Session Title: Video Strategy - How to Compete and Win in a Video-Centric World - #15NTCvideostrat
https://twitter.com/hashtag/15NTCvideostrat?src=hash

Presenters:

Michael Hoffman

CEO, See3 Communications @michael_hoffman mhoffman@see3.com

Bridgett Colling

Director of Content Marketing, See3 Communications @bridgettcolling bcolling@see3.com

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

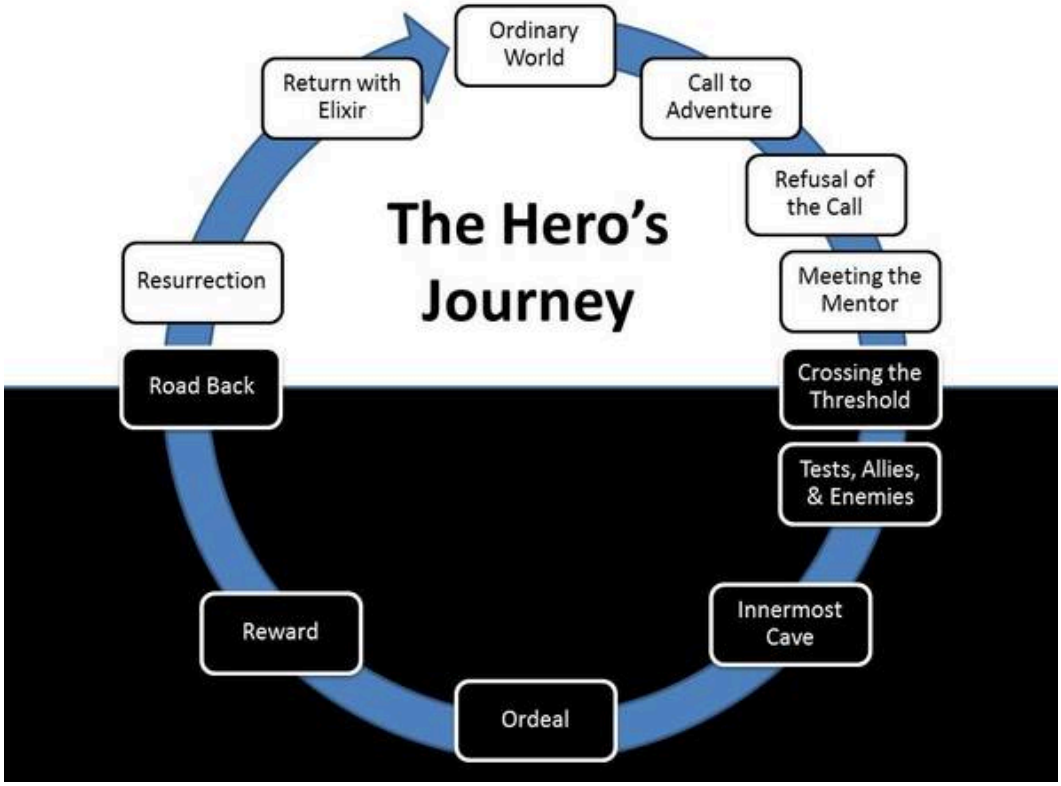
  blog.bufferapp.ecom
  blog.hubspot.com/marketing
  bit.ly/contentmarketingsocialgoodpresentation

- 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.

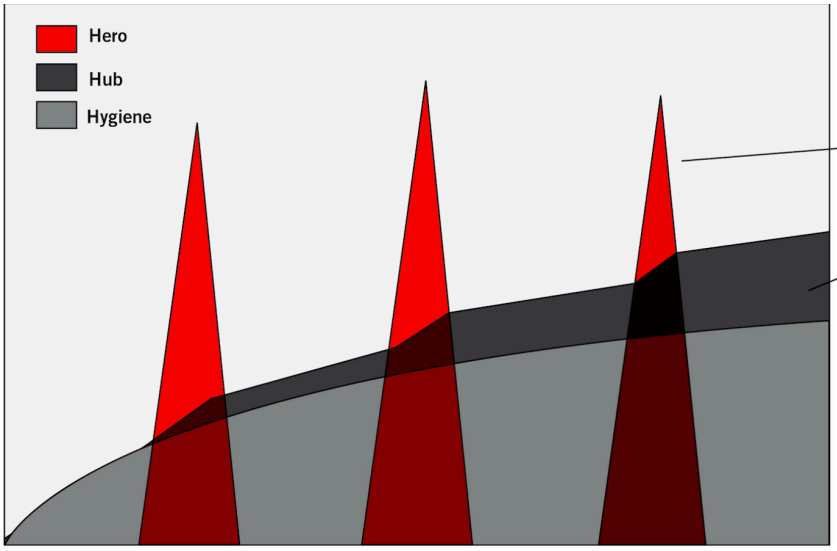
VIDEO: Rainforest Alliance, Follow the Frog

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)



    - 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.

