But what makes a good online video?

The year 2018 will be the year of the video. There are many reasons for that. To begin with, all the social media channels have developed to be more and more visual. At the same time possibilities to share videos have expanded hugely. Also, video making is nowadays available for everyone since we all have a video camera in our smart phones. In this article, I will convince you to take videos seriously and write them down on your social media strategy 2018. I will also give you practical tips to help you make videos to your own social media.

According to our experience video is now, finally, for everyone. In 2016 people started to see video as the most catching form of information. Now, in 2017, people have started asking “how can I make videos?” and “how could videos help me with my business?” The coming year of 2018 proves that people, companies and organizations will push the record button more often and videos will dominate our social media channels.

In the field of marketing, video is at the moment video the most powerful tool in all the social media platforms. The importance of openness, trust and authenticity grow in both B2B and B2C business. Video is regarded as the most efficient way to express these qualities. Even if I will draw experiences on my work with organizations and persons in the field of marketing and marketing communication, these principles can be applied to other forms of communication, as well: private or public, interpersonal or organizational, or even to non-profit form of organizational communication.

In marketing, video has gained popularity because expressing openness, trust and authenticity is important as over 80 percent of decision-making occurs on the web before the customer even contacts the company or the service provider. Therefore, you need to focus on creating a good feeling of you even when you’re not there personally. Video is a perfect tool for that!

Why?

Video publishing is now easier than ever!

Social media channels provide a wide scale of different types of videos. An online video can be found in the form of edited videos, live broadcasts, animated GIF images and, on Snapchat and Instagram, “stories” that only last for 24 hours.

The most popular social media platforms are based on videos or have developed the video features remarkably in the last year. Facebook, with 2,010,000,000 monthly users, and YouTube, with 1,500,000,000 monthly users, are the biggest social media channels and videos are hugely consumed in both of them.

In the top 5 social media platforms, there are also Instagram, Twitter and Reddit. Instagram launched Instagram Stories in 2016 and have since then been one of the of the most
suitable platforms to publish videos. Twitter is a global micro-blogging service, which also offers a chance to share videos and make live broadcasts together with Periscope. Reddit provides a platform to share links and have conversations. Reddit is a great place to share YouTube videos and GIF images.

All the social media platforms want to serve their customers as well as possible. And here I'd like to point out that all the users of social media platforms are private persons, not companies.

When using social media, you are only borrowing the media space from the platform. If you want the best possible visibility to your content you have to share it in the form that the platform prefers to offer to its users. At the moment that form is video – whether it's live, uploaded or ephemeral.

Some of the most obvious effects to show you how the video consumption is growing:

- Facebook gives invariably the most impressions to videos.
- Facebook sends a notification to all the followers when a page or a person starts a Facebook live video.
- YouTube has released live broadcasts for the channels of all sizes.
- Instagram Stories have 200 million monthly users. Right after the launching of Instagram Stories in 2016, Facebook launched the Facebook Stories 2017.

Now – at the latest – is the time for you to wrap up the content you have and publish it in the video form!

**How?**

At its most efficient, a video in social media

1. is authentic;
2. is compact, concise and hooking;
3. is targeted for the right audience;
4. offers the viewer value such as tips, guidance or entertainment;
5. is interactive;
6. can easily be shared.

I will explain these qualities in more detail below.
1. Social media is all about authentic content

About 75 percent of the videos in social media are viewed via mobile device. This gives you a good excuse with the technical quality of the video. The most important thing is that the videos are authentic and the people in the video are real.

The best way to create commitment is to be open with yourself and with your organization in the video. Your personality is interesting and video is an appropriate form to introduce it. Authenticity and humanity are easy to identify with. They offer us something to relate to.

2. A good video in social media is compact and hooking

Your content and the platform you share your video define the length of the video. Make the video exactly as long as you have new and interesting content to show. Leave out all the repetition and edit your video to be fast paced. Thanks to Snapchat and Instagram Stories, we are used to consume videos in 10 seconds’ snatches. But on the other hand, viewers like to watch several short videos at the time – some even one after another for hours!

Each social media platform is different, but a compact video works on all of them. Facebook favors short videos, YouTube values longer videos. Nevertheless, the most important thing is to make sure that your message is delivered clearly, concisely and effectively.

However, there is an exception to the rule: Live videos should be long to make sure that your audience has time to find your video. Of course, the live videos can be published and watched afterwards, but the main purpose of the live video is to reach people right now, right here.

Therefore, make sure you have enough content to make your live video long enough. You need a script for your live broadcast, too. It does not diminish the authenticity of your video.

3. Target your content to the right audience

When you target your video to the right audience you can make sure they engage with your video. Great numbers in viewers and impressions are not always the best indicator for success.

Viewers who feel committed to your cause will return to your channel. That will grow your organic reach since the platforms recommend videos that cause commitment to the new audiences.

Before making the video, take a moment to
think who you are making the video for and what is the reaction you are looking for. Who is your audience, or your customer, and what is the value you offer to them?

4. Video offers value to the viewer

Viewers engage with videos that have some value to offer. Some people look for information, some for entertainment. When writing a script, make sure you have something valuable to offer to your audience.

Ask yourself: What is your target audience interested in? What is the thing you can offer them? What does your target audience not know but you know, and what might be surprising to them?

5. Video is a way to interact with your audience

Video is the easiest way to interact with your viewers: ask, start a conversation, or create a poll.

Do not only sell your products or services, or tell about your ongoing project, but create opportunities to participate, to feel and to debate. You can also ask your audience before making the video what topic they would like you to make a video about.

The most important thing is to participate in the conversation after the video is published. That interaction gives you tools to develop your business or other activities and to find out what your audience needs help with.

6. Make sure your video is easy to share

Your content prescribes what the possibilities of your video are. But you need a plan to make sure that people see it. Ask yourself, your colleague and your best friend if your video is shareable: “Would you share this video on your social media?” Sharing is the whole point of social media videos. Tell your story in a way that many people are ready to share it.

In addition, you need to make sure that you share the video in all your own social media channels. Make a plan for this in advance so that you won’t forget anything. Write down all the platforms you own (including your website and your newsletter) and all the actions on how and what to share in each of them.

Once you have published the video, go through your plan and make sure you carry out all the steps. Share the video or the link to the video and combine it to the message which speaks to your audience in the platform.

References


Notes