

FRESH INSIGHTS FOR OPTIMIZING YOUR SOCIAL VIDEO STRATEGY

As marketers, we know that people flock to social networks to stay informed, be entertained, and learn new things. More and more, they expect to interact with content that is relevant, personalized, and sharable. Social media channels keep multiplying, and video has emerged as the most popular content across the board.

What Is Social Video?

Video, a powerful and engaging medium, is used to convey messages, which are shared or published to social media networks. Most of us are social network users and we share videos with our friends and followers—whether it is advice, tips, recommendations or inspiration. This is all because we believe our networks (those who we care about and have a personal connection with) might gain some sort of value from it. As brand marketers, we craft video content, design a distribution strategy for it, and analyze interactions all with the intent of helping viewers build a personal connection with our brand. But the content has to resonate. After all, each social video shared through networks has a cumulative effect, amplifying value.



WHY SOCIAL VIDEO IS KEY TO YOUR MARKETING GOALS

As marketers, we know our campaigns are successful when we develop relationships. But how can we build and grow these relationships in an organic way? We need to be personal, authentic, and emotionally grounded. Inevitably, we look to one of the most personal channels available—social media. Most marketers are already on social media—whether it is to get industry news, to keep an eye on the competition, or to interact and connect with customers.

Social video has emerged as the best way to educate and inform potential prospects. It is naturally persuasive, as well as personal and dynamic. Social video overcomes objections, or a hesitancy to interact with a brand, when paired with a specific cadence of communication in your multi-channel strategy. Understanding the audience segments of each social network allows you to better identify a preferential match and focus your efforts on where your audiences live and play.

Popularity of Video on Social Media Networks



Content is crucial for brokering relationships and creating communities. To that end, social video is steadily gaining more traction in

newsfeeds, and audiences love it. Before our eyes, TV is being reborn on the web. Facebook, Twitter, YouTube and other social networks are becoming the main avenues for consuming video content.

“Facebook has 8 billion average daily video views from 500 million users, while 82% of Twitter users watch video content on Twitter¹. In 2015, North Americans watched more than 100 million hour of how-to videos on YouTube.”

Consumption habits are evolving in the digital age. More recent upstarts in the social media world like Instagram and SnapChat started their networks through visually oriented content. These short, dynamic videos are very popular with young audiences who pass time on their phones. By 2017, 74 percent of all internet traffic is projected to come from video.

1. Costine, J. (2015). “Facebook Hits 8 Billion Daily Video Views, Doubling From 4 Billion In April.” TechCrunch.

Engagement Stats and Social Video Use by Demographic

Different social media networks have different strengths. Twitter skews slightly more male, and the audience is relatively young, in the 18-to-29 age range, followed closely by 30-49. The older population isn't on Twitter, with only 13% of internet users in the 50-64 range using Twitter. This population shrinks to 6% for those in the 65+ age range. (Hint: older generations favor Facebook!)

Other demographics to note? The Twitter audience is more educated and residing in slightly more urban environments. Information to keep front of mind if your posting and distributing video to Twitter.

In contrast with Twitter, Facebook has more traction with women, particularly in the 18 to 29 age range, followed closely by those aged 30 to 49². Education, income and location are varied with no identifiable advantage.

YouTube is a forum for the older millennial market spanning two age groups, 25 to 44³.

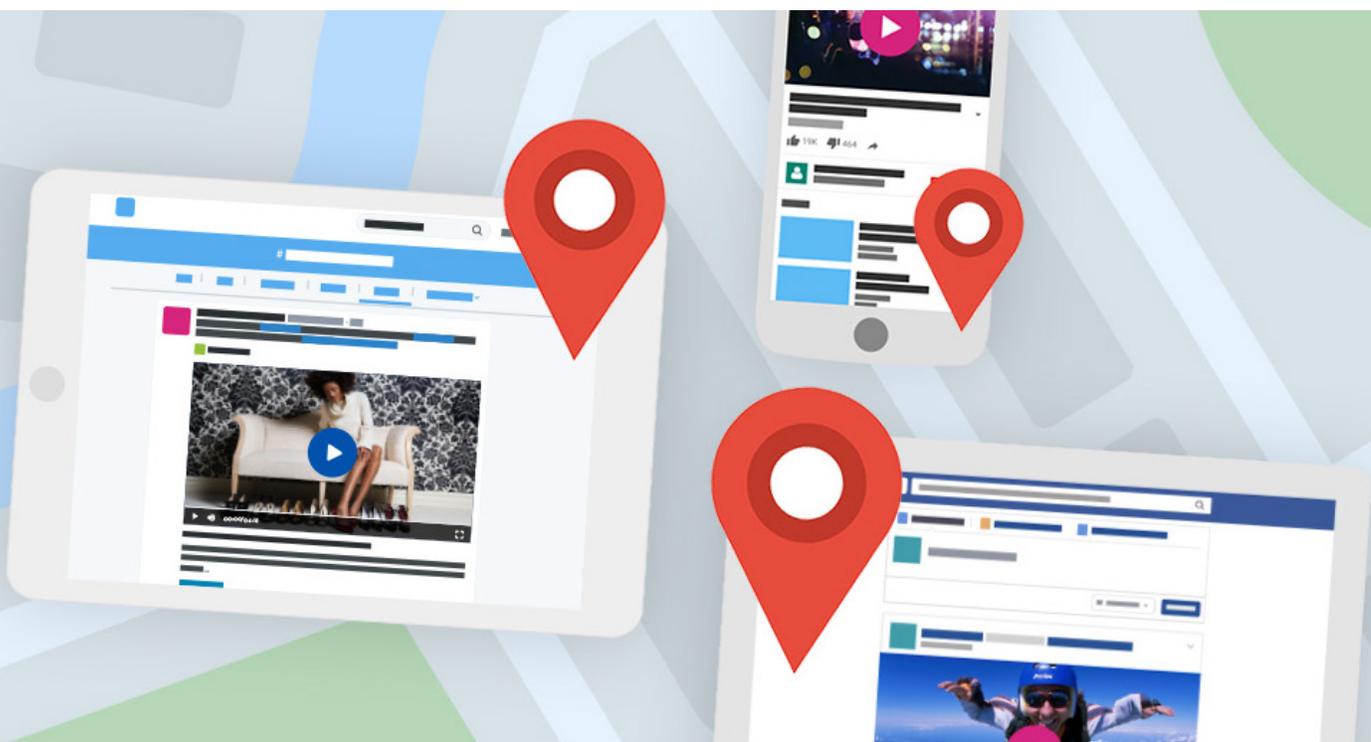
YouTube attracts a more global audience with 88 different countries and 76 languages represented⁴. Furthermore, 80% of YouTube traffic comes from outside of the United States⁵. Taking into account this information, one could reason that because of the instructional nature of this YouTube, this social network has gained a foothold with international audiences who could watch and learn without subtitles. The site has since rectified this with a wide variety of languages available for subtitling, and in the interest of an accessible internet, they've made auto-captioning available. Looking to scale globally? Consider testing content with subtitles or a playlist in another language on your current channel.

2. Duggan, M. (2015) "[The Demographics of Social Media Users](#)." Pew Research Center.

3. Blattberg, E. (2015). "[The demographics of YouTube, in 5 charts](#)." Digiday.

4. YouTube. Retrieved from [youtube.com/yt/press/statistics.html](https://www.youtube.com/yt/press/statistics.html)

5. Zhukova, K. (2015). "[6 Best Practices To Optimize Your YouTube Channel](#)." TrackMaven.



WHERE DO SOCIAL VIDEOS FIT INTO YOUR MARKETING PLAN?

Often, digital marketing professionals wonder: “Where should I post my video?” In the past, marketers solely used social media as a driver of social traffic to their website or blog. And while video is a great tool for conversion⁶, not all interactions are destined for this level of commitment. Digital interactions follow a spectrum. The ways in which social networks communicate are all different as well, which means that our messages have to become more personalized. We have to cater to each social video site and recognize that in many cases the consumption will take place on this platform, and the interaction ends there. To move beyond this takes time, dedication, and a plan.

Sophisticated video marketers leverage the benefits of all social sites, adding these to their multi-channel video strategy. Depending on the social channel, you can utilize Twitter, Facebook, and YouTube in a variety of ways, charting one customer journey throughout all three while interspersing your website and other owned properties within this experience. A blended distribution strategy allows

marketers to take advantage of social video sites but also uses an online video player (OVP) to deliver features where the benefits of social media end. OVPs offer a branded, white label, video player with aggregate analytics across all properties and marketing technology integrations which give us insight into customer interactions, relationship management, and ROI.

Blended distribution, a utilization of both free social video sites, like YouTube, Twitter and Facebook, as well as that of a premium online video player, like Brightcove, is most often the path to success⁷.



6. Morabito, R. (2016) [How to Optimize Your Landing Pages for 4X Lead Form Conversion](#).

7. Murphy, S. (2016) [Video Marketing Mentors: The 15 Benefits of Blended Distribution](#).

CHANNEL-SPECIFIC BEST PRACTICES FOR SOCIAL VIDEO

Each social media network has an audience, or sometimes several communities that gather there to consume content. So, the key to crafting a successful content marketing and distribution strategy is to know and play to the strength of each social media network. Below we will outline the best practices for three social media channels, Twitter, Facebook and YouTube.

How to Share Social Video on Twitter

For marketers, Twitter feels more professional than other social media forums. Unlike LinkedIn, the ability to join or create a group is only a hashtag away. Finding these niche audiences is particularly important if you're a B2B marketer. In fact, 65.8% of US companies with 100+ employees use Twitter for marketing⁸.



Twitter wants to be a source of information that matters with live breaking news via trending hashtags and a “while you were out” section feeding updates from the brands you interact with most. As a marketer, you can capitalize on these hyper personalized algorithms by using a social video strategy that embraces both organic and paid strategies for building audiences and increasing engagement⁹. Twitter’s rapid-fire, short-form communications are curated by audiences who gravitate toward the brands that speak to them, craving real-time interactions. Twitter is a network that thrives on brevity (140 characters) and real time. Craft social video messages that speak to these consumption habits.

8. Smith, K. (2016). *Marketing: 96 Amazing Social Media Statistics and Facts for 2016*. Brandwatch.

9. Bondhus, C. (2016). *How to Use Organic and Paid Social Video for More Marketing Impact*.

How to Tell Better Stories with Twitter Social Video

So, what kind of content should you be creating on Twitter? As always, the way you use video can differ, based on your goals. Commercials or brand stories that promote and educate can do well here, as Twitter is very well suited to awareness and engagement. Don't forget, Twitter operates on the recency effect, so newsjacking and live tweeting are options to explore.

At the engagement stage, we want to converse and create a two-way dialogue. Social videos like an explainer video, tip series, or how-to video are the perfect types of content. This type of video content extends goodwill and builds rapport. As we move the customer journey towards conversion, consider creating product or service-specific content like demonstrations, Q&A sessions, customer testimonials and filming customer reviews¹⁰. Video at this stage should highlight your solution but should also allow your viewer to share in the excitement, relief or satisfaction felt after buying, removing any lingering barriers to purchase.

Keep in mind, social video on Twitter hits on the grey area between engagement and conversion. They might choose to engage with more of your content or experience it on your site. The experience you create will differ as a result.

In a "soft conversion," you want to get them to the site, to a branded experience you can control and then supplement your video content with accompanying content that keeps them entertained. To do this, we can go back to an old standard of placing static images with play buttons like we do in emails, soliciting a click.

Twitter is a great channel to listen and connect with customers. But you need to ask yourself, what kind of content will keep making them choose you over others? On Twitter, brands aren't there to just push their messages, they're also there to listen. Twitter is a great support vehicle. 77% of Twitter users feel more positive about a brand when their Tweet has been replied to¹¹. How can you further this positive engagement?

So, even if you're just getting started with video, consider dedicating some resources to a retention campaign. Enhance your customers' experiences and make it super easy for them to use your product or solution. To do this, videos should center on related products—potentially how to use these products together, a tips series, or exciting company news, like a feature or product launch. If a feature or product was requested by your audience, let them know you were listening!



77% of Twitter users feel more positive about a brand when their Tweet has been replied to¹¹.

10. Murphy, S. (2016) *Best Practices in Social Video: How to Use Twitter for Business*.

11. Smith, K. (2016). *Marketing: 96 Amazing Social Media Statistics and Facts for 2016*. Brandwatch.

How to Optimize Social Video on Twitter

UPLOAD NATIVE VIDEO

Native video on Twitter drives more engagement with 2.5x more replies, 2.8x more retweets, 1.9x more favorites than third-party players¹². Another benefit to native videos on Twitter? Some native videos will autoplay in your search results on Twitter! Meaning, the search capabilities allow native video posted by brands to pull through to these results, increasing the click-throughs to a branded Twitter page, assuming the content is relevant.

OPTIMIZE FOR TWITTER AUTOPLAY

Native videos autoplay on Twitter so you need to have an interesting video lead-in. Optimize your video lead-in. Get to the point quickly. Waste no time. Also, be interesting whether the sound is on or off.

How do you keep attention? While Twitter has expanded the allowed length of videos from 30 seconds to 140 seconds¹³, approximately 2 minutes and 20 seconds. Longer isn't always better—on Twitter, 80% of users will watch a full video only if it's 30 seconds or less¹⁴.

UTILIZE COPY APPROPRIATELY

Words that act as cues for content aid in attention, retention and ability to consume with no sound. Consider text within your video. These words and phrases can move dynamically and create visual interest. Also, optimize the copy surrounding your video as some viewers disable autoplay in their feeds, meaning you will need to solicit a click. Draw interest and set the stage for what videos are about to be consumed.

EMBRACE CONVERSATION, CREATE HASHTAGS

Utilize the unique attributes of Twitter. If you're using social video on Twitter, host twitter chats¹⁵, or public conversations. These are individual tweets are linked through a hashtag and publicly searchable.

Remember, using mentions (@username) when posting a video are going to help get you attention from influencers. Another idea? When responding within a chat, create a quick social video and keep the conversation going in an intimate and personal way. Not many businesses and brands are doing this, so take advantage now.

TWITTER	
Counts as view	3 seconds
Autoplay default?	Yes
Autoloop?	No
Audio state default?	On
Maximum length	140 seconds (00:02:20)
Public view counts?	No
Metrics dashboard?	No, Advertisers only
Favors native video?	Yes

12. Jackson, D. (2016) "A Comprehensive Guide to Mastering Twitter Video." SproutSocial.

13. Goodwin, D. (2016) "Twitter Increases Video Length to 140 Seconds." Search Engine Journal.

14. Jackson, D. (2016) "A Comprehensive Guide to Mastering Twitter Video." SproutSocial.

15. Marketo. "Tips for the Social Marketer Cheat Sheet: Twitter."

How to Share Social Video on Facebook



In contrast with Twitter, on Facebook, the consumption of information, particularly that of video, is much more passive. Facebook currently averages 8 billion average daily video views¹⁶, but we watch videos of nieces and nephews, bratty huskies, cats, and celebrities in carpool karaoke. So, how can B2C and B2B businesses fight for attention while creating a meaningful business impact?

While social video is a key aspect of building relationships on social media, on Facebook you have to be particularly sensitive to what you're interrupting and keep this front of mind when developing your social media strategy. To interrupt without ire on Facebook, marketers need to produce innately shareable social video while optimizing this content for seamless consumption and interaction.

How to Tell Better Stories through Facebook Social Video

Facebook is overwhelmingly personal and thus engagement comes at a premium. A sense of community and mutual interest are vitally important. Local businesses thrive on Facebook; in fact, of small business owners and marketers who plan to spend money on social media in the next 12 months, two-thirds plan to promote video on Facebook, which is more than any other channel¹⁷. At the same time, businesses struggle to understand and get traction with Facebook audiences.

Consider the local news stories that tend to get a lot of traction on Facebook. The firefighters who raised money to give victims of an unfortunate holiday fire. Or the blind dog

who offers emotional support to an elderly pillar of the community. These types of stories are uplifting, and show a perseverance of spirit. These types of stories are shared and reshared continually on Facebook¹⁸. It's time to take your social video viewer on an emotional journey.

But what if you're a multinational corporation with a global reach? Can you crack the code? Try answering this question: How are you helping the community and championing the causes your audiences care about? It can be tough, but users need to invite you to be a part of their everyday by not only liking, but following your Facebook page. Legitimize your brand by actively participating in your audience network regularly and then create a conversation (using video) around the things your followers care about. Your business can champion a movement!

How to Optimize Social Video on Facebook

UPLOAD NATIVE VIDEO

Facebook video reaches approximately 22% of your fans¹⁹, while an embedded YouTube video reaches only 13%. Photos are deprioritized, reaching only about 12% of your brand fans. Autoplay is only available for native video on Facebook and Twitter so, when we consider that native often gets a higher organic reach on these networks, it's because content can freely flow. There is no click to engage as there would be, say, with video embed for YouTube.

“Facebook video reaches approximately 22% of your fans¹⁹”

16. Uganec, C. (2016) *“A Guide to Social Video, and Where it Fits in Your Marketing Plan.”* Hootsuite.

17. Gausepohl, S. (2016) *“How to Use Twitter Video to Tell Better Stories on Social.”* Business News Daily.

18. Murphy, S. (2016) *Best Practices in Social Video: How to Use Facebook Video for Business.*

19. Schumacher, D. (2016) *“3 Ways to Analyze Facebook Video Performance.”* Social Media Examiner.

GRAB ATTENTION AND KEEP IT: OPTIMIZE FOR FACEBOOK AUTOPLAY

What's the ideal Facebook video length? First, consider that 40% of your audience will watch until the end of a 1 to 16 second long Facebook video²⁰. This number drops to 18% when video length increases to over 30 seconds. If it's a match for your content, you need to master the 15 second video format, stat.

How can you create a more engaging video and get audiences to watch past the three-second mark as they scroll through newsfeeds? Optimize your video lead-in. A compelling video intro is essentially the new thumbnail. We used to tell you that you needed to optimize your thumbnails but now you need to jump right in with interesting images and people right off the bat.

Three seconds counts as a "play" in Facebook video metrics, which when paired with auto-play, can be concerning for businesses looking to measure video engagement. Your video should be interesting whether the sound is on or off. Utilize all the elements that make video visually stimulating: flashes of motion, people in varied environments, color shifts, and unique camera angles.

Lastly, if you're utilizing both an organic and paid social video model, know this: Facebook video advertisements might not autoplay²¹. There are a variety of factors that can impede this, including slow bandwidth on mobile phones. You'll need to choose a compelling thumbnail—potentially one that has copy used on the screen within it to draw interest, and a click.

FACEBOOK	
Counts as view	3 seconds
Autoplay default?	Yes
Autoloop?	No
Audio state default?	Muted
Maximum length	2 hours or 4GB upload
Public view counts?	Yes
Metrics dashboard?	Yes
Favors native video?	Yes

UTILIZE COPY APPROPRIATELY

Optimize the copy that surrounds the video by setting the stage for what the audience is about to consume.

The intelligent use of copy with Facebook social video doesn't stop there. Put words in your actual video. Most videos are consumed initially with the sound off (some remain muted throughout the play) and words are part of an interesting video lead-in. Well-crafted copy gives the viewer instant relevance and understanding. Furthermore, words flashing across the screen add emphasis to your messaging. Take a look at the visual dynamism present in many video infographics and you'll have a better idea about this. This technique can be used in a variety of video formats.

20. Schumacher, D. (2016) "3 Ways to Analyze Facebook Video Performance." *Social Media Examiner*.

21. Facebook Business. [Will my video ads play automatically?](#)

CREATE A WELCOMING SPACE: ADD A VIDEO GREETING TO YOUR FACEBOOK BUSINESS PAGE

Unless a prospect knows you well, they're often not going to visit your branded Facebook page. When they do arrive, steal a tip from your SEO manager. What were they searching for to get to this point and this place? Greet them with a video that speaks to these needs.

How to do it: Facebook admins can “pin” a video post to the top of the page. Of course you can change this out every so often for promotions, but do this sparingly, as this video greeting sets the tone for your Facebook business page and can leave a lasting impression with your visitor.

As you integrate video throughout your page, treat it as a website. What types of personas are visiting your page and what areas of content will be most interesting to them? Then, answer these needs with video.

Again, tell stories. Whether it's light-hearted, sad, uplifting, or maybe even enraging, the most popular videos on Facebook are eliciting a reaction. No other medium speaks to raw emotion in the way that video does. Audiences on Facebook are looking for a personal connection and thus are the most natural consumers of your most thoughtful and creative stories. Optimizing for maximum visibility, use social video on Facebook to find advocates who will spread your story organically—generating the type of buzz you crave from this marketing channel. This can be done with a company vision, audience insights, and social network know-how.



EVEN MORE TIPS FOR SOCIAL VIDEO ON FACEBOOK

1. **Give quality from the first frame:** create content that has high energy and is entertaining. Pull people in and relate to your audiences on a human-to-human level.
2. **Post videos outside of normal business hours.** Perusing Facebook at work is typically frowned upon. Makes sense, right?
3. **Adhere to Facebook's branded content policy²².** If you're mentioning or promoting another verified business, you need to tag them, not write their name in plain text. This can be done using Facebook's “handshake” tool. This partner or third-party sponsor benefits, with the ability to access metrics, or share and boost the post.
4. **Pay for engagement.** A restriction of Facebook? You need to make a small investment to find your audiences. Consider utilizing a blend of boosted and promoted Facebook posts as well as advertisements²³.
5. **Add captions for engagement and accessibility.** Text is important considering 81% of videos play with the sound off²⁴. Additionally, you can upload your SRT or captions file right to Facebook. An accessible web pays dividends.
6. **Experiment with Facebook Live.** Have a goal in mind and create live video content to answer this need. People like eavesdropping, so keep it relatable and don't forget to repurpose your content after the live stream!

22. Smith, M. (2016) “Facebook's Branded Content Policy: What It All Means for Marketers.”

23. Page, M. (2016). “Is it best to boost a Facebook post, promote or create a separate ad that's not in newsfeed?” *The Digiterati*.

24. Murphy, M. (2016) “Mary Meeker's 2016 internet trends report: All the slides, plus highlights” *Harvard Business School Executive Education*.

What's Next? Upcoming Advancements in Facebook Video

Facebook has been experimenting with video projects like 360 video, sound on in autoplay, and potentially an “all video” newsfeed, with continued emphasis on significance on live video feeds²⁵.

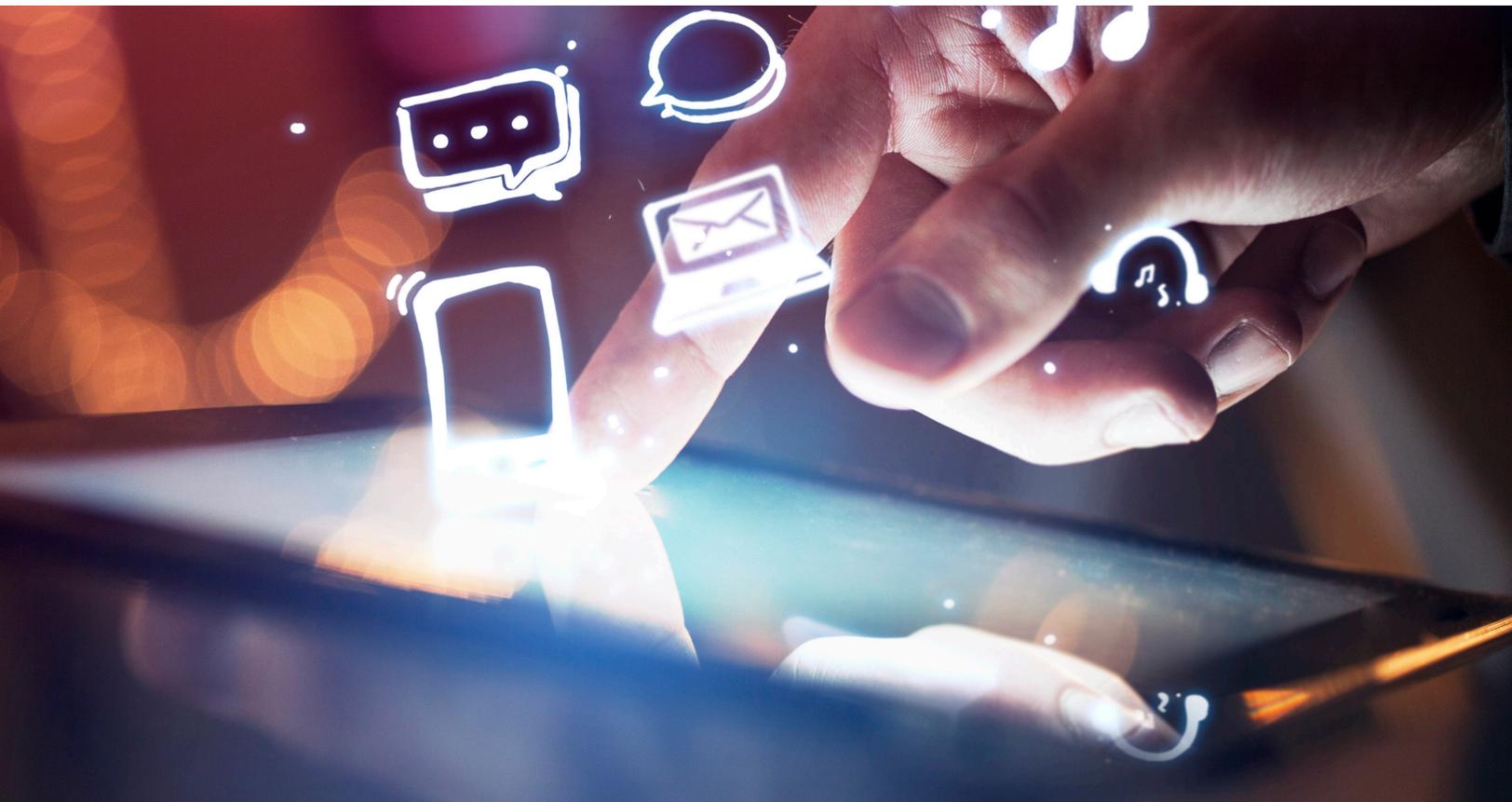
Other juicy updates? Facebook added Instant Video to Messenger²⁶. For personal communication, the functionality of this feature doesn't seem too different from that of the iPhone's Facetime or Google's Hangouts. But the possibilities for business are endless for those who are brave. Businesses will now be able to create direct, 1:1 video messages between the company and their customers. This has the potential to be a massive business differentiator, especially for those invested in top-notch customer service.

All marketers want to experiment on Facebook Live. Marketers often see the implications and want to utilize technology to accomplish their goals through unique methods. Well, Facebook is experimenting with the platform too—through monetization. Facebook Live Video ads are in development. Unlike YouTube, these ads are being tested mid-roll instead of pre-roll. These Facebook Live video ads²⁷ will appear 5 minutes into a live stream and can be up to 15 seconds long. What are the implications for a truly live experience for users? Will ads be footers or full screen? We'll have to wait and see.

25. Stoop, D. and Min, E. (2016). “[Search FYI: More Ways to Discover Live Video](#).” Facebook Newsroom.

26. Facebook Newsroom. (2016) “[Bring Your Messenger Conversations to Life with Instant Video](#).”

27. Sloane, G. (2016) “[Facebook Is Testing Mid-Roll Video Ads in Facebook Live](#).” Advertising Age.



How to Share Social Video on YouTube

When it comes to finding new audiences for our video content, YouTube seems to be a natural fit for most marketers. And it is, to some extent. Previously heralded as the easiest video player for social sharing, it's become less relevant with Twitter and Facebook Native video²⁸. In fact, while video is winning in the Facebook newsfeed, YouTube is not. Native video reaches 22% of Facebook business page fans while Youtube video reached 13%²⁹. So, you can't place your videos on YouTube for the ability to embed anywhere, at least, not anymore. This means embracing YouTube for what it is—Google's social community (yes, over Google+) as well as a great video search engine.

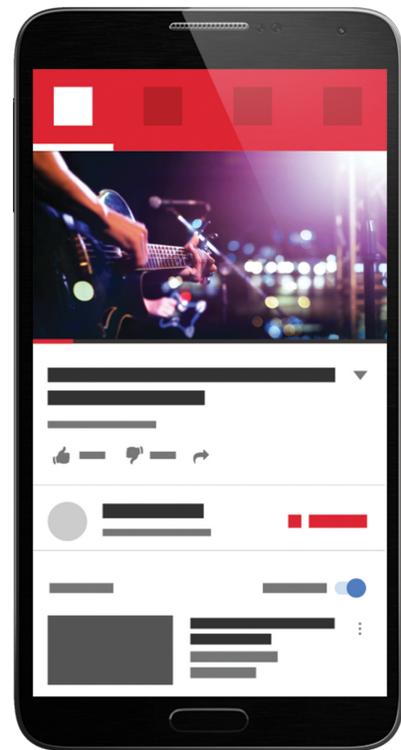
YouTube is a great vehicle for awareness and discovery, as well as building a community. When it comes to keeping your brand the sole focus of the digital conversation, however, YouTube provides too many distractions. Consider, whether learning or shopping, your target audience may not want to get “caught” on YouTube at work.

APPEALING TO HOW AND WHERE YOUTUBERS WATCH VIDEO

YouTube is kind of like going down a rabbit hole of content—specific and related. It's about being constantly entertained. This is why YouTube serves their viewers related content and personalized suggestions wherever they might live (i.e. not on your channel) so that viewers can truly binge on video content.

Interestingly enough, most YouTube users are on mobile, and yet, they view videos for 40 minutes on average³⁰. As most videos on YouTube average 2 minutes, let's take a second to consider what this means. That's nearly 20 videos viewed on a small screen!

What can we infer about our viewer? Here, we have someone who is engrossed on a particular subject matter or maybe even hoping to master certain techniques through demonstrative content. This means they're watching video, after video, after video. For this reason, we would recommend that your content is longer-form and goes deep, even utilizing playlists. While brevity is key on other social networks, YouTube viewers don't really want fluffy stuff.



28. Murphy, S., (2016) *Succeeding with Video on Facebook: 6 More Tips for Social Video*, #CMWorld.

29. Schumacher, D. (2016) *“3 Ways to Analyze Facebook Video Performance.”* Social Media Examiner.

30. Smith, K. (2016). *“Marketing: 96 Amazing Social Media Statistics and Facts for 2016.”* Brandwatch.

WHAT KIND OF VIDEO CONTENT TO CREATE FOR YOUTUBE

The type of content you will create is always going to differ according to your goals. For businesses, YouTube works well in the awareness, engagement stages, after which you move them to your site for conversion.

Talking head videos get a lot of flack. But to be fair, they're still quite popular and effective on YouTube. Why? Because YouTube is a place for personalities. The human aspect of video is alive and well on YouTube. It's okay to be conversational. Businesses should consider taking some of their most passionate employees and engaging personalities and putting them in front of the camera. That being said, use these evangelists to teach and share their knowledge, elevating your brand as a thought leader. (Again, YouTube is excellent for awareness.) Instructional videos, experts answering how-to queries like your most common prospect questions, or longer-form stories that need room to breathe can all work well on YouTube³¹. Archival content can also be housed on YouTube. Just don't dump, optimize and thoughtfully curate these videos.

YouTube has also advised its own creators (those who utilize and are paid full-time through the YouTube monetization network) to work together. YouTube "stars" regularly guest on each others shows. This creates shared authority and exposes audiences to related content. And guess what? It makes absolute sense from an SEO perspective. It's the video equivalent to cross-linking. Cross-linking shares authority, cites sources and helps to send the signal to search engines that certain content is related, and therefore relevant to similar audiences. YouTube's creator program and

the collaboration they have encouraged has laid the foundation to give us the most relevant information and content, unsurprisingly, quite similar to Google search.

DRIVING TRAFFIC BACK TO YOUR SITE FROM YOUTUBE

In a blended distribution strategy, you should house some of your content on social properties like YouTube, and some on your own website. YouTube videos can be teasers or previews that push to full-length content on your site. Sometimes, several full length videos can play together in a YouTube playlist but should push to a full video hub on site where more content options exist, such as interactive video to elevate brand experience, or contextual CTAs to drive the customer journey. Keep the user experience paramount and the transitions between properties smooth and simple.

How to Optimize Social Video on YouTube

TELL A STORY—PLAY WITH VIDEO LENGTH

YouTube is chock full of content creators and storytellers. Join them and start playing around with length. Use as much time as you need to adequately tell your story. Since YouTube isn't a feed-like format (like Twitter) you can play with overall video length and stop worrying about catching attention as users scroll. Longer content works! Of the most engaging uploads, videos that were between 16 seconds and 2 minutes in length had 53.8% of all YouTube views³². This contrasts sharply against our advice around Twitter and Facebook social video length where the optimal lengths are 30 seconds and 15 seconds, respectfully.

31. Murphy, S. (2016) *Best Practices in Social Video: How to Use YouTube for Business*.

32. Zhukova, K. (2015). "6 Best Practices To Optimize Your YouTube Channel." *TrackMaven*.

IGNORE AUTOPLAY AND OPTIMIZE YOUR VIDEO THUMBNAILS

While you have the ability to curate content on YouTube, ultimately, it's a thumbnail that will determine if the user will click to play. Faces are more effective over inanimate objects, so smile!

USE COPY INTELLIGENTLY

Here again, the same intelligent copy rules that we presented for Twitter and Facebook apply— use words in your creative to aid in attention, retention and the ability to consume with no sound. Below, are a few copy considerations unique to YouTube:

- **Video optimization:** YouTube is a search engine and remember, search engines are powered by text. Don't skimp on video descriptions or video tags if you want your content found.
- **Globalization with subtitles and captions:** Speak to audiences in their native tongue. For globally scaling your content, subtitles are required. Auto-captions might not be appropriate for your branded content. In the interest of an accessible web, add professional subtitles and captions to your videos and consider how users will consume your content when the sound is off in sound-sensitive environments like a workplace or commuter train.
- **CTAs:** In embracing a blended distribution strategy, it's important to make use of CTAs or small text-based buttons you can embed on your YouTube videos. It doesn't have to be wholly conversion focused, just tell them what to do or where to go next. Give them more content to consume whether it be video, blog, or eBook!

YOUTUBE	
Counts as view	30 seconds
Autoplay default?	Yes
Autoloop?	No
Audio state default?	On
Maximum length	None
Public view counts?	Yes
Metrics dashboard?	Yes
Favors native video?	N/A

RECORD A YOUTUBE CHANNEL GREETING

Get them interested right off the bat with the teaser for your channel. This is the one section of the site where the YouTube player autoplays. It's important that the first video is engaging and describes the mission of the channel, as well as what types of video content audiences can expect to see.

Upon completion of your video greeting, viewers should be presented with options to continue watching. Create an end screen with custom annotations that list several video options. Where they land should, again, be a video that is situated in a playlist. If the only expectation is that the user will watch that playlist on YouTube and continue to stay there, great. If you'd like them to eventually move to your site or a content download, make sure to tee it up and then link this CTA. Keep in mind that since a majority of YouTube viewers are on mobile, so consider the mobile experience across every point of the customer journey.

ENGAGE VIEWERS WITH PLAYLISTS AND FURTHER DISCOVERY WITH TAGS

Creating playlists ensures that viewers stay engaged in your content instead of being pushed to relevant content chosen by YouTube or if the viewer's eyes start to wander to the right-hand side bar. Choose descriptive titles for your playlists which help your channel SEO. And while you're categorizing and optimizing, don't neglect video tags. The top 25% of YouTube brands use 2x as many video tags as the lower 25%³³.

“The top 25% of YouTube brands use 2x as many video tags as the lower 25%³³”

PUBLISH REGULARLY, EMBRACE EPISODIC CONTENT

Create a series! One of the biggest barriers to entry on YouTube can be, but what will I say? And while it's important to just get started with video and try new things, marketers like plans! Your channel should hit themes consistently. By regularly discussing the same topics on the same days, not only will your users know what to expect of you, but YouTube will reward your dedication. Again, it's an SEO best practice to publish content regularly and YouTube is the biggest social video search engine.



DECIDE HOW ADVERTISING WILL AFFECT THE USER EXPERIENCE

While getting attention up front and quickly is important on social media networks like Facebook and Twitter, audiences expect to wait through advertising on YouTube. So, in considering the optimal user experience, you may be okay to add advertising or a quick branded bumper for corporate messaging, depending on the purpose behind your presence on YouTube.

COMMUNICATE WITH YOUR AUDIENCE

As YouTube is a social network, be social! Take time to respond to audience comments and go so far as to solicit them within the content of your videos. You can also try polling and surveys. Your video marketing strategy will be much better informed if you manage this feedback loop.

YouTube is a great vehicle for awareness and discovery, and the beginning of the customer journey is where it excels as a social media site. In speaking to prospects and customers and supplying video content across their journey, social video plays a pivotal role. But as we saw above, there are some disadvantages of YouTube, that a blended distribution strategy can overcome. Our advice? Explore YouTube, optimize it for discoverability, using it in tandem with Twitter and Facebook, crafting a different strategy with different video content for each network and audience. Then, utilize a premium online video platform for gated and conversion-oriented content. This tool sources analytics across all video placements (social media, websites, apps) and then ties this information to your marketing automation platform and CRM, accommodating for the places in where social video can fall short for marketers.

33. Zhukova, K. (2015). "6 Best Practices To Optimize Your YouTube Channel." TrackMaven.



CONCLUSION

Social video has emerged as the best way to educate and inform potential prospects and existing customers because it is dynamic and naturally persuasive. As you think on your marketing goals, ask yourself what kind of video content you need to create, how you want your video content to be consumed and especially, how it will inform the customer journey.

Social channels are valuable destinations in a multi-channel video marketing strategy, reaching audiences where they work and play. You can utilize Twitter, Facebook and YouTube in a variety of ways, charting the customer journey and providing touchpoints with video throughout all three, while interspersing on-site content in the customer journey. Video strategy³⁴ shouldn't be divisive but blended, creating a supremely better experience for prospects and customers.



We all struggle to craft, amplify, and track our messages, and social network publishing updates can throw us through a loop. Not anymore. Brightcove's social video product offering—Brightcove Social—was developed with exactly this need in mind. Unlike traditional social media marketing management tools, Brightcove Social is configured to deliver a premium video viewing experience across numerous social sites, all managed within a single, easy-to-use platform. With Brightcove Social, you can easily schedule and publish videos directly to the social networks where your audiences are, see how your video performs through aggregated analytics.

Optimize, distribute and analyze video across owned and social properties all from within a single platform. Brightcove Social will make up for the shortcomings of social video with branded video experiences and actionable insights, whereas social video sites expand a brand's base and reach. A blended distribution strategy means more video marketing ROI.

34. Hancock, B. (2015). "Video Production Distribution and Marketing Strategies - Tips to Maximise Your Video's Potential." Aletalk.