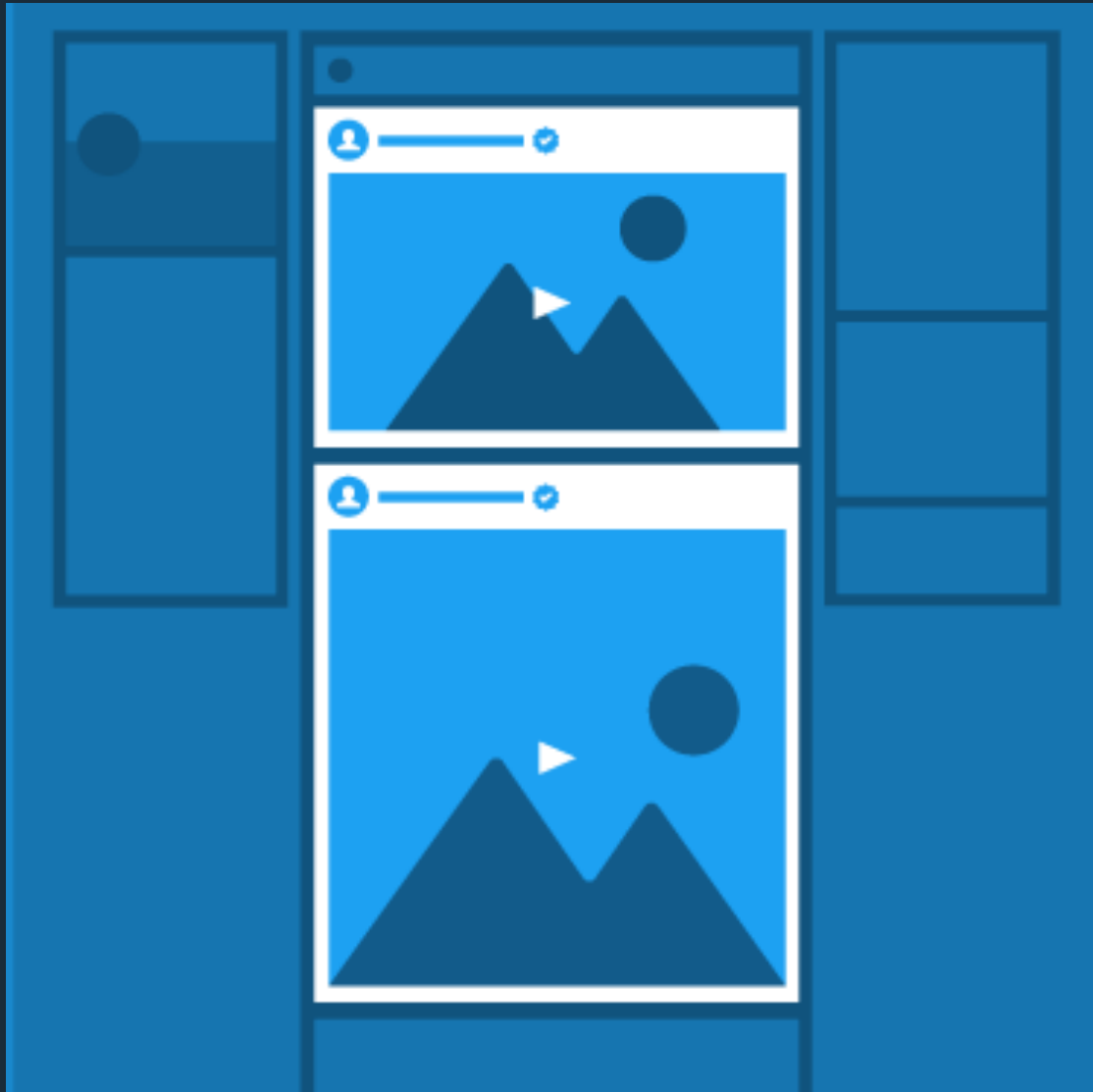
252,947 views

+ Add to Share More 20,773 146

Published on Jan 9, 2018
In which John discusses what's wrong with the Internet, whether it's new, and the power (and value) of our attention.
Samuel Ashworth quote is from this great essay: <http://therumpus.net/2017/08/dispatch...>

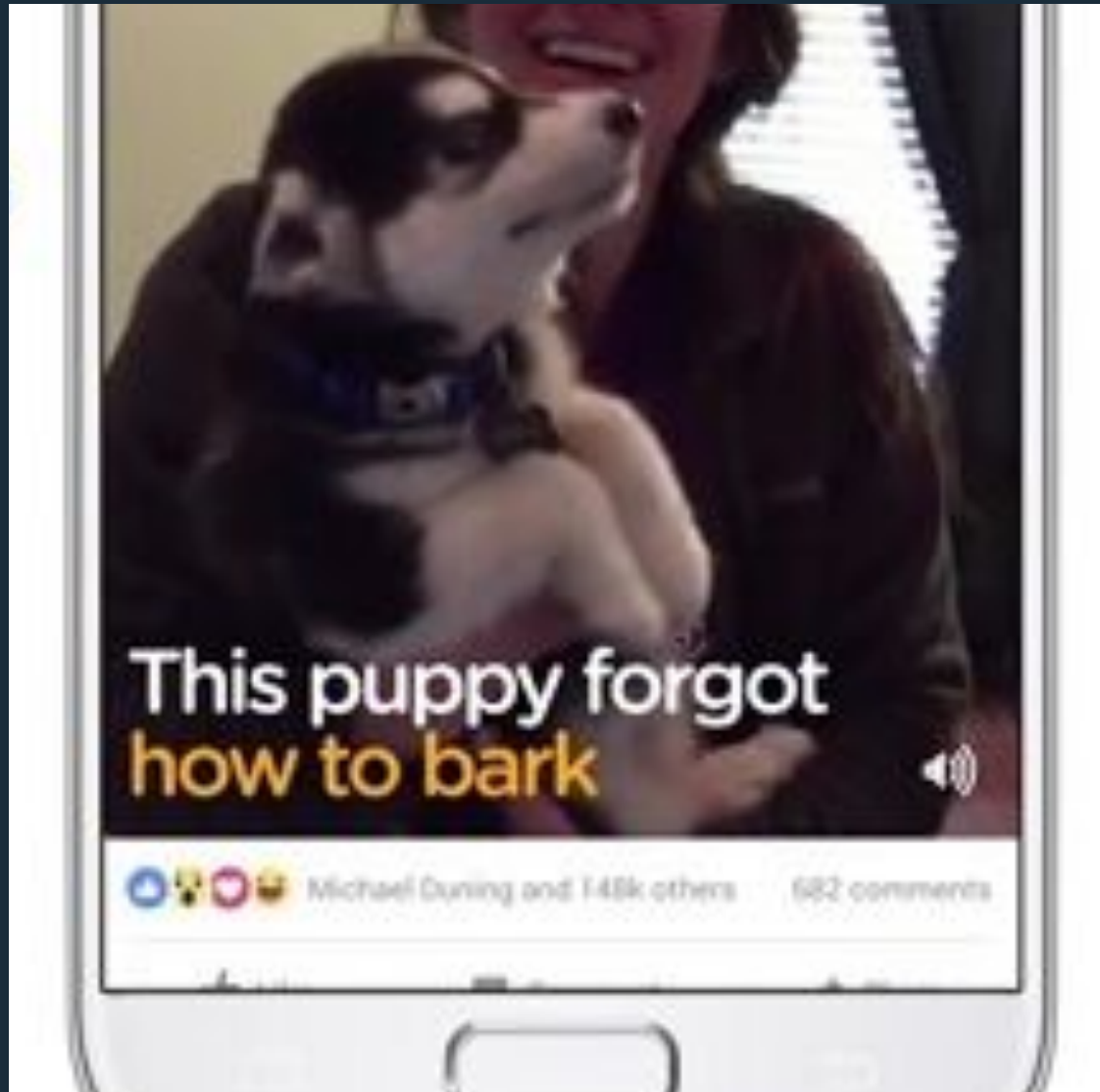
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Timing

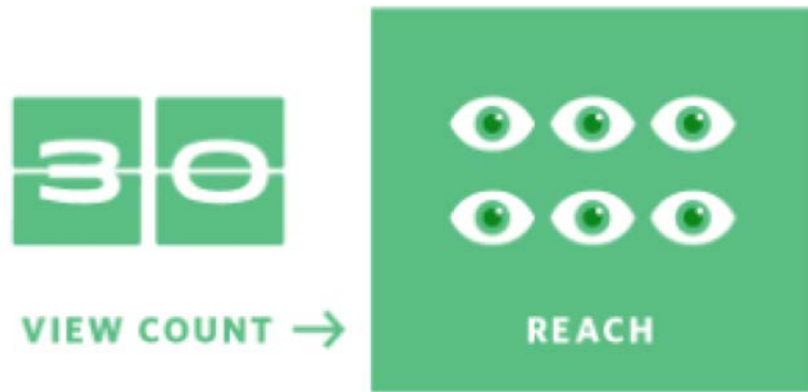
- People expect content immediately
- Avoid a slow intro
- First 6 seconds are key
- Shorter is better
- Every shot should contain new,
specific info

Video Strategy



**Investing in social media without
a strategy is like buying a car
and not knowing how to drive.**

Where to Start?



- Set goals. What do you want to achieve?
- “Going viral” is not a goal
- Know your audience
- Understand who’s on each platform
- Brand voice/look & feel (be consistent)



VIEW COUNT →



REACH



PLAY RATE →



RELEVANCE



ENGAGEMENT →



QUALITY



CONVERSATIONS →



CLARITY



SOCIAL →



WORD OF MOUTH



COMMENTS →

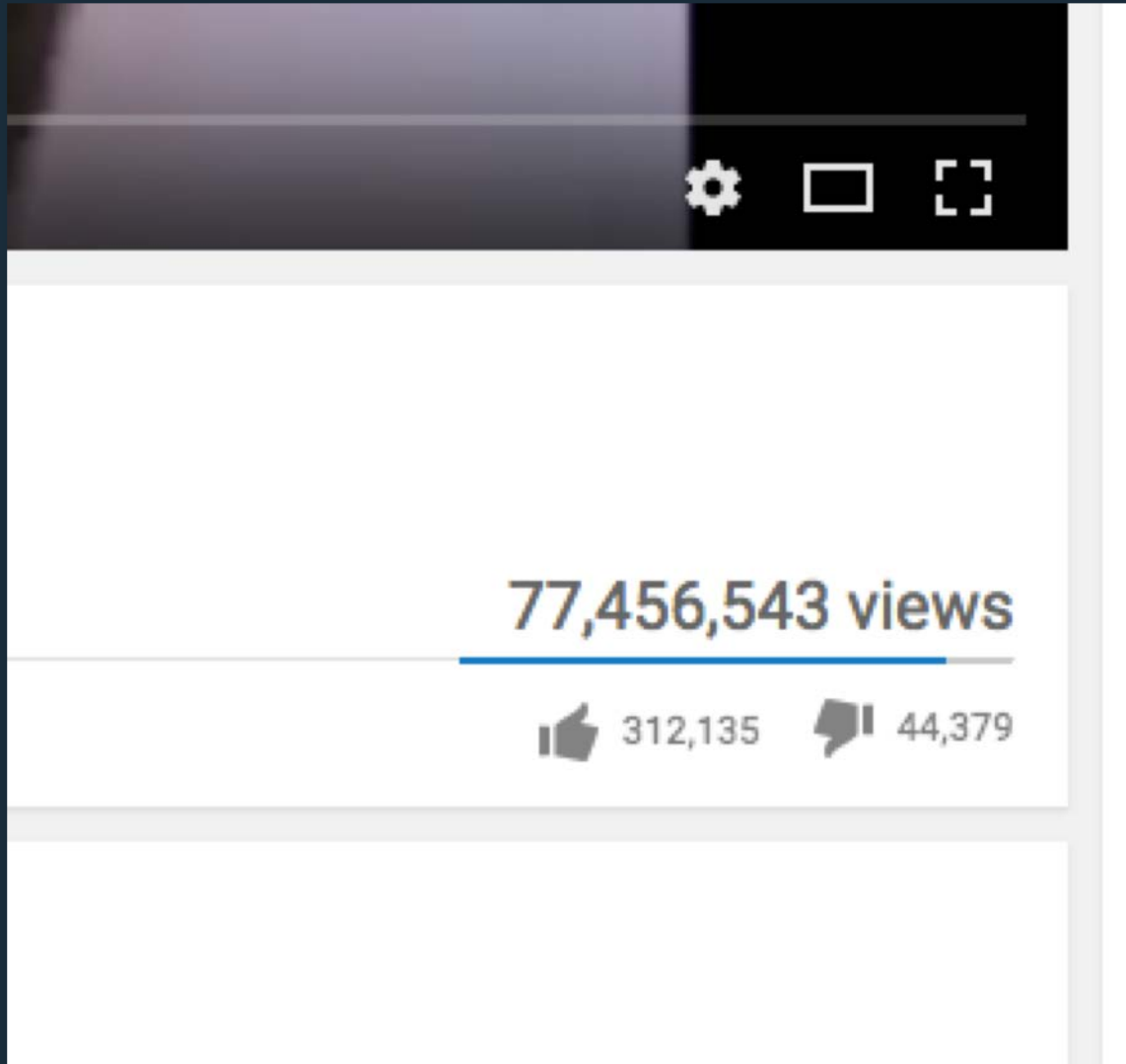


COMMUNITY

“ I don't care how many people watch something I make. I care how many people love what I make. ”

-John Green

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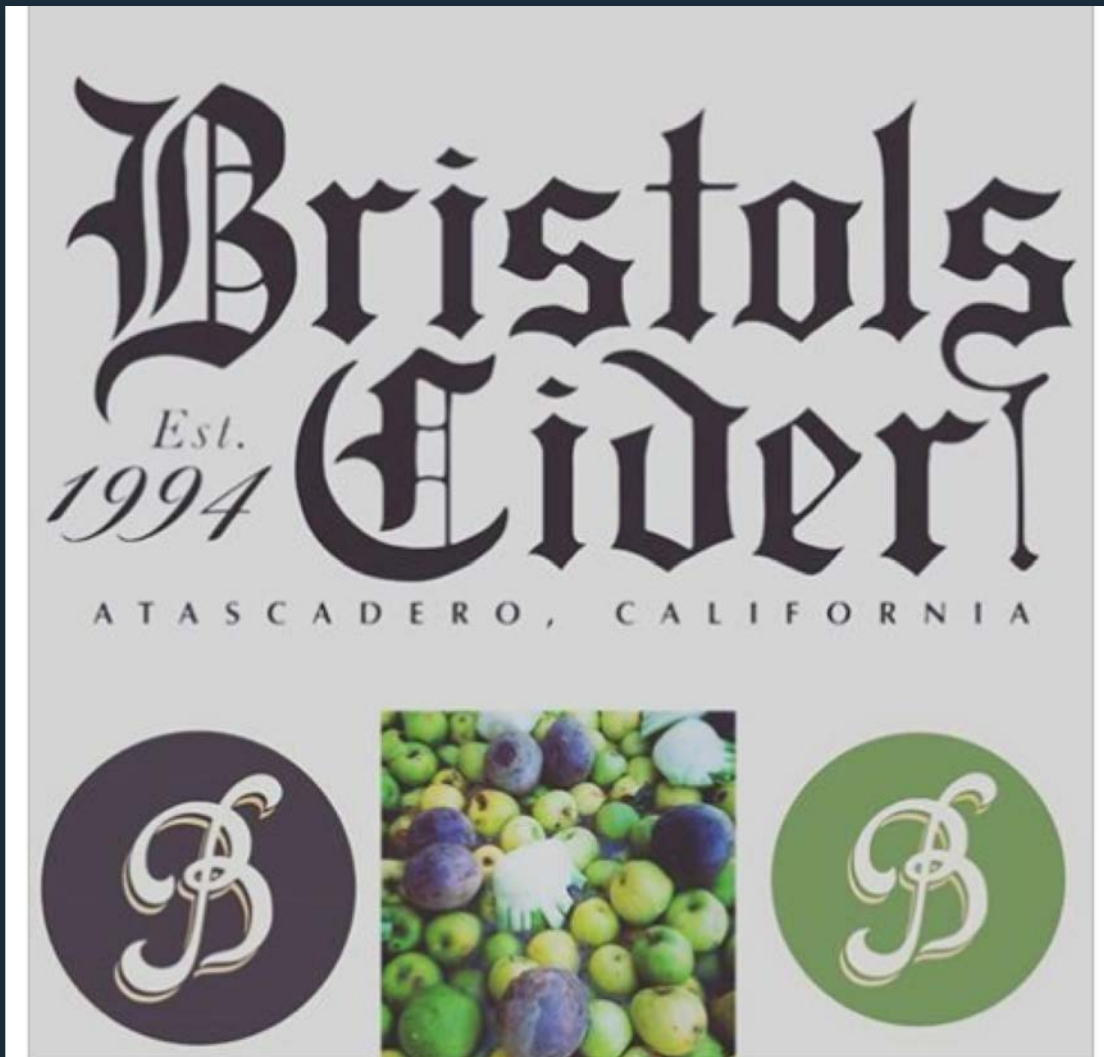
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Bristol's Cider House

February 2 at 12:30pm · 🌐

...

The menu for tonight!

FRIDAY NIGHT FLAV @ **Bristol's Cider House**

Burritos Grande \$8.50

Tacos
1 for \$3 or 4 for \$11
add cheese \$.75

chip stix \$3

MEATS
Pollo Asado,
Carne Asada,
House Made Chorizo
asada add. \$.50
per taco \$1 per burrito

a&w rootbeer squirt 7up \$1.50



Veggie Option



Bristol's Cider House

February 2 at 11:24am · 🌐

...

We have an awesome weekend coming up next week! We are going to kick it off Friday with Bear Market Riot! Then Saturday we are having a mixed media art show from 4-9pm, with 3 different artist and 4 different musicians, and finally on Sunday, Feb 11th, we are having our first trivia night and breakfast for dinner from 5:00-7:30!



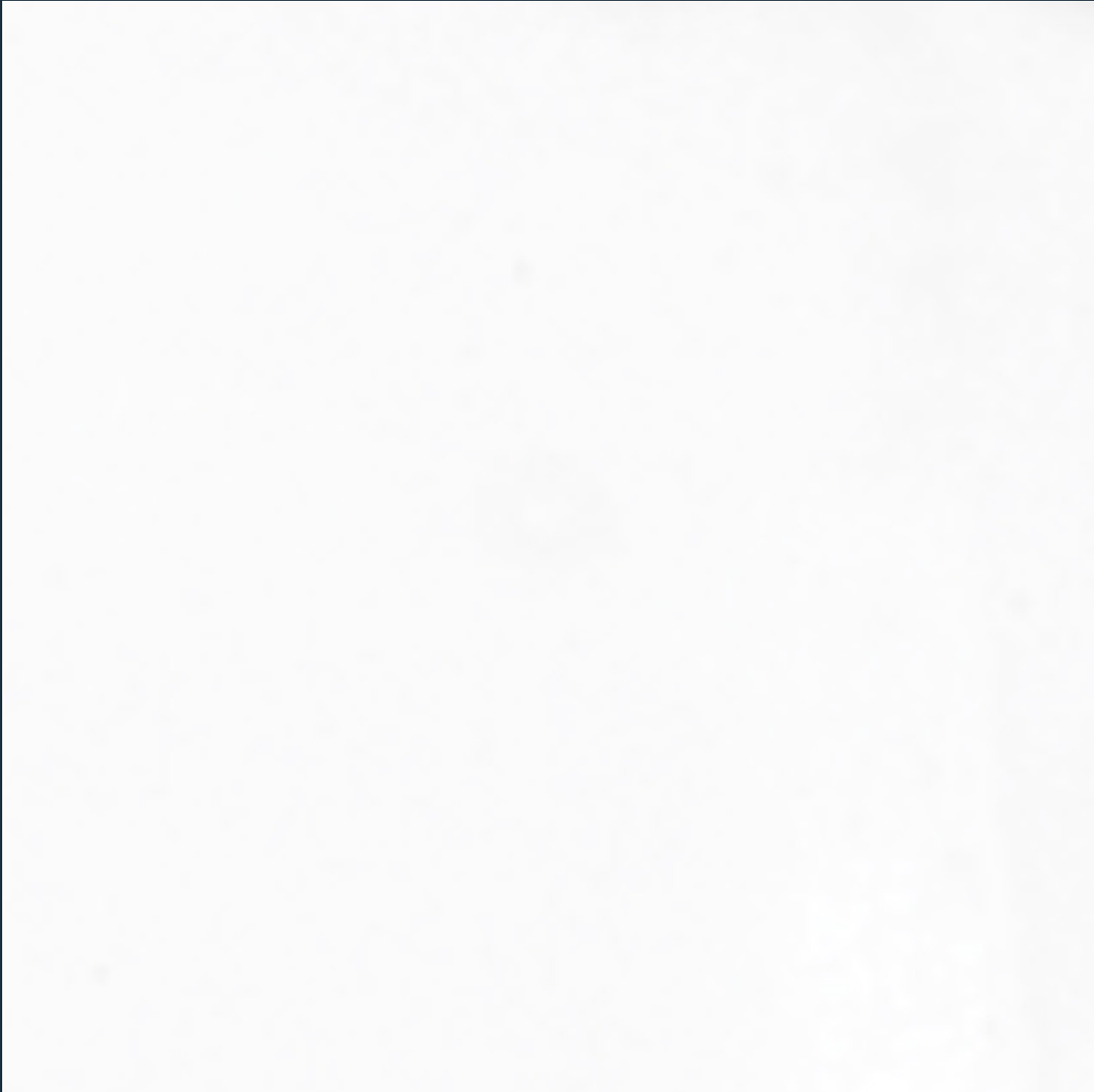
Bristol's
est. 1994
Cider

MIXED MEDIA ART SHOW

February 10, 4-9pm
3220 El Camino Real, Atascadero

C **FORCE**TM
BY *Chuck Norris*





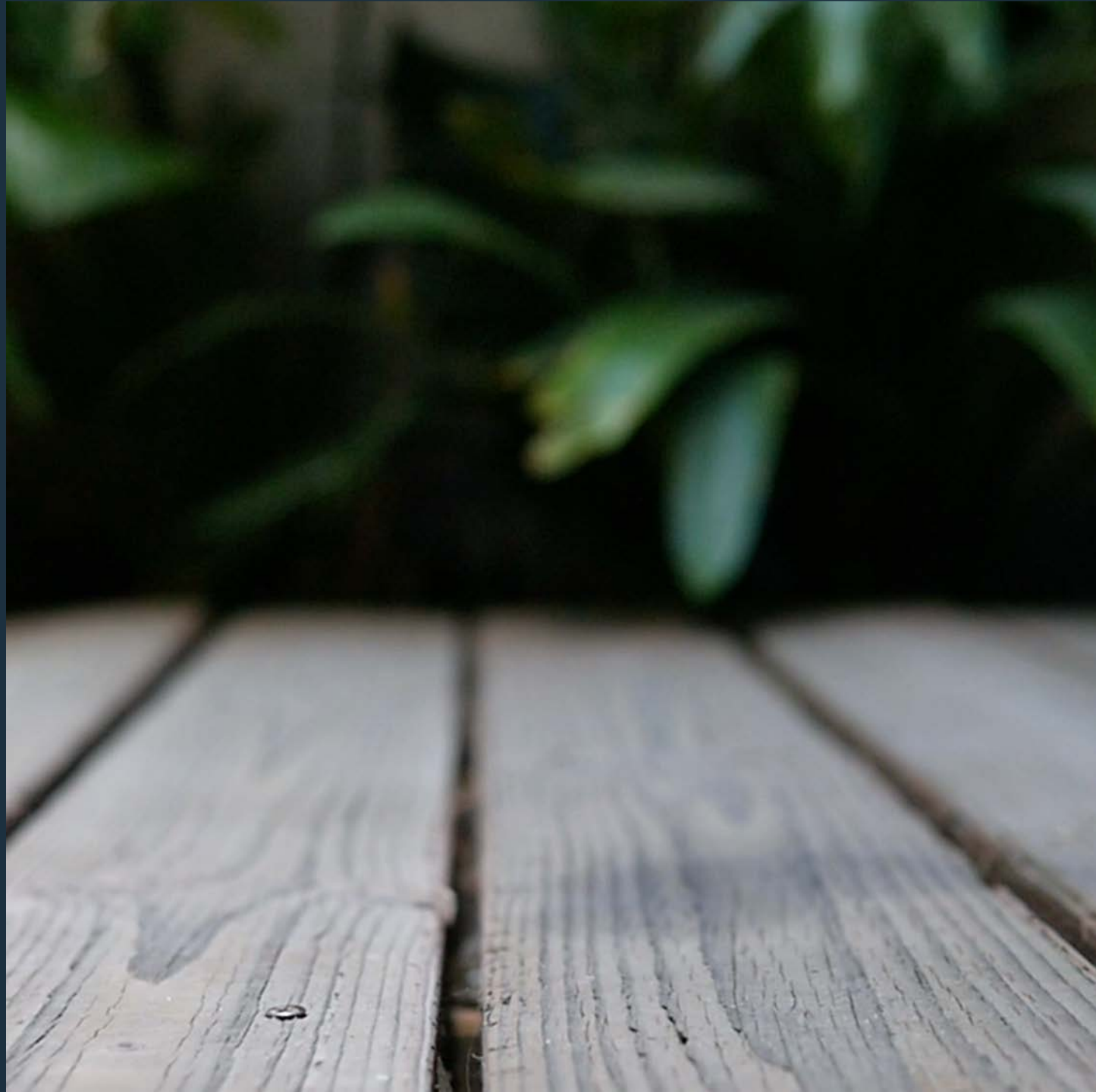


A FORCE
OF NATURE

C-FORCE

BY
Cloud Water

NATURAL
SWEETENED WATER



See metrics for all videos

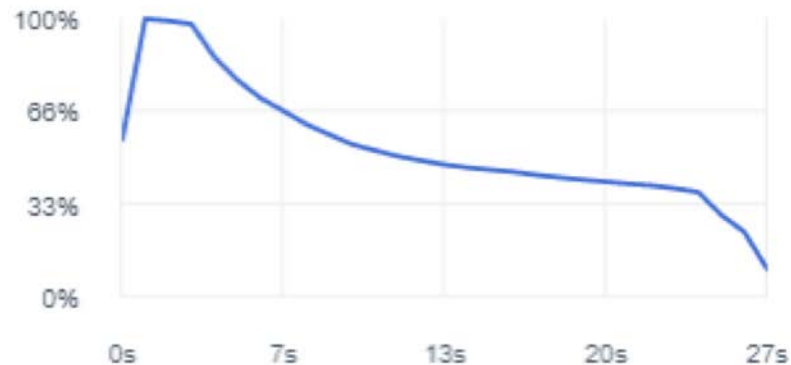
Performance for Your Post

← Video Average Watch Time ▾

0:08

0:27 Video Length - 27% Average Percent Watched

Audience Retention



After You Post

- Revisit your goals
- Look at your analytics
- What can you learn and apply for the future?
- Don't assume something, test and measure

Community management (answer questions)

Create Post With Video





Edit Post

Boost Post




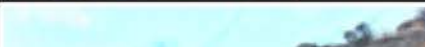
Planning Ahead



Be Proactive

B	C	D	E
SLO TBID Editorial Calendar: Instagram			
Date	Instagram	Image	Link in B
1-Aug	#TravelTuesday Itinerary Idea: Surf's up in SLO! Check out the top surf spots near San Luis Obispo by clicking link in bio. #ShareSLO #SLOCAL Photo // @rjmorabitphoto		https://sanluisobispo.com/things-to-do/outdoor-recreation/surfing/
2-Aug	Wind down Wednesdays. [Wine Glass Emoji] #WineWednesday #EdnaValley #ShareSLO #SLOCAL #VisitCalifornia Photo // @jinnaa		
2-Aug	Sweet dreams come true in San Luis Obispo. #ShareSLO #SLOWelcomes #OneBigWelcome #AllDreamsWelcome		
	Name this hidden gem along the Central		

- Make editorial calendars
- Social listening
- Pay attention to new features
- Be ready to adapt to new platforms

	A	B	C	D	E	F
1	SLO TBID Editorial Calendar: Instagram					
2	Week	Date	Instagram	Image	Link in Bio	
3		1-Aug	#TravelTuesday Itinerary Idea: Surf's up in SLO! Check out the top surf spots near San Luis Obispo by clicking link in bio. #ShareSLO #SLOCAL Photo // @rjmorabitophoto		https://sanluisobispovacations.com/things-to-do/outdoor-recreation/surfing/	
4		2-Aug	Wind down Wednesdays. [Wine Glass Emoji] #WineWednesday #EdnaValley #ShareSLO #SLOCAL #VisitCalifornia Photo // @jinnaa			
5		2-Aug	Sweet dreams come true in San Luis Obispo. #ShareSLO #SLOWelcomes #OneBigWelcome #AllDreamsWelcome			
						

Be Proactive

Alerts

Monitor the web for interesting new content

This will create an email alert for marziah@gmail.com.

[CREATE ALERT](#) [Show options](#)

Alert preview

There are no recent results for your search query. Below is a sample of the results you will get.

NEWS

Gnomes destroyed in Nazi vandal attack
Herald Sun
A **GNOME** village created by Keilor locals has been destroyed by vandals who spray-painted Nazi emblems, leaving a community shattered.

- Make editorial calendars
- Social listening
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Letter Distribution

M	4
L	4
K	4
J	4
I	4
H	4
G	4
F	4
E	4
D	4
C	4
B	4
A	4
Z	1
Y	1
X	1
W	1
V	1
U	1
T	1
S	1
R	1
Q	1
P	1
O	1
N	1
M	1
Blank	1

Letter Distribution

A	9	N	6
B	2	O	8
C	2	P	2
D	4	Q	1
E	12	R	6
F	3	S	4
G	2	T	6
H	2	U	4
I	9	V	2
J	1	W	2
K	1	X	2
L	4	Y	2
M	2	Z	1
Blank	2		

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Be Proactive



Filter

Trim

Cover

- Make editorial calendars
- Social listening
- Pay attention to new features
- Be ready to adapt to new platforms

Be Proactive



- Make editorial calendars
- Social listening
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Other Tips



Things to Keep in Mind



- Make your content easy to find
- Don't ask for too much
- Manually choose thumbnails
- Upload videos natively
- Square outperforms landscape

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Things to Keep in Mind

← Uploads ▾

ACCIDENTAL THE PHILOSOPHY OF BOSS BABY 11:24
The (Accidental) Philosophy of The Boss Baby – Wisecrack
208,810 views • 1 day ago
CC

THE PHILOSOPHY OF CAPTAIN AMERICA: CIVIL WAR 11:46
The Political Philosophy of Captain America: Civil War – Wisecrack
256,868 views • 5 days ago
CC

GAZE INTO THE ABYSS
Gaze Into the Abyss - Nihilism
Rick and Morty & BoJack
613,563 views • 1 week ago
CC

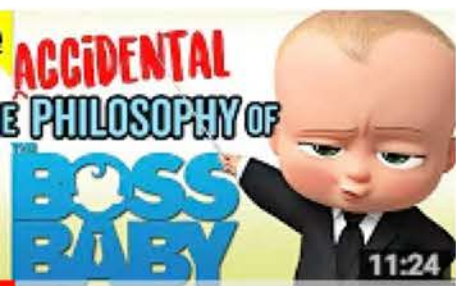
BLACK MIRROR 10:37
Black Mirror: What's the Point? (SPOILERS) – Wisecrack Quick
269,882 views • 3 weeks ago
CC

THE PHILOSOPHY OF WONDER WOMAN 10:39
The Philosophy of Wonder Woman – Wisecrack Edition
251,066 views • 4 weeks ago
CC

THE HIDDEN MEANING IN UP
Earthling Cinema S4 • E19
Hidden Meaning in Pixar's Up
267,484 views • 1 month ago
CC

DEADPOOL
The Philosophy of Deadpool

- Make your content easy to find
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The (Accidental) Philosophy of the Boss Baby – Wisecrack
1,810 views • 1 day ago



The Political Philosophy of Captain America: Civil War – Wisecrack
256,868 views • 5 days ago



Gaze Into the Abyss - Nihilism in Rick and Morty & BoJack
613,563 views • 1 week ago



Earthling Cinema S4 • E20
Hidden Meaning in American Psycho – Earthling Cinema
238,060 views • 2 weeks ago



Bright: What Went Wrong? – Wisecrack Edition
527,073 views • 3 weeks ago



Black Mirror: What's the Point? (SPOILERS) – Wisecrack Quick
1,882 views • 3 weeks ago



The Philosophy of Wonder Woman – Wisecrack Edition
251,066 views • 4 weeks ago



Earthling Cinema S4 • E19
Hidden Meaning in Pixar's UP – Earthling Cinema
267,484 views • 1 month ago



Pixar's Coco: Philosophy of Death – Wisecrack Quick Take
248,534 views • 1 month ago



The Glass Menagerie (Tennessee Williams) – Thug Notes Summa...
128,405 views • 1 month ago

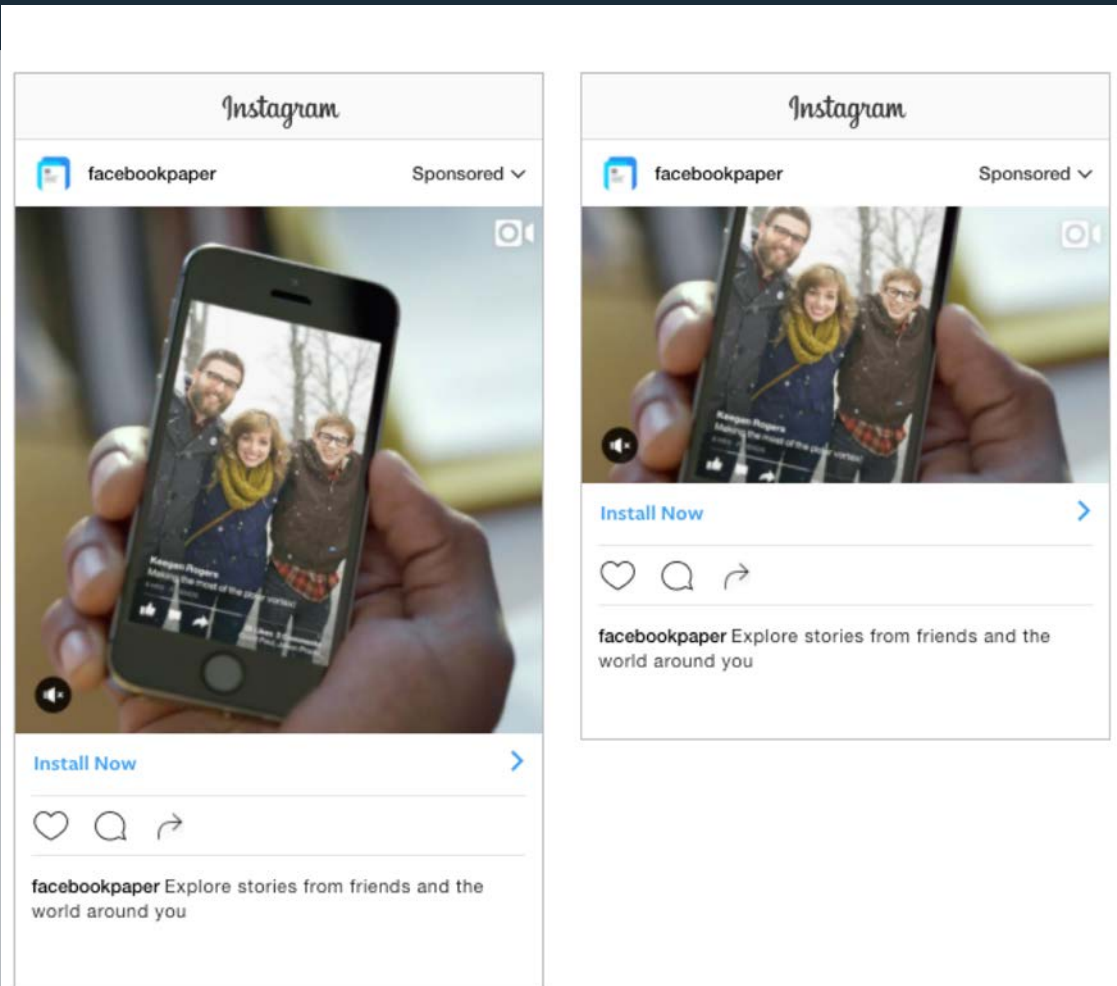


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It's no accident that social media channels are focusing on video. **Video works.**

Questions?

kcmotiondesign@gmail.com

www.katcassidy.com