

Session Information & Materials

Session Title: Facebook Auto-Play, Periscope, Snapchat Stories and More: Making Video Content That Rules the Web

Session Hashtag: #16NTCvideo

Session Evaluation:

Session Materials & Additional Resources

- Slide Deck:
https://docs.google.com/presentation/d/185Bwx9petH7KYKl4JyAh2cDgweFWH77DcqU81Lbf_AU/edit?usp=sharing

Resources from today's session:

- Metrics to help you convince your communications team to invest in video:
<http://www.bethkanter.org/videoinvestment/>
- More on the connection between video and donations:
<http://www.bethkanter.org/video-donations/>
- Periscope Analytics tracking: <https://katch.me/>
- Study on video views driving donations:
<https://philanthropy.com/article/YouTube-Helps-Drive-Donations/234236>

Speaker(s) Contact Details

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Collaborative Notes

Use this section to make your own contribution to the notes for this session.

The rise of mobile video

- 2005 was incredibly important year for video bc

- First YouTube video
 - Broadband became widely accessible
- Google buys YouTube in 2006
- Video is fastest growing service on mobile
- Entire platforms are being designed around mobile video experiences

Humane Society video strategy

- Why use video?
 - Tells stories in ways that resonate with our audiences
 - Ties into broader FB content strategy of HSUS
- In general, video views don't translate to cash
 - Rather, videos increase/boost engagement
 - Use video + paid social to boost newsfeed prominence before a big ask
 - Video is imp't to prep donors to be donors
 - Helps click-thru rates
 - Bethcantor.org
- What makes a good video?
 - You can read it (has subtitles) - don't need sound to watch
 - Short but "clickable" headline
 - Emojis (it is just how people communicate now, deal with it!)
 - Captures attention in the first three seconds
 - Direct upload to FB
 - Subtle branding
 - Edgy, interesting thumbnail
 - Autoplay makes thumbnail matter less
 - Under one minute, call to action at end

Video is an important part of getting people primed to be donors.

videos don't lead directly to cash, but evidence says videos boost email open rates, help with donor acquisition and retention

Video is an important part of getting people primed to be donors.

Put transcripts in with videos -- makes them searchable and findable - contributes to organic growth

Why is mobile important to HSUS?

- Mobile traffic is increasing tenfold
- 50% of email audience is reading on a mobile device

- In 2015, 37% of advocacy taken via mobile device
- Subtitles are key

How to plan for creating/distributing video content on Snapchat, Vine, Periscope

- Target audiences - millennials and their younger counterparts, mobile natives, low dollar donors
- Go into Snapchat discover and watch some videos -- will help us think about how mobile videos work
- Do a soft launch - don't promote that you are on it yet, once you're sure you can fill it with content then go with a full promotion plan

Periscope

- Livestream for mobile
- Can do Q&A
- Share periscope on facebook - use katch.me and use fullscope.tv
- [Periscope for Nonprofits: A Quick Guide & Review](#) → great resource

Low-budget video resources:

-Adobe Voice

-iMovie (very easy editing, especially on iPhone)

-Lots of tutorials on YouTube & Lynda.com (paid subscription, but many public libraries have free access)

What NFPs can learn from video creators

Find all of the 2016 NTC collaborative notes here: <http://bit.ly/16ntcnnotes>