

Social Media Video: The Ultimate Guide



Contents

1. Introduction	1
2. How to get the most out of social video	3
3. Four unique ways to livestream video	10
4. Facebook Live technical tips and best practice	14
5. How to reuse your existing video content for social	20
6. How to increase your video views using subtitles	26
7. About Montfort	32

Thanks for downloading Montfort's guide to social video!

The explosion in video on social media has meant that brands of all shapes and sizes have had to create or evolve their video strategy.

Rather than see this as yet another thing to add to your already extensive social media marketing list, the rise in social video has created fantastic opportunities to grow and engage with your audiences across social media.

Social video can offer incredibly high return-on-investment (ROI) and be produced cost-effectively from scratch, or simply adapted from the resources you already own if you have a visual archive to reuse across social, such as photos, graphics, or archive videos.

Even if you don't have much resource, the social nature of filming live via a mobile means that production values don't have to be high. In fact, just picking up and shooting from your mobile can be seen as more authentic than a slick and polished video.

We have recently seen big social video success for a range of brands and we've picked up lots of technical tips and tricks along the way, which we would love to tell you more about.

Contact us for a chat about what you want to do with your social video - we're here to help!



Ben Matthews
Director
ben@montfort.io



Jaz Cummins
Director
jaz@montfort.io

How to get the most out of social video

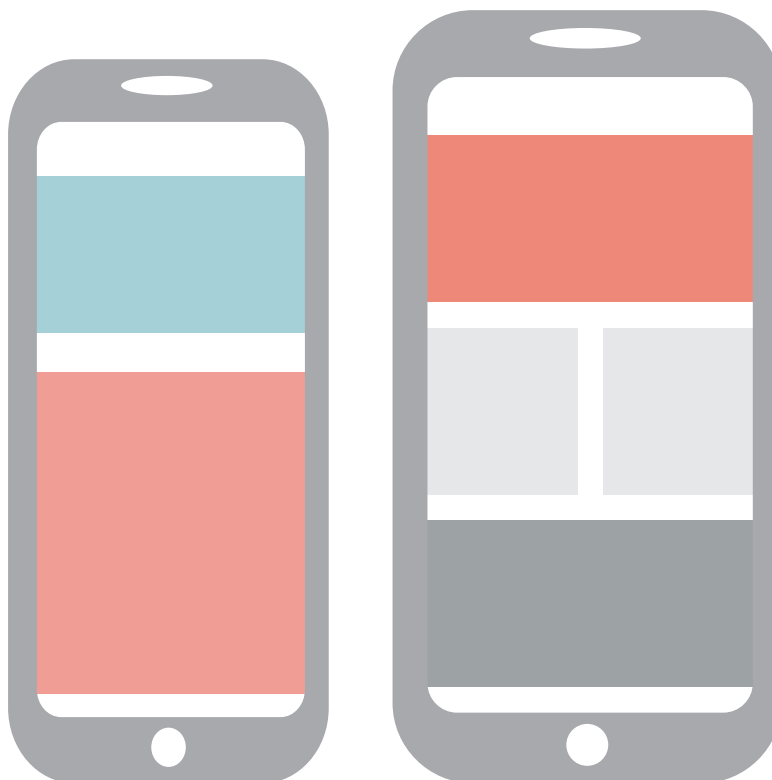


With each passing day, it becomes more and more important to understand how your brand can harness the power of storytelling with social video.

The growth rate of Facebook video views, shares and engagement are exponential, reaching a whopping [8 billion views per day](#) in late 2015. Major publishers are already playing the game – they know that video is a major part of Facebook’s future as an engagement platform.

As Emily Bell put it – [Facebook is eating the world](#), and while this raises some concerns, there are many opportunities unfolding.

To help you keep abreast of “what’s working now”, Montfort has compiled a few tips, gleaned from current client work, to help you get the most out of Facebook video for your brand or organisation.

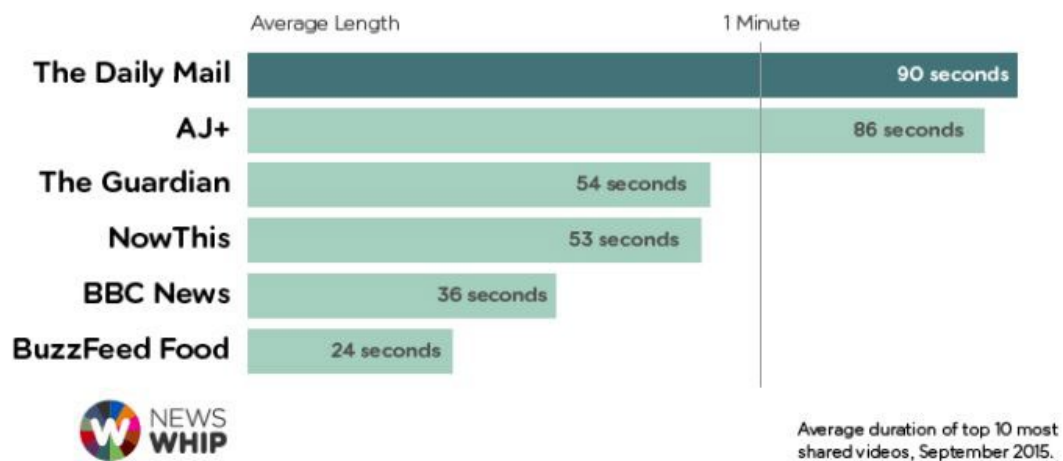


1. Shorter is better

Videos that are one minute and under have the most engagement and shares. Front-load – see point 2 – and grab the viewer’s attention, but don’t expect them to watch for long. Videos for Facebook need to be cut bespoke from longer form video created for elsewhere, eg: YouTube, your website or events.

Here are the lengths some of the big Facebook video names work to.

The Average Length Of Facebook Videos



Montfort has found that the first 10 seconds are crucial to ensure people watch for longer.

Some great examples effective, engaging Facebook videos under one minute from organisations like the UNHCR & Buzzfeed:

2. “Front load” your videos

High-impact up front – Facebook has said that the first 3 seconds of a video create brand impact (think of the videos you see when scrolling through the newsfeed).

This means making the opening few frames immediately engaging – trigger emotion, curiosity, or share something unique and valuable. Consider adding a logo up front to create a visual brand impact for the user, or a watermark logo throughout nestled in a corner.

[Facebook found with Nielsen](#) that up to 47% of the value in a video campaign was delivered in the first three seconds, while up to 74% of the value was delivered in the first ten.

3. Create a video brand look

Create a recognised Facebook-video visual style for your viewer to recognise – like [AJ+](#) or [Buzzfeed Tasty](#). Unifying colours, subtitles, style, titles etc, will help your videos look professional, raise quality, be a signpost to the viewer, and a great brand vehicle.

Some great examples of organisations with a strong video brand style on Facebook include [AJ+](#), [NowThis](#) & [The Guardian](#).



4. Enjoy the silence

70-90% of Facebook viewers are watching without sound. Use subtitles throughout and overlay copy to set the scene and draw your audience in. [The best videos can be played with or without sound.](#)

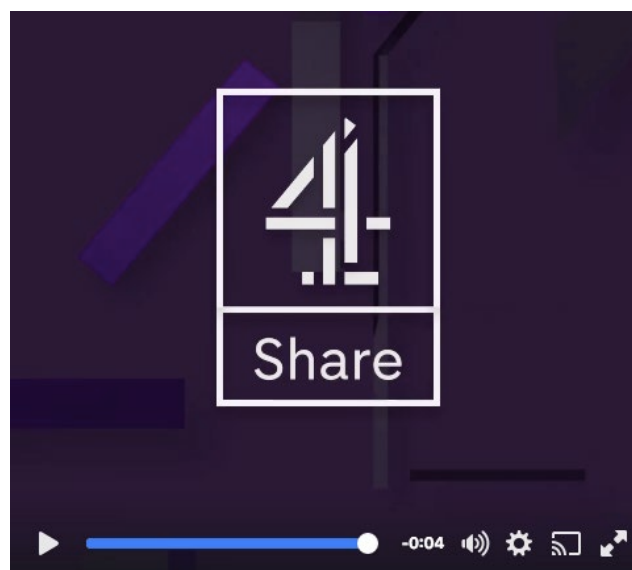
Don't forget to think mobile first – can the subtitles be easily viewed on mobile? Does the video work silently? Would this be engaging if you were watching it on your commute or sofa at home – competing with a second screen?

And you still need high-quality sound and a soundtrack. Context-setting music to help the viewer easily find the emotion of the video – whether that be suspenseful, sad, happy or pleasantly-interesting.

5. Don't forget a call-to-action

Make sure the video has a call-to-action at the end of the video prompting them to “sign up” or “follow” Many users share videos and people will like it, but not go and follow the Facebook page.

Tell your users what you want them to do after this video: Like? Share? Comment? Click through to a landing page?



6. Add tags and add it to a playlist

Organise your videos if you're uploading several to a page. If your Facebook page has multiple videos, be sure to arrange them into playlists and set a featured video, much like you would with a YouTube Channel.

[Facebook video search is coming](#), meaning your categorisation of your videos could be driving future search traffic.

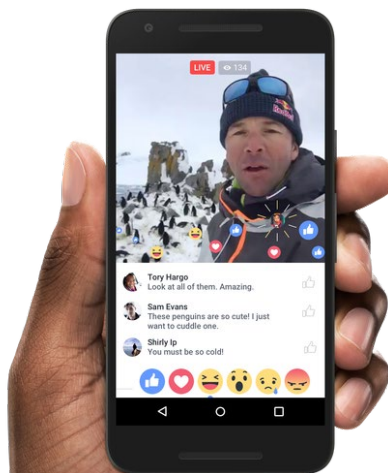
7. Go native and optimise

Your video must be uploaded natively, YouTube or other external links will not get the reach of a native upload. Make sure the format of the video is optimised for Facebook. High quality video guidelines for Facebook are here:

<https://www.facebook.com/help/124738474272230>.

8. They're square

People don't want to have to rotate their phones to watch clips anymore – they're lazy. With video consumed in square formats on Instagram, Vine and Snapchat, [the consumer will expect the same from your short Facebook video](#).



9. Talking heads are out!

Perhaps the most important tip of all: Talking heads are out. If your video of talking heads didn't receive the kind of engagement you wanted on other platforms, it might be because the footage just isn't that interesting.

For short, effective clips that prompt an emotion or a call-to-action or a share, people want stunning visuals, a succinct story, action-based visuals.

If you do need to use "talking heads" footage, be sure to splice it with clear subtitles to help the viewer know what is being said if they don't have enough sound.

To get an idea of what does well on Facebook video, you can try a tool like [Spike](#) to see what's trending.

10. Go live

[Facebook Live](#) is not a beginners video format, but offers many opportunities, great authenticity, and media are seizing on it:

"Live is all about interruption — sometimes annoying, sometimes welcome, always attention-grabbing."

Media companies say they have been shocked by the amount of interest in their Live experiments, including a flurry of earnest comments and questions for live streamers." – [New York Times on Facebook live](#) and how effective it is & how responsive the audience can be .

Remember it's in your toolbox if you have a celebrity or expert do a Q&A, at / creating an interesting event, consider a live stream. Live [360 video](#) and [virtual reality](#), these formats are coming around the corner and will soon be filling our newsfeeds.

Four unique ways to livestream video



Have you tried Facebook Live for your organisation yet?

If not, you should. Facebook Live is picking up. In 2016, video posts had a whopping [135% more organic reach](#) than those without video.

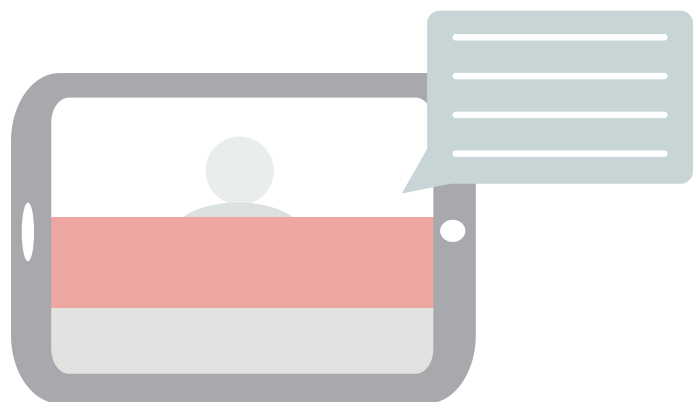
Not to mention, with the new [Facebook Live metrics](#) release in April 2016, publishers are now able to learn even more about the real impact, audience reaction and completion rates of the Live video they're producing.

You may already be producing [social video](#) for Facebook or [repurposing video content for social media](#), but if you haven't tried anything 'live' before, it may seem a bit daunting.

While it is true that some brands and media organisations have staged rather professional-looking and expensive live streaming events on Facebook, there are just as many small-budget organisations, activists and influencers using Facebook Live on a small budget.

The subject matter and real-time interactive element is what appeals to people watching a live video, not the backdrop. So there's no need to worry, and it doesn't matter what sort of resources you have available: you can make it work and you should still be experimenting with live video.

We've put together four different examples of Facebook Live videos, from big-budget political debates to small-scale living room smartphone videos.



1. TV-style debates

Who needs the BBC or mainstream TV? With fewer Millennials tuning into 'regular' TV, the internet is the best way to reach them.

A great example of this is the recent collaboration of [Buzzfeed News and Facebook Live](#) to host a political debate leading up to the EU referendum.

Obviously, this higher-cost production value might not be realistic for a smaller organisation, but observing and learning from this type of interactive experience will help Millennial-focused brands strategise ways to reach their own audience about important and impactful topics in the political realm.

2. Keeping your fans up-to-date on current affairs

Best-selling author and climate change activist Naomi Klein [has a growing Facebook brand page with over 300,000 fans.](#)

Unless you're actively promoting a book or an event, how do you keep your fans engaged?

Grab your phone and talk about the issues.

Klein has been making use of the spontaneity and informal setup needed to host Facebook Live events to chat freely about the topic du jour with her community – be that [current elections](#), policy issues or whatever is on her mind.

Additionally, in the absence of a more formal setup, she also has an assistant just use an iPhone to livestream from events she is speaking at in real-time.

The engagement rates on live videos in relation to the number of fans she has is pretty fantastic – with some videos garnering over 100,000 views.

3. Exclusive, Private Content

Did you know that Facebook Live isn't just for brand pages?

[You can also create a live broadcast from private groups.](#)

There are several ways to take advantage of a private group livestream setting – be that private coaching, paid-for seminars, workshops, coaching or just private group Q&A sessions.

The upside to using Facebook Live rather than another streaming service is that it's easy for users to access with minimal fuss and without the never ending frustration of broadcast tools like Google Hangouts.

To get started with using Facebook Live in a group, check out the guidance [here](#).

4. Live Events

Facebook Live can not only be streamed from brand pages and groups – [it can be streamed via individual event pages, too](#). There are several ways to take advantage of this.

If you're actually hosting a live, physical event, you can use Facebook Live to connect more intimately with event-goers before, during and after the event.

Before the event, hype people up with things like exclusive sneak peeks. During the event, you can offer real-time behind-the-scenes moments. After the event, take advantage of using Facebook Live to record 'thank-yous' and event reflections.

If you're not hosting a physical event, you can also try using a Facebook event page to rally your audience an online event at a specific time.

For example, you can create an event page which is focused around a scheduled Facebook Live stream, and interested users can be reminded about the event in advance by clicking 'Attending' for updates.

Facebook live technical tips and best practice



Facebook live technical tips and best practice

Although live streaming tools have been around for a while now, tools like Facebook Live make it easier to engage using a platform your audience is already using. Facebook Live puts people directly in touch with their supporters or fans that they've spent years cultivating, and is rapidly creating a shift in the way that both brands and celebrities use social media.

In a time when the maturing social media landscape is filled with polished graphics and carefully chosen words, Facebook Live is creating a space for more authentic fan engagement to go mainstream.

Although streaming live may feel a bit risky or uncertain when you're used to carefully scheduling every update, those willing to take the leap and 'try live' will be rewarded with exponentially higher fan engagement than any other kind of post on Facebook.

[Social Video has 1,200% more shares and likes than images or text alone](#), which is why journalists, CEOs, charity organisers, sports megastars, authors, designers, creators, actors, [techno DJs](#) and activists are all getting behind the camera in an attempt to give an [unfiltered look behind the scenes](#).



Are you ready to give it a try?

Before you go full steam ahead, stop and consider what the desired look, feel, quality and engagement level is. The chances are, you'll need to take a few steps to prepare if you want your Facebook Live streaming content to be both professional and successful.

We've compiled some tips (in no particular order) below.

1. Aim For Good Audio Quality

If you're broadcasting using an iPhone or other smartphone, you'll probably want to use something a bit more powerful and crisp to record your audio than the built-in microphone. Try using an external microphone (particularly lapel microphones) that can plug into the 3.5mm audio jack on the phone.

2. Don't Forget Lighting

If the location you're going to broadcasting from is a bit dark, some basic lighting strategy can help. If you're not filming outside, pick a spot near a window, in a brightly lit room, or if you can, borrow some basic backlighting. Test filming in advance will help with this.

3. Keep The Camera Still

Does your livestream involve more than one person on a panel? Will you be moving the camera around? If you do, consider getting a gimbal for your smartphone to make the video less jerky. Try not to move the camera around erratically like your tipsy aunt at a family BBQ.

4. Get A Strong Wifi Connection

This tip should be an obvious one: make sure you have an incredibly strong WiFi connection so that your video doesn't drop halfway through.

5. Know Your Value

Don't spontaneously decide to do a Facebook Live event 'just because'. Decide what value you are adding by doing a live event. What is the special content you're offering your fans or supporters by doing a live event? Is the topic relevant and timely and will people truly engage with you and ask questions? Make sure that it's something that you would want to watch this video live, and don't just broadcast something that would be better as a regular post.

6. Pick The Right Time & Promote, Promote, Promote

If you have an international audience, pick a target time zone. When will the bulk of your page supporters be online? For example, during the weekday around lunchtime is a popular time of day.

Once you've picked a time, choose a compelling event and promote the event widely on all of your social media platforms.

A good mantra for this is: [approach it like you're throwing a party](#). You want to be organised, you want people to show up, and you want to have a good time.

7. Have A Focus And Target A Niche

Make sure your broadcast has an actual focus, and try to reach out to a niche audience with your expertise. [Knowing what you plan to talk about and doing it well](#) will do wonders for your reputation.

8. Get Your Team To Help With Engagement

If you're worried about audience engagement, try prepping friends or team members with some pre-written questions or comments. Once you're live, they can ask these from their personal Facebook accounts during the first few minutes of broadcasting for instant engagement.

9. Reiterate A Lot

When you start your feed, explain to the audience why it is that you're live, and what you'll be covering or doing during the shoot. As more people join the broadcast, reiterate and regularly recap. A good rule of thumb is to [restart and recap every 10 minutes](#) for a longer video, or when you have a large influx of new users from another channel.

10. Don't Run Out Of Power

Another item to have in your kit for Facebook Live is some kind of battery pack for your smartphone. Livestreaming will eat up phone battery very quickly!

Make sure you don't run out of power and pack a battery charger or make sure you can plug your mobile into charge while you're filming.

11. Choose: Several Shorter Videos or One Longer Video?

For every Facebook Live video, a user following your page will get a notification.

This can work to your advantage if you're at an event (like a conference or festival) where you have plenty of opportunities for short, separate interviews rather than a long continual stream. Remember that each video is automatically archived and can be watched and shared from your page after the event ends.

12. Respect Your Users Time

Once the discussion is over and it's time to end the broadcast, end the broadcast. Don't drag your broadcast out for the sake of it.

Remember, your Facebook Live broadcast will automatically be saved as a stand alone video, so fans can always come back to view it at a later date if they missed anything important.



How to reuse your existing video content for social



How to reuse your existing video content for social

It's no secret that online video is starting to come into its own. But producing video content can be expensive, so you're going to want to make the most of that video.

These days, if you want to truly stand out, you need to be telling better stories, more effective stories, and more attention grabbing stories – and using video on your social media channels is increasingly becoming one of the most effective ways to do this.

Obviously, not every organisation has an in-house video production team or can afford to constantly create new video content. Budget constraints are a huge factor for any content marketing campaign.

The absolute best way to save yourself time and money in your video marketing activity is to repurpose video content for social media. Here's how.

What is 'repurposing content'?

To start off with, you'll want to get more familiar with the concept of 'repurposing content' in general.

Repurposing content is simply reusing and adapting existing content into different formats for different marketing channels, allowing you to target your audiences again in different ways, or to target a new audience on different platforms.

Some example of ‘repurposing content’

- Breathing new life into blog posts by turning them into podcasts
- Turning presentation slides into Pinterest infographics
- Turning instructional graphics into GIFs.

Long story short, it means re-using that content for something different than it’s original intended use – and it means you need to think creatively and outside the box.

Start thinking about repurposing from the very beginning – it’s not about creating a single-use piece of content:

“You’re not creating a blog post, a video, or a white paper ... you are telling a story. That story can be told in a myriad of ways to help extend your content marketing strategy.” – [Robert Rose, CMI](#)

For more background to repurposing content, [Buffer has written a great guide to repurposing content](#) and Search Engine Journal has written a brilliant post on effective ways to [repurpose your blog content for social media](#).

Why should you repurpose video content?

Taking existing content and reusing it elsewhere may sound like hard work, especially if you’ve already spent a long time creating that original content in the first place.

“Every content idea involves a story you are trying to tell. If you remember that the story can and should always be told in many different ways, you’ll have a leg up on the competition.”

There are a number of other [advantages to repurposing](#) video content:

- Get an [SEO boost](#): Multiple pieces of content around the same topic can generate additional opportunities to target a desired keyword.
- Reach a new audience: In many cases, your original piece of content may have only made a splash with one group of customers. Repurposing the content for different mediums allows you to meet an audience where they are.
- Reinforce your message: Repetition can be an essential part of sending a message that sinks in. [Marketing's Rule of 7](#) states that buyers need to hear your message seven times before they'll close the deal.
- Save time: Rather than creating new content from scratch, you may get the results you're looking for from reusing your existing content in new ways

How can I repurpose video content?

The simplest way of repurposing video content is to take your current videos and slice 'em up!

A video that is several minutes long won't play as well on social platforms where brevity is king.

Think about the videos you've already created:

- Are there any longer videos that you could slice up into shorter 15 or 30-second clips?
- Can you succinctly help illustrate your brand or campaign story by taking a small piece of a longer video and sharing it on Instagram, Twitter or Facebook?

You'll need to bear in mind which length works best on each platform when you edit your longer clips down – including best length and audio format. [This guide to video best practice across seven different social video platforms](#) will be helpful.

Luckily, the short amount of time it takes to slice up and create these shorter clips will increase your ROI for the production of the original content and enhance and broaden the reach of the key message.

How can I get more video views across social media?

Have you created a video that only lives on YouTube or Vimeo?

Have you taken the time to properly promote?

Make sure you're posting it in different formats across your social presence, if appropriate.

[This post from the Content Marketing Institute](#) explains how to take one video and turn it into 8 different assets across YouTube, LinkedIn, Facebook, WordPress, and more.

For example, here's how Jay Baer, who publishes a three-minute video show called Jay Today, repurposes his video content:

[“For each Jay Today episode that has been transcribed, my team and I rework the headline and copy three different ways, and post the video and written content as a blog post on \[LinkedIn\]\(#\), \[Medium\]\(#\), and on \[our website\], where I take the best episode of the prior week and rewrite it every Wednesday.”](#)

How can archive video be used on social media?

Digging through your outtakes can unearth a whole wealth of new video content.

If you've commissioned video content in the past, you'll know that the final edit of a 2-3 minute long clip will have only used 10% of the actual footage that was filmed.

Take a look through the outtakes and the unused video that you have in your arsenal.

Can you take 15-30 seconds of team outtakes along with some quick title overlay to help tell a story or promote something on Instagram or Twitter?

Or if you've got a video longer than 30 seconds, find out [how to upload longer videos to Twitter](#).

How can audio from videos be used?

Audio can be just as powerful as video.

If anyone in your organisations has done interviews, podcasts or any other audio content, that can be used to create short video clips as well.

Remember: the most powerful and shareable content on social media is succinct, and it won't take very long to add to some creative title overlay to a 15-second piece of audio.

You can illustrate your social media post and bring-to-life with a great audio quote, without it costing a fortune.



How to increase your video views using subtitles



85 percent of Facebook video is watched without sound according to [Digiday](#), leading to a huge drop off of viewers for videos without words on screen.

This is likely happening because when [Facebook first rolled out autoplay video it included sound](#). This is likely happening because when Facebook first rolled out autoplay video it included sound.



However, Facebook quickly dropped this feature because people scrolling through their feeds in public or at work were often surprised by very awkward and loud sounds they were not expecting. This was an invasive features and a bad user experience, so Facebook switched off sound for outplaying videos.

There is a way to increase [Facebook video](#) views, even if someone is listening without the sound on: adding captions and subtitles.

Adding captions to videos for Facebook can be a burden, because of the time it takes and the expertise needed for organisation's running on limited time and resources. But help is at hand...

Did you know you can create your own captions by adding [SRT \(SubRip Subtitle\)](#) files? And that YouTube has a free tool to help you create SRT files for your videos?

Adding SRT files to your videos means that people who watch your Facebook Page's video with sound turned off will automatically see captions. People who watch your video with sound turned on will need to turn on captions to see them, but they'll be able to hear what's happening in the video anyway.

This method does take a bit of time, but we think is worth it and the results we're seeing show that too. Since we've posted a video with subtitles, less people turned the sound on but lots of people watched more of the video than did people on similar content videos without subtitles. In fact, we're seeing a 30-50% increase in the average view times for [videos on Facebook](#).

Want to try it for yourself? Below is a step by step guide to adding, but if you have any questions let us know in the comments and we'll help you out.

How to add subtitles to Facebook videos using YouTube's SRT files

Step 1 – If you have an edited transcript to the video

From video manager in YouTube, select edit video and then click "Subtitles & CC" (Closed Captions).

Then paste the text in to box under "Transcribe and autosync" and then once it syncs, follow instructions on setting the timing below.

Step 1 – If you do not have an edited transcript of the video

- Upload video to YouTube. Be sure to keep it private if not ready to launch.
- Wait some time for it to process.

- Create captions

Follow screenshot instructions in steps 1-6 here:

<http://its.uiowa.edu/support/article/103635>

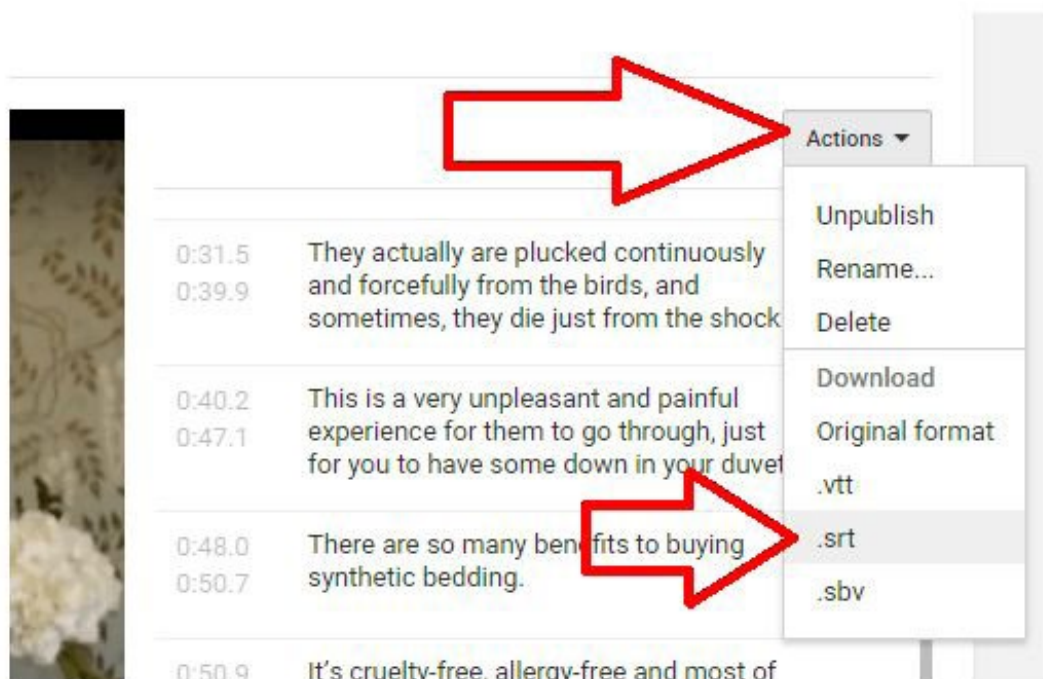
The automatic subtitles option sometimes doesn't appear until about 5 minutes after it says it has finished processing the video.

Step 2 – Edit the captions

You can add text to each section on the lefthand side and change when and for how long each section appears on the video by dragging the boxes under the video on the right:

Export the auto captions from YouTube as an SRT file, open the SRT file in Notepad (File > Open > Change dropdown menu from “txt Files” to “All Files” > click the SRT file), paste in to text editor and then fix any errors.

Here is how to export SRT Files:



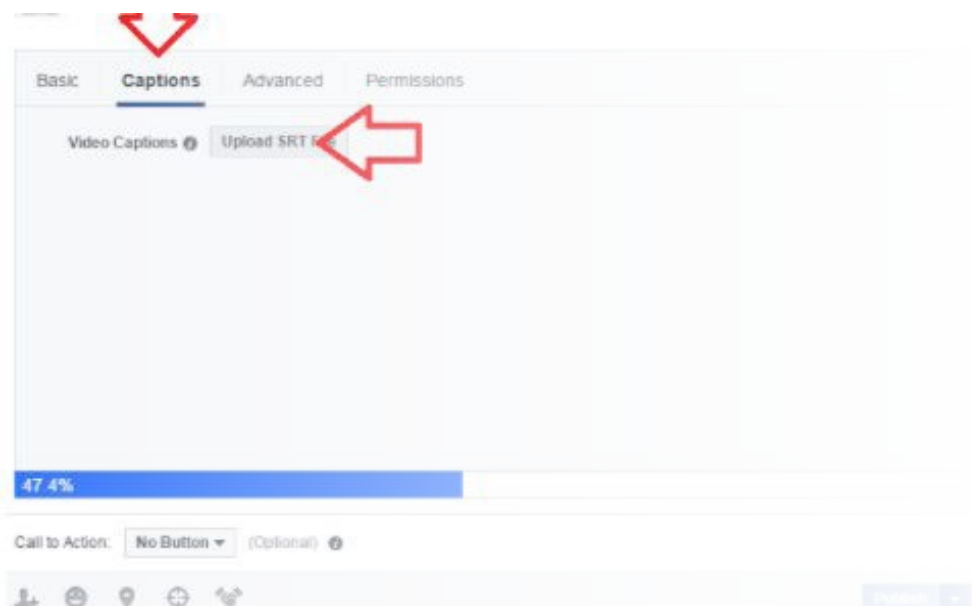
After being edited, add back in to YouTube, by following instructions above on editing the captions.

Or, paste into box under “Transcribe and autosync” and then once it syncs, follow instructions above on setting the timing, as described in Step 1 – If you have an edited transcript to the video.

Step 3: Upload SRT File To Facebook

- Download the SRT file from Youtube
- Upload your video to Facebook.

When editing the video, select the Captions tab, and then upload the SRT file:



Double check that everything is working fine, and you are done!

People who watch your Page's video with sound turned off will automatically see captions. People who watch your video with sound turned on will need to turn on captions to see them:



Give it a go and increase your Facebook video views now!

Montfort

Say hello @ www.montfort.io

About Montfort



Montfort work daily on social video for global clients, and can bring this fresh expertise to your social videos. We have recently seen big social video success, which we would love to tell you more about (we can't share all of it here).

Social video platform best practice changes incredibly quickly, and it's essential to keep up with 'what's working now' to deliver video ROI. Via Strategy, Creation and Distribution support, Montfort can ensure you create and distribute videos which effectively reach your audience with your messages, and evaluate their success to help you continuously evolve your video approach.

Honest senior counsel, and an integrated team approach is Montfort's style as always. We aim for your videos to get the results they deserve, and your team to receive the knowledge transfer you need for future video planning and implementation.

Montfort can advise on, plan and create social video ranging from:

- **Full creation:** Filming, storyboarding, video capture and editing
- **Co-creation:** Vlogger outreach and co-creation with creative video makers and influencers
- **Archive mining:** Planning and creating new video from your stills, video, graphics and branding
- **Versioning:** Taking your videos and re-versioning for the current requirements of each platform
- **Live Video:** Advising on use of live video by you and your staff, from Facebook live-stream, to live-uploads of snippets by you and your team work

Montfort can advise on and execute optimal distribution across all platforms, to ensure maximum exposure and ROI for your films. Activities can include:

- **Release packages:** For you to implement including thumbnails, launch posts, SEO keywords, and recommended publishing schedule
- **Activation:** Video upload, optimisation and launch by Montfort. Monitoring and repeat posting where appropriate, eg: re-posting on twitter, multiple Instagram versions
- **Paid media support:** Montfort have extensive paid media experience, particularly around social video. Whatever the budget we can deliver a targeted and cost-effective campaign to help boost organic reach, secure a key audience, or drive the clicks and views you need. Montfort will develop a testing programme to ensure the marketing budget is spent on the adverts, audiences and creatives that will deliver

Contact us for a chat about what you want to do with social video - we're here to help!



Ben Matthews
Director
ben@montfort.io



Jaz Cummins
Director
jaz@montfort.io