

# Using Video to Transform Your Social Reach

## Helpful tips to engage and entertain your audience through video

### A Video Is Worth A Thousand Posts

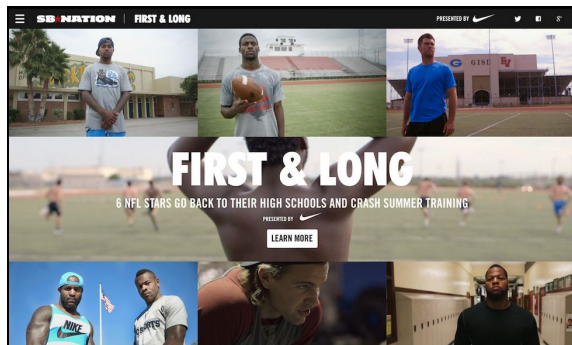
According to a recent [article](#) in *Ad Week*, “Video already makes up 78 percent of Internet data, and it is set to increase to 84 percent by 2018, according to Cisco Systems. By 2019, video is projected to account for 80 percent of all global consumer Internet traffic.”

Video is a game changer and it’s only getting more popular. Step into the Director’s seat and say “ACTION” to creating video content that’s both notable and newsworthy.

### Create Video Content That’s Playful, Purposeful and Personal

#### Native Video Advertising is an Earned Media Goldmine

Remember that time you were watching a movie and the actor drank a Diet Coke and you thought, “Hey, I’m craving a Diet Coke right now!” This tactic for product placement is the grandfather to what “Native Advertising” has evolved into on the digital frontier. It’s the idea of selling without *really* selling. It’s so subtle that most people don’t even know they’re being advertised to.



Take this [video](#) series *First & Long* created between Nike and SB Nation. They created a series of six videos where NFL stars crash their high schools to see if they can find the next great NFL player in their hometown. The videos trigger an emotion, so the audience forgets they’re watching an advertisement for Nike and SB Nation. They also reach different audiences who both share a common interest in sports. If you’re a fan of

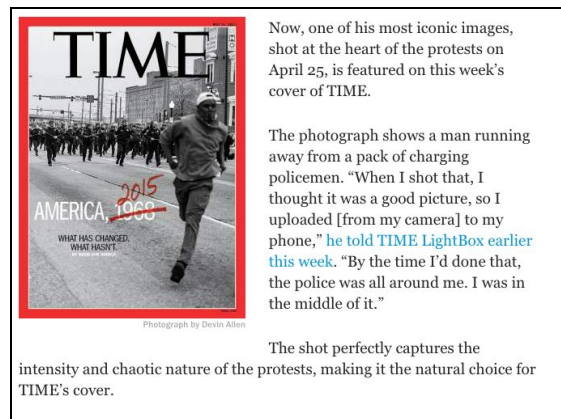
Nike, you’re being subtly advertised to by SB Nation, and vice versa.

Unlike TV where you can ignore commercial breaks, or YouTube videos with annoying pre-roll ads, native video allows the consumer to feel a part of the brand story while still contributing to the company’s ROI, whether through a click, share or post.

Be creative and think about ways to partner with influencers, companies and businesses to tell your brand story or highlight a featured news story. Engage, explore, and experiment with video as a marketing tool.

### User-Generated Video is a Vehicle for News Content

The relationship between news and video has been strong ever since the early days of news reporting. What's changed is that it's no longer just the news station or newspaper who is telling the story. Whether it's breaking news in Ferguson, Mississippi or in the Middle East, the consumer's mobile device has become the greatest (and quickest) storyteller to-date.



According to a [study](#) by the Pew Research Center on U.S. Smartphone Phone Use in 2015:

- 68% of smartphone owners use their phone at least occasionally to *follow along with breaking news events*, with 33% saying that they do this "frequently."
- 67% use their phone to *share pictures, videos, or commentary about events happening in their community*, with 35% doing so frequently.
- 56% use their phone at least occasionally to *learn about community events or activities*, with 18% doing this "frequently."

These statistics speak volumes on how important it is to know your audience. Find ways to get your audience involved in cellular storytelling by asking for User-Generated Content (UGC). Create a Social Media hashtag campaign around a popular event and ask users to share their videos using a dedicated hashtag. Go even further and try out new and innovative apps, such as [Periscope](#), which allow for on-the-go broadcasts from your mobile device. Remember to always ask



the user permission to post their content and credit them with creating the content.

UGC can be taken to the next level by using comments, posts, and pictures from your audience and turning the content into produced UGC. Display products, like [SND On Air](#), allow you to quickly curate, compile and



style relevant content. Once styled, you can display it on a touchscreen monitor or a computer monitor in your own newsroom and record an actual video segment explaining the content. It's ideal for breaking news, big talkers, and stories that have memorable pictures. It's an easy way to create video based on social content.

### **The Power of the Post**

Your audience wants to know that your brand is on the cusp of what's happening *right now*. And let's be honest, some days in the Newsroom or at the Editor's Desk are a little slow. How can you break the boredom? Search for video content that's already popular and trending and share it with your audience. Ask your audience what they think of a particular news story and post it to your Facebook Page. Share a trending topic on Twitter and ask followers for a Retweet if they liked the story. Seek out a hot topic and find creative ways to tie it back to your brand. At the end of the day, when someone "Shares" something from your page, it's Earned Media that can get more eyes on your brand with every Post, Tweet and Share.

### **You're Such A Tease (and that's OK!)**

Teasing an audience before a commercial break is a tried and true method for audience engagement, especially in TV news. But how can that translate into your newspaper's digital strategy? Use video to create a teaser and post it to your social channels. After it's been posted, direct people at the end of the video to visit your website, read your blog, or stay tuned for what's coming up in the next news segment or what will be front page news tomorrow. The video doesn't have to be professionally produced; it can be shot over an iPhone and posted to Vine, Instagram or other Social Media channels. This is a quick and interactive way to pique your audience's interest and keep them engaged. Since many users are mobile, it's also a way to reach your on-the-go audience as well.

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Interested in learning more tips and best practices when it comes to social media for your newspaper? Or just have some social media questions we can answer? If so, we'd love to hear from you.

[\*\*Contact us today!\*\*](#)