

How to make sure your video content is loved and shared

Presented by:
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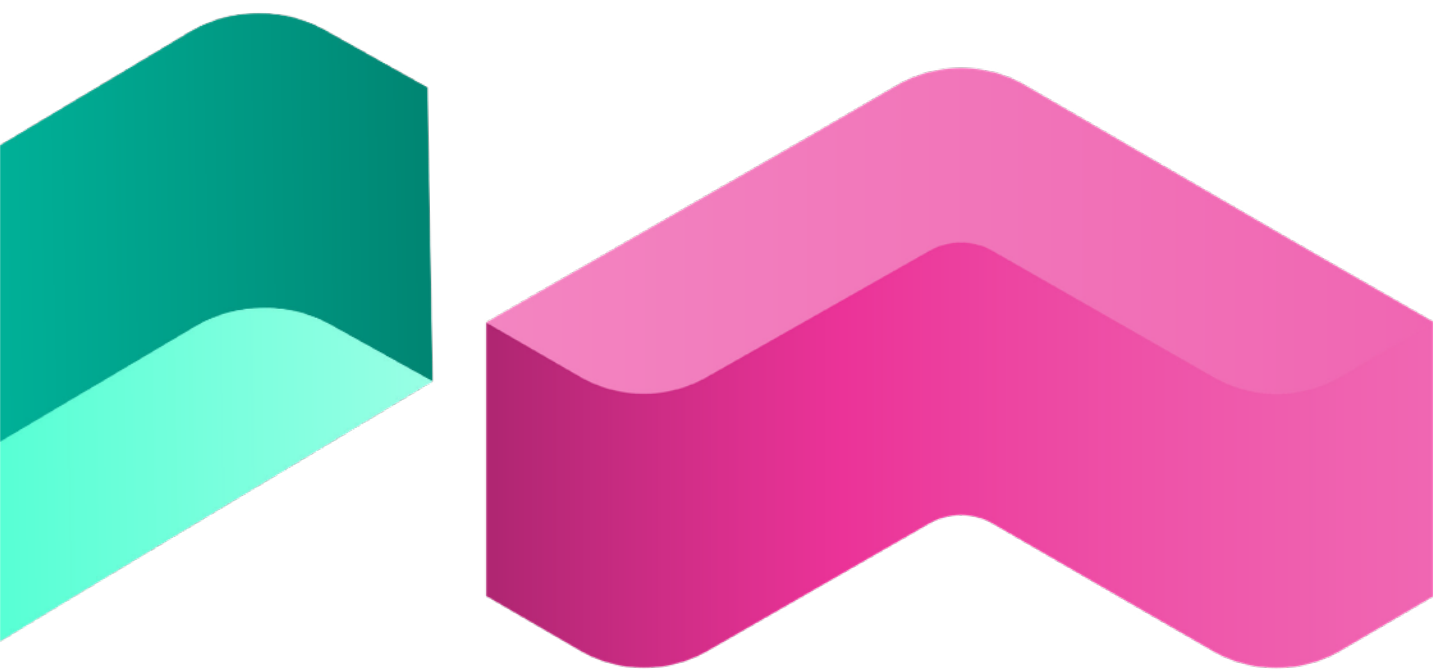
**Digital Culture
Network**





What is it with Video?

- 1. Great For Grabbing Attention**
- 2. Search Optimisation**
- 3. Video Build Trust With Your Audience**
- 4. Mobile Users Love Video**

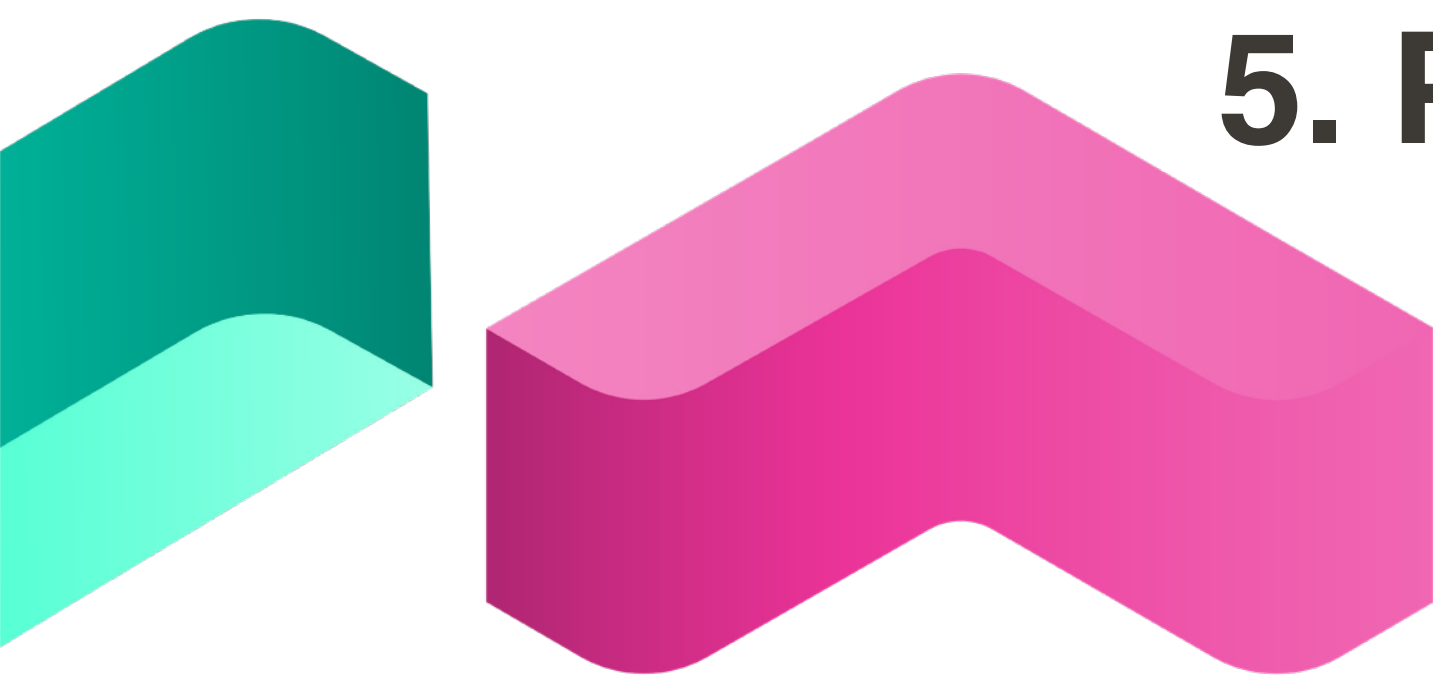




Things to get out of the way ASAP

Taking great looking video

1. Get closer to the subject
2. Avoid digitally zooming in
3. Avoid dark under exposed areas
4. Don't over grade less is more
5. Practice Practice Practice, then repeat

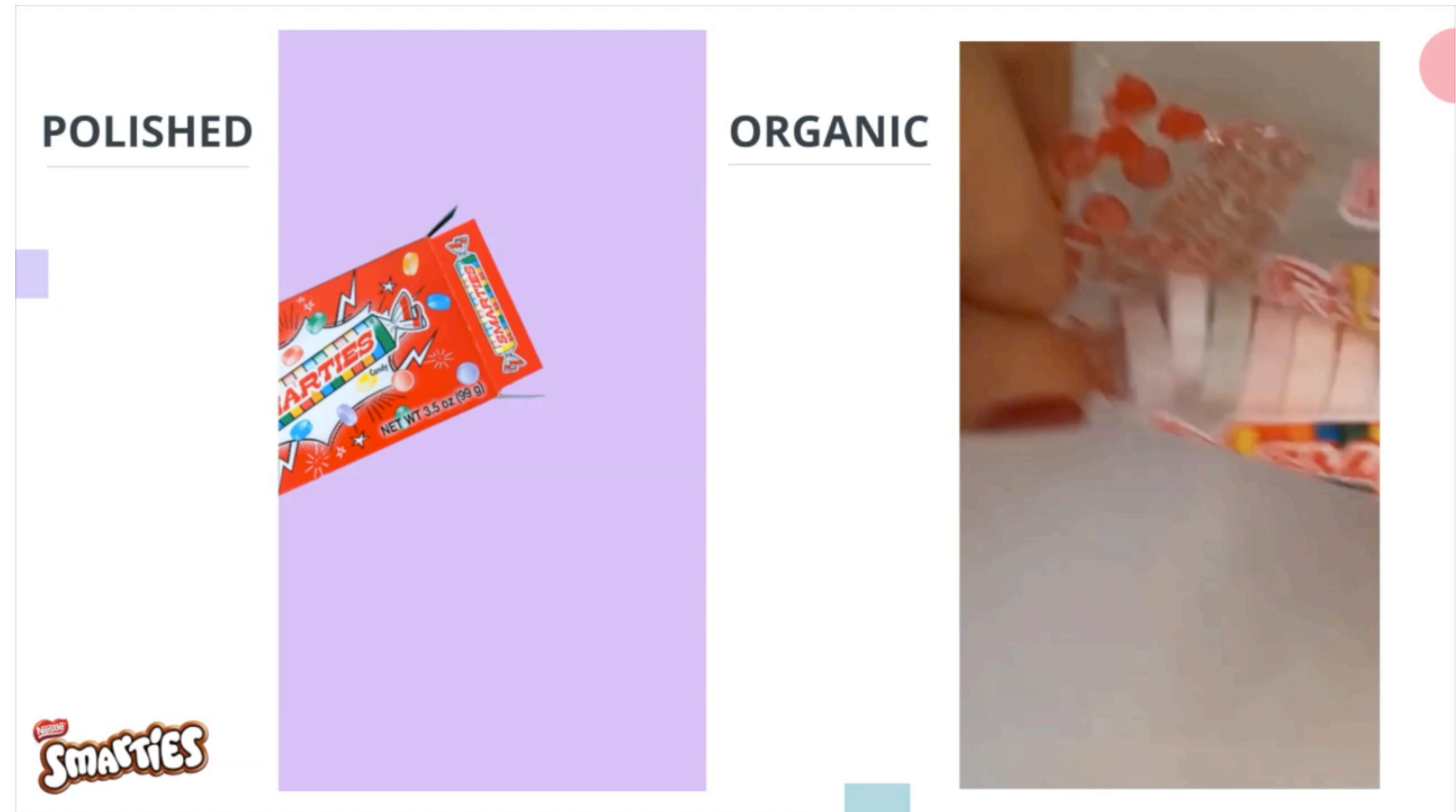




Don't forget sound

Looking like a PRO

 **Buffer** | BLOG



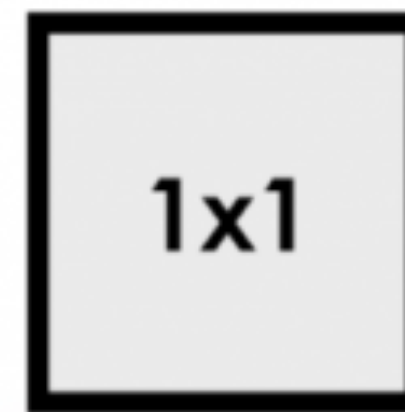
2X more engagement

Vertical V's Horizontal?

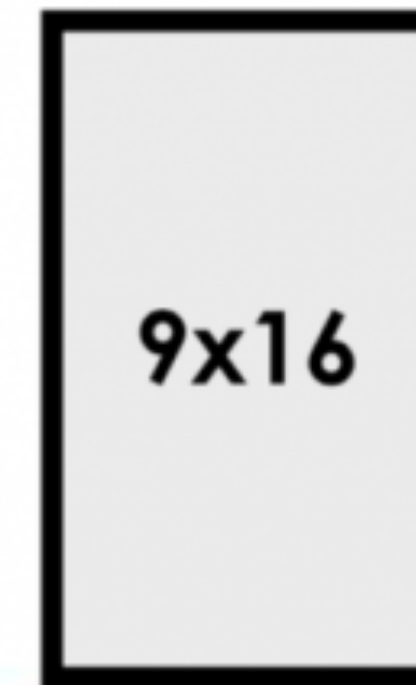
 Format your video for each platform.



YouTube,
Vimeo & Web

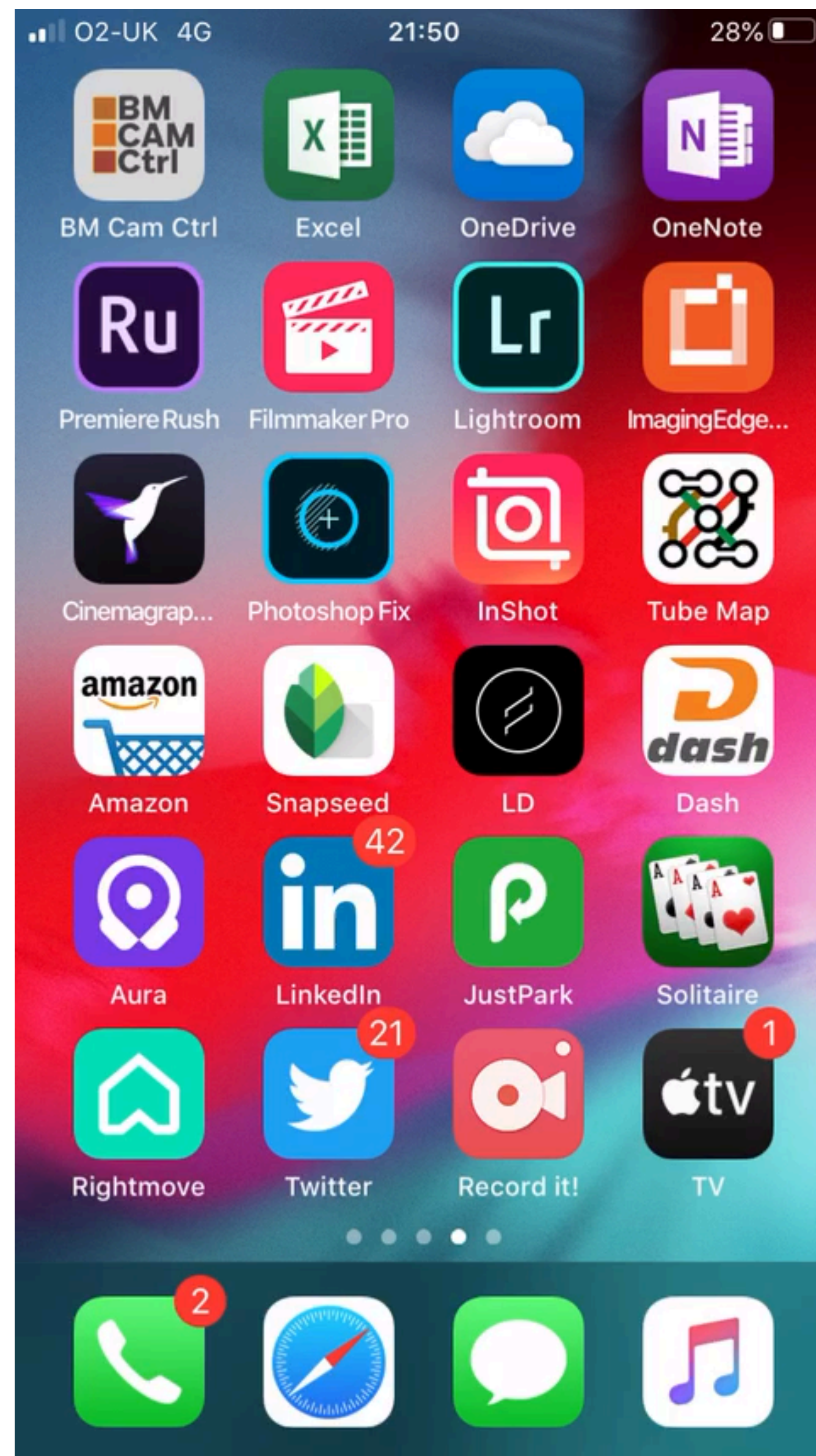
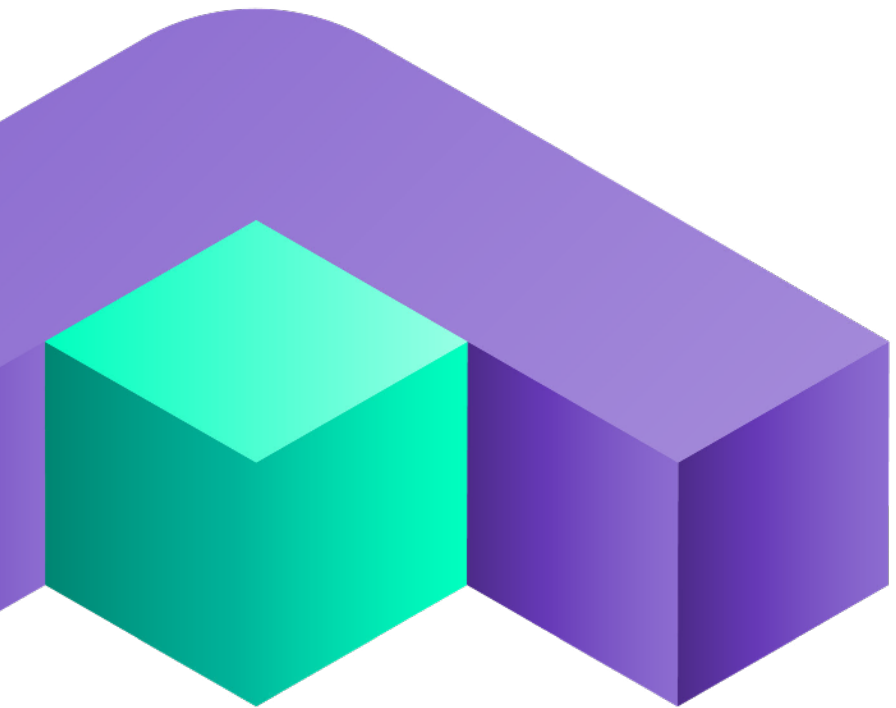


Facebook, Twitter,
Instagram Feed



Instagram &
Snapchat Stories

Editing App






Hacking the algorithms!

What's the secret?

**The longer the user is engaged the better
the various algorithms will see your content.**





**But the more important question is....
How do I make engaging videos?**



**Content is for humans.
Not for robots.**



INTRO

Who?
Why?
What?
Where?

TITLES

5 Secs

RECAP

Why are
you
watching
this
video?

BODY OF CONTENT

Typical content

CONCLUSION

What we have
learnt?
What can we take
away?

END

Like,
comment
&
subscribe



**Get the audience to love your videos
And the algorithm will follow**

What if I don't have the
resources or time to do video?

Instagram





What other options do I have?
Podcast or Live Stream Chat Show



Bristol
Festival
of Ideas

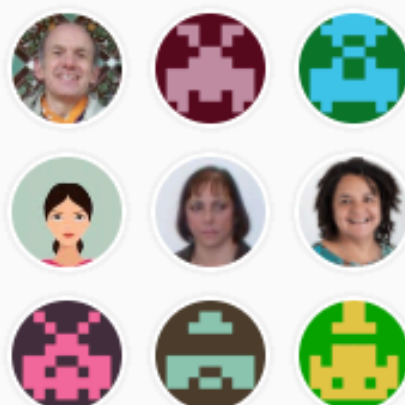
Festival of Ideas @festivalofideas

Bristol Festival of Ideas aims to stimulate people's minds and passions with an inspiring programme of discussion and debate throughout the year. Contact the Festival of Ideas team at ideas@businesswest.co.uk

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Bristol, UK

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Upcoming events



Africa Writes - Exeter Book
Club: Jennifer Nansubuga
Makumbi's 'The First
Woman'

Nov 24, 2020 4:00 pm



What is Radical Leadership?

Nov 24, 2020 6:00 pm

Past events



Festival of Ideas: Paul



Festival of Ideas: Austin

- 2,106 attendees across 14 events
- Database of 1,394 audience members.
- 66% regional, 24% national, 10% international.



- 1. There are more people than you can imagine**
- 2. There is an audience for every type of content**
- 3. There is still time to stake your claim**
- 4. There will always be more 'love' for video**



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Join the conversation

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