Creating Video for Social Media
Introduction

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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
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)
Spartan
(noun)

an individual who exhibits an unfaltering will to make a better world

UNSTOPPABLE
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.

MSU ASKED STUDENTS, “WHAT WORD DEFINES YOU AS A SPARTAN?”
Info-tainment

• Blending the amount of information and entertainment

• People are unable to learn about your content if they aren’t watching
• 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

Key messages:

You deserve a celebration.

This is tough.

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

2020 Commencement — Spartans Will. (first draft)
E. Doeple — A. Siciliano | March 2020

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.
YouTube

- A social page
- Video Library
- Search Engine
  - Titles
  - Thumbnails
  - End Screens
  - Playlists
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
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 Contend 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
You will have to decide on an action.

- Remove Audio
- Change Audio
- Dispute Claim
Accessibility

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