



## **What's Next? Video Beyond Youtube**

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**Speaker:** Diarmaid Mac Mathúna (Head of Client Services at Agtel, Ireland)

**Moderator:** Gauthier Bas (Account Director at Old Continent, Belgium)

With mobile video consumption already making up 55% of all mobile data, Facebook and Twitter have created their own video platforms in a bid to challenge YouTube's dominance. The 'social video' is thus on the rise, and is changing how European communicators tell inspiring stories online. Creating a mix of content that works well across all these platforms is a real challenge, but also an exciting opportunity to use these new platforms to do cut-through creative communications. Consequently, the way public institutions communicate is evolving.

How can we best use this new way of communicating and create efficient content? **Diarmaid Mac Mathúna** addressed this challenge by stressing the difference between the various social media channels and the various public targets.

- Facebook: Used to share videos while keeping users on the Facebook site.
- Twitter: Used to share links that will send you to another media channel (mostly FB or YT).
- LinkedIn: A professional network – not used to share videos.
- Instagram: Rising social media channel where people can post 360 videos.
- Snapchat: Based on pictures and short videos with funny filters. Use of 'stories' (collections of snaps). It's successful amongst young people and used to exchange and capture memories. On Snapchat even ads are shared as storytelling.

We are now in a world that is mobile and video first. When people have access to thousands of videos, the challenge is to create content that makes people stop and engage. Exciting new tools, like tapping on the screen while watching a video at the moment you like it the most, permit us to see what gains the best reactions.

Mr Mac Mathúna then shared a number of tips on how to ensure a social video is successful, which he called 'Six S's of Social Video'.

- Start: Catch people's attention with attractive pictures, not blocks of text.
- Silent: Lots of people watch videos on mute, so they tend to watch them 12% longer when subtitles are added.
- Short: Video should last no more than 2-3 mins (a few seconds is best).
- Story: Even with the shortest video, there must be a story to tell.
- Style: A visual identity allows people to recognise your brand/product.
- Shareable: Dependent on the 5 previous points and the message.

Another set of useful hints, known as the STEPPS contagious principles, was presented in order to facilitate video sharing:

- Social Currency: Value sharing
- Triggering: Makes you think about your own values
- Emotion: A video which arouses an emotion will be better at conveying a message
- Public: You have to define your target audience
- Practical Value
- Stories

In the final 'theoretical' part of the workshop, Mr Mac Mathúna presented the Wistia Metrics, which are used for measuring success of videos. They are broken down into following parts: view count; play rate; engagement; site metrics; social; comments; conversations; and trust.

The workshop then continued with interactive group exercises, where participants watched, discussed, and voted on a variety of videos shown, applying in practice what was covered in the theoretical part of the session.