

Session Title: Video Strategy - How to Compete and Win in a Video-Centric World -
#15NTCvideostrat

<https://twitter.com/hashtag/15NTCvideostrat?src=hash>

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Michael on BuzzFeed's Obama video: carry your message "in an entertainment Trojan horse"

Today's Agenda:

- Video strategy >> Content Strategy
- Storytelling strategies
- Simple ways to increase video production
- Distribution tricks and tips—how to get them with our limited resources

Video Strategy is part of Content Strategy

- Do you have written content strategies? (Hint: You should.)
 - Means you think about what you have to do in advance
 - The person on the front lines isn't having to think on the fly all the time
 - Video strategy should be developed in conjunction with full strategy—no video spikes.
- Principles of Content Marketing Strategy—
 - Define mission and audience
 - Identify content themes
 - Plan for distribution
 - Evaluate your resources (who creating, distributing, managing)
 - Measure your performance

blog.bufferapp.com

blog.hubspot.com/marketing

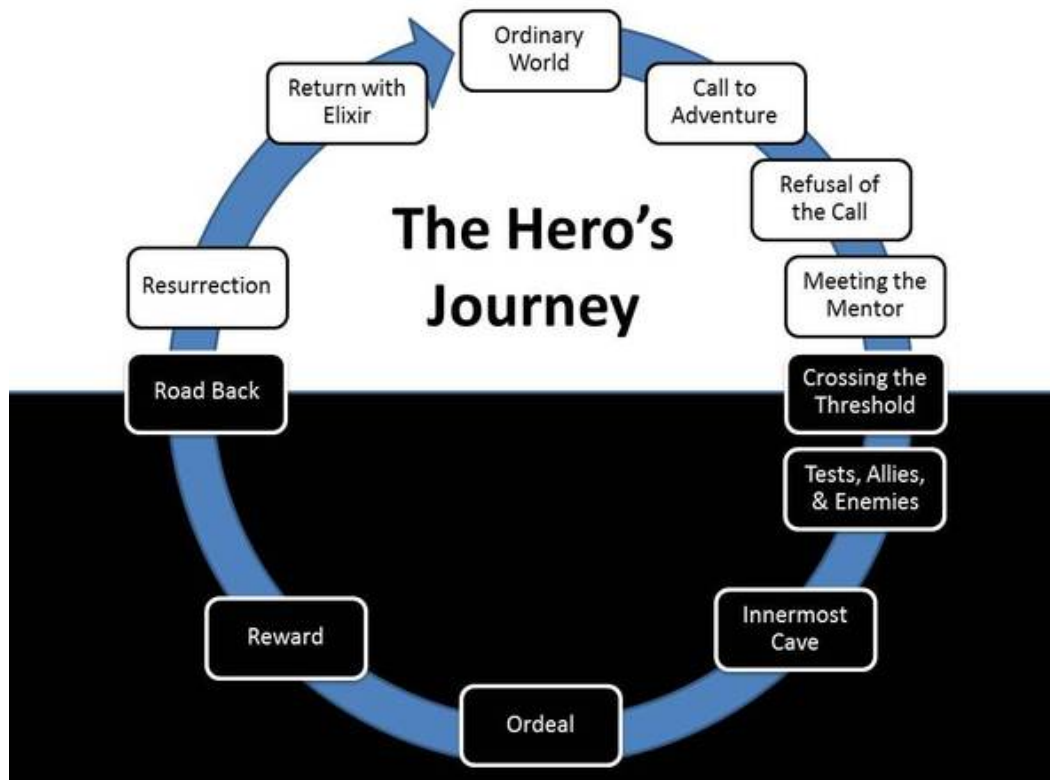
bit.ly/contentmarketingsocialgoodpresentation

- Other ways to use video
 - Onboard new donors and constituents
 - Online direct marketing
 - Training volunteers
 - Distance learning

VIDEO: [Cystic Fibrosis](#)

Storytelling Frameworks

- Keep it simple—successful videos are simple—
 - See VIDEO: [Salvation Army Tunnel Video](#)
 - Gala videos: People will never remember the details of all your programs - but they will remember how you made them feel. What is the program you have that will affect people emotionally the most? Focus on that.
- Create identification and Aspiration
- The Hero's Journey (Joseph Campbell)



- Ordinary World
- Call to adventure
- Refusal of the call
- Meeting the mentor
- Crossing the threshold
- Tests, Allies and Enemies
- Innermost cave
- Ordeal
- Reward
- Road Back
- Resurrection
- Return with Elixir

For more info see Jonah Sachs's: [Winning the Story Wars](#)

In a lot of non-profit videos the hero is the *non-profit*. The **mentor** is supposed to be the hero! Constituent, donor, etc.

- That pivot is so powerful and still so rare
- The moon doesn't have its own light. Your constituents are the sun; you simply reflect its light.

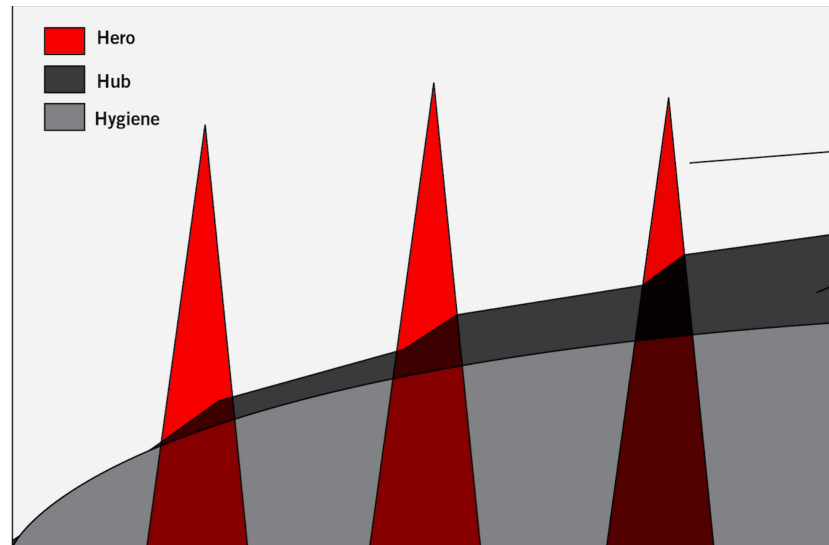
VIDEO: [Rainforest Alliance. Follow the Frog](#)

Simple, Inexpensive Ways to Increase Video Content

- Live streaming and Hangouts
 - Can do a live Hangout on Google+ and then have it on your YouTube channel
 - Publishes immediately if you do an "on air" Hangout
- User-generated content
 - If you don't model it, people don't know what you want.
 - Example: ALS ice bucket challenge
 - Can use contests, different incentives—need to ask what you really want from people. (See3 has a web app called [Propelit](#)—the app gets skinned, you don't use theirs)
 - *Examples of contests: Will provide additional information.*
- Curation
 - Can have video content in your stream that you didn't create
 - There are stories out there that fit with what your mission is about. Find them, share them. Make sure you mention where it fits for you. (Annotate.)
 - Communications people: don't worry about other people's logos, etc. This is our world today.
 - As the expert in your area, you are the appropriate curator of content.
- Slideshows
 - Tools: Animoto, Powtoon, many more
 - Use photos

Where can you put the video to get the most legs out of it?

- Make sure you can use as much as possible on as many channels as possible
- Start with YouTube
- Use native content on other platforms (Facebook, Twitter, etc.)
- YouTube not the only game in town.
- Specific to Facebook
 - Upload video directly to your page (.mp4, max 5 minutes)
 - Design for silence (use text, powerful images)—*this jives with lower production value opportunities noted above*
 - Hook people in the first 5 seconds (or sooner)
- Not just about viral videos—consistent content is key
 - Hero, Hub and Hygiene (brendangahan.com)



Act like an advertiser

Act like a YouTuber

- Promote videos very, very actively on Twitter.
 - Who are personalities among our staff, volunteers who could be talking about our issues?
- YouTube oftentimes just a dumping ground for campaign videos—no strategy around it.
- Language!
 - dotsub makes it easy to add multilingual captions to any video
 - Search engines can't read videos!
 - If you add a transcript you unlock data on that video
 - See3 now doing on pretty much everything they do. Fraction of a cost of production; can yield much more audience access.

[Link to see web graphic](#) on how to get 19 pieces of content out of 1 webinar.

