

Video storytelling: Takeaways

Don't put all your eggs in the same basket

A well produced video is always nice to watch, but aim too high and you'll find yourself trying to mimic television programmes, which are not adapted to social media audiences.

Try to promote a complex example using bite-sized pieces of content, like a short Instagram story or Facebook 60 seconds video focused on *one* aspect of a project and use a common visual identity across all of them to promote the programme. A good practice would be to include references to the programme at various points during the videos (« That cool thing was made possible by... », « this couldn't exist without »...). Think of these inserts as sponsor breaks within your content.

The distribution model changed

Technology allowed people to gain more power in the distribution of content. It's not anymore a one-way content delivery like TV or Radio where stories are told and users don't really have a say.

Instead, users can choose to watch, like share and comment. This engagement is the new distribution model. The users are making the success of a video or format by sharing it, not the content producers anymore. There is a new code to break.

Know your audience(s)

As opposed to old media target audiences, Social media audience groups are much narrower. People can be divided into lots of groups (gender, age, occupation, income, etc...) but they often interact within *communities*. Think nurses, cyclists, craftsmen, Political science students, activists, LGBT people... and so much more. People react more to pieces that talk directly to them and their pairs and feel more concerned about topics close to them.

- research these communities online
- engage the conversation online and *take time to meet them physically* to know about their interests
 - what they like

- what makes them angry
- what kind of content they like to share on social media

Find distributors audiences and cherish them

Within the user communities, you will find very well connected people. There can become your "distributors". Get your content before their eyes for them to share to their network of friends and family.

Distributor Audiences are small and well connected target groups. We expect them to strongly interact with our videos and amplify our reach.

One way to identify them is to have members of your team join these communities (facebook groups, forums...) and share your content in these communities once published.

Design a new format

Here is the basic thought process that you can use to design new formats.

Research

Use statistics aggregation sites to observe the habits of your target group in the specific market you're about to produce a video for.

Social media usage :

- [Statscounter](#)
- [Hootsuite digital report](#) for worldwide and local insights on behaviour, usage of devices and platforms.

Inspirational video formats

- [Crowdtangle](#) to see what's working on Facebook
- [Tubularlabs](#) to see what's working on Youtube
- Browse your social media and ask others what they watch online

Common rules

There are some common rules to follow, regardless of the publication platform, in order to make your content visible.

People tend to react more to quality content (Jewellery) and polarising stories (Do I strongly agree or disagree). Achieving such pieces make them more likely to be shared and commented upon.

So the common rules are:

- Put your best pictures/facts in the very beginning of the video
- use big text sizes and short sentences
- systematically subtitle your videos (>75% of people watch without sound on most social media platforms)
- Use descriptive thumbnails for your videos and spend the time and resources it takes to make a good one. This is what your users are going to see first.

on Facebook

Most people watch only the first few seconds of a video. Put your best efforts there, right from the start. The end of the video is not all that important. You can still put a call to action at the very end to engage the remaining audience.

This is because a feed of content invites the user to keep scrolling.

on YouTube

User chose to watch your video. They are more likely to watch it until the end. You should also start with engaging content and then make room for regular spikes of interest throughout your storytelling to keep them engaged and end the piece with a reveal or climax and a call to action.

Listen, and listen again

Once your product is out there:

- monitor your analytics to see if your distributors are liking and sharing your content
- pay attention to the comments (and get new topic ideas, that's how you get

Editing apps for mobile

- iOS: [LumaFusion](#)
- VN ([Android](#)|[iOS](#))

Guillaume Kuster, Tarkka Media, g@tarkka.media