

Digital engagement

Trends, recommendations, and the power of video

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Social Media Week London 2018

- Influencer marketing
- Create content that focuses on value exchange, who makes a real impact in our community?
- Focus on short, interesting, catchy **videos**
- Dig deep into social data and make use of available tools
- Stay true to your 'brand', tell your 'brand message'
- Social media live options, depending on the audience
- Keep an eye on privacy and GDPR in terms of data collection
- Specific strategies for each platform
- Don't 'shove it up people's noses'. Skepticism against social media is increasing.



Recommendations based on analysis of GÉANT's digital engagement 2018

- Include as much pictures as possible in posts on meetings, project updates, signings etc.
- Create more social media campaigns for the audience to get involved with, perhaps even highlight the most engaging post (similar to #road2tnc, #love2eduroam)
- Keep tagging relevant accounts in posts
- Focus on more relevant 'celebrations' or 'special days' (i.e. international women's day, international day of science etc.)
- Start 'employee advocacy'
- Create 'personal' stories (interviews, 'a day in the life of.')
- Highlight the 'themes' we work for/with through short videos, interviews of 'influencers'
- Optimize website to make it more attractive for the audience to visit (or adjust the need to lead traffic to the website if we decide that the website will be informative rather than storytelling)
- CONNECT magazine content for social media
- Experiment with Instagram

The power of video

12.1K

Top Tweet earned 12.1K impressions

#TRONDHEIM. #NORWAY. #JUNE. @Uninett. YOU. US. YES! Who doesn't want to attend the coolest networking conference, in the coolest city, gaining more knowledge on the coolest subjects? Get your early bird tickets now: bit.ly/2IVjFEI #TNC18 pic.twitter.com/EO9JWOsJBv

11 retweets 17 likes

6.4K

Top Tweet earned 6,418 impressions

Weather predictions, where would we be without it? Luckily, @EUMETSAT is here to collect relevant data that makes our lives a whole lot easier. Making this data simultaneously accessible, 24-hours a day is a huge challenge. And that's where GÉANT steps in: bit.ly/i-eumetsat pic.twitter.com/J5PidCO4An

16 retweets 22 likes

AfricaConnect2 @AfricaConnect2 · Aug 15

Remember the female #African engineers participating in #TNC18? We've produced a video where they share their experience with us!

Full video online soon! Stay tuned! #AfricaConnect2 #WomeninSTEM

@WACREN @ASREnorg @UbuntuNet @europeaid @GEANTnews @TNC_GÉANT @CUHEBRON pic.twitter.com/FGJcMzNeS

View Tweet activity

6,320 119 1.9%

6.3K

Promote

GÉANT Community
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Data sonification: the translation of data and scientific information into sound. That's right, you can listen to data! 🎧📊

Visit the NASA - National Aeronautics and Space Administration booth during Supercomputing 2018 to witness the world premiere of the Mars Soundscapes on 13/11. And don't forget to visit our booth to learn more!

Data Sonification: Mars Soundscapes - World Premiere at Supercomputing 2018
03:03

2,738 People Reached 287 Engagements Boost Post

22 reactions 19 Shares

Like Comment Share

Performance for Your Post

2,738 People Reached **2.7K**

687 Video Views

82 Reactions, Comments & Shares

44 Like	18 On Post	26 On Shares
4 Love	4 On Post	0 On Shares
13 Wow	1 On Post	12 On Shares
2 Comments	0 On Post	2 On Shares
20 Shares	19 On Post	1 On Shares

205 Post Clicks

62 Clicks to Play	0 Link Clicks	143 Other Clicks
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NEGATIVE FEEDBACK

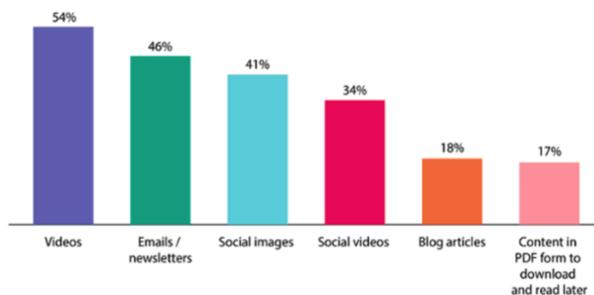
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Video marketing statistics 2018 (Source: HubSpot, 2018)

- **90%** of information transmitted to the brain is visual, and visuals are processed 60,000x faster in the brain than text
- Mobile video usage has increased by nearly **10 million daily viewing minutes** in the last two years
- Cisco projects that global internet traffic from videos will make up 82% of all consumer internet traffic by 2021
- **43%** of B2C marketers say pre-produced video is the most successful type of content for marketing purposes
- **62%** of B2B marketers have rated video as an effective content marketing tactic
- Globally, YouTube is consumers' leading source of video content, at **83%** (Facebook is second, at 67%)
- Video streaming has **increased** significantly in the last several years
- Using the word “video” in an email subject line boosts **open rates by 19%** and **clickthrough rates by 65%**
- As of 2018, **35%** of marketers use live video
- Live videos on Facebook have an **engagement rate** of 4.3% compared to 2.2% for non-live videos
- **90%** of all video plays on Twitter take place on mobile devices
- Videos 20 minutes in length or longer account for **55%** of total video consumption time on smartphones

What kind of content do you want to see from a brand or business you support?



Video content and dissemination tips

- Video views are only counted if video is watched for longer than 3 seconds
- Videos are more often watched with volume off
- The more personal, the better
- If not animated, interrupt your video with some stills
- Don't make videos too long (2 min. is the general maximum)
- Social media videos are not tools to explain the full story, they should rather function as a teaser
- Look at the type of social media channel to see what content and format fits best
- Try going live in 'vlog style'! During events perhaps? E.g. Facebook live, Periscope, Instagram
- Use clear visuals that explain words or voice-overs
- Go for gifs!

Video examples:

<https://www.youtube.com/watch?v=t7dxGbd4f4M&t=1s> – 724 views in 2 months

<https://www.youtube.com/watch?v=rbh1MEVNejE> – 587 views in 10 months

Videos and social media channels

facebook

Users: 2.27 billion (active)

Impact: posts with videos attract 3x more engagement

Powerful content: entertainment, emotionally-charged content

Tips:

- Remember to add subtitles (85% are viewed with the volume off)
- Create playlists to make similar videos easy to be found
- Upload directly to FB (instead of pasting a YouTube link)
- Pin a video to your page
- Include a CTA

LinkedIn

Users: 260 million (active)

Impact: not very present yet, 59% of users would prefer video over written text

Powerful content: quick tips, update from the industry, event coverage

Tips:

- Make videos short and candid
- Upload directly or through other channels except Facebook (shown as link)
- Remember to add subtitles
- Pin a video to your page
- Include a CTA

twitter

Users: 326 million (active)

Impact: tweets with videos attract 10x more engagement

Powerful content: topical content, people in videos

Tips:

- Have an early story arc
- Feature people in the first 3 seconds (increases emotional intensity)
- Remember to add subtitles
- Pin a video to your page
- Include a CTA

YouTube

Users: 1.9 billion (active)

Impact: over 1 billion hours of video are watched daily on YouTube in 88 countries in 76 languages, it is the 2nd biggest search engine after Google

Powerful content: anything interesting to your audience, videos can be long(er)

Tips:

- Release news videos on a regular schedule
- Create playlists
- Optimise content so it ranks
- Make sure links can be shared
- Include a CTA

