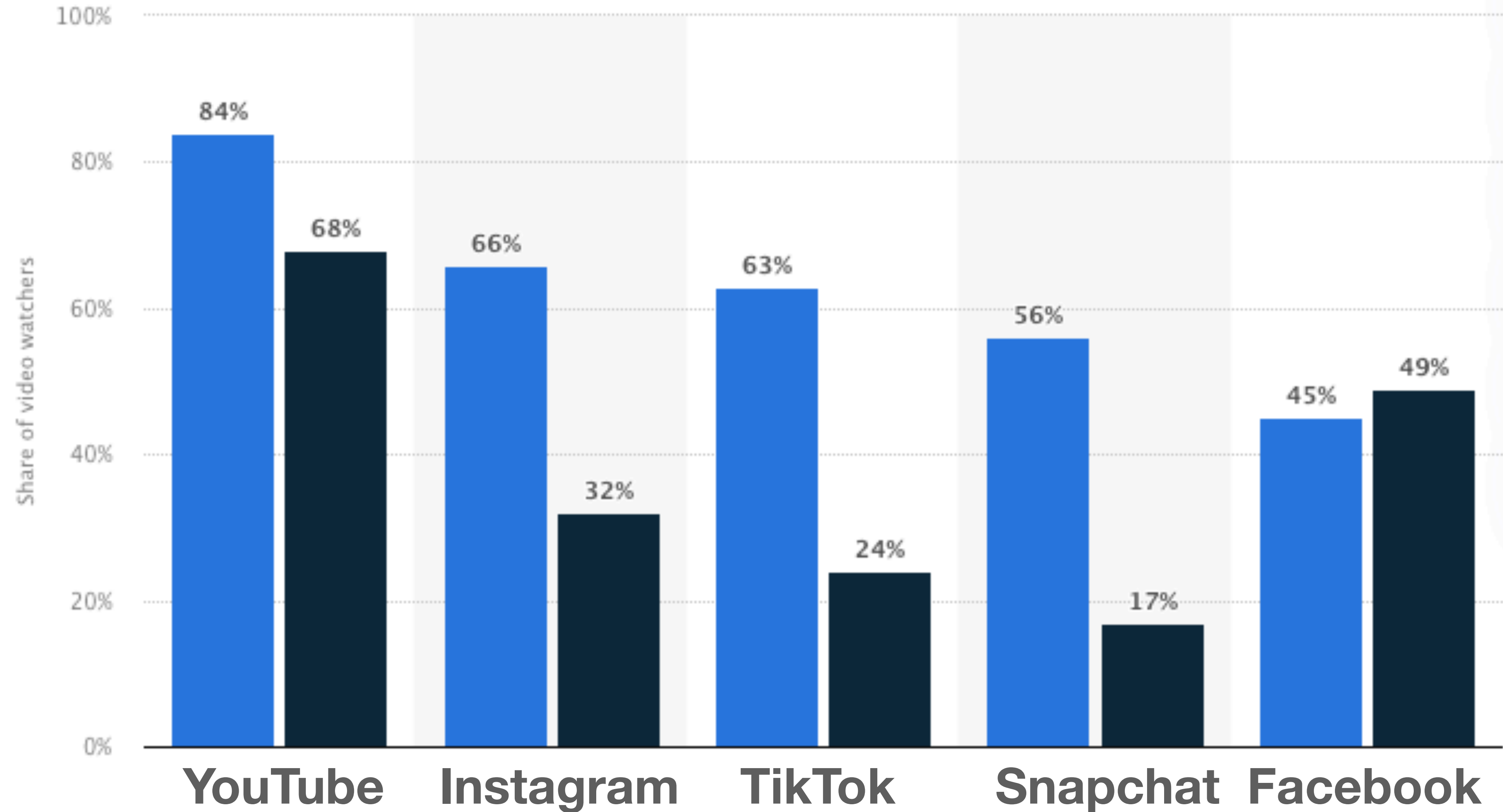
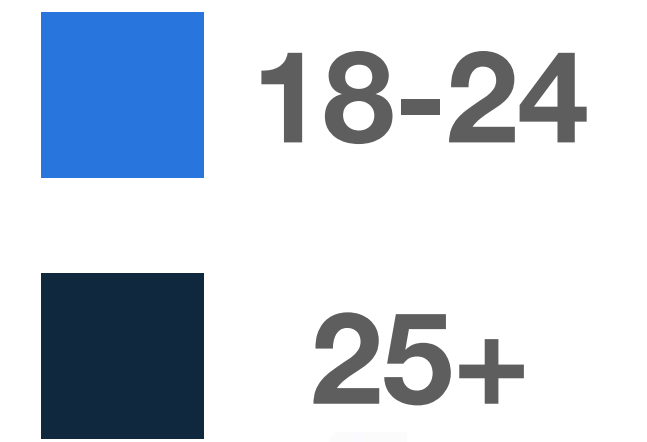


Social Video

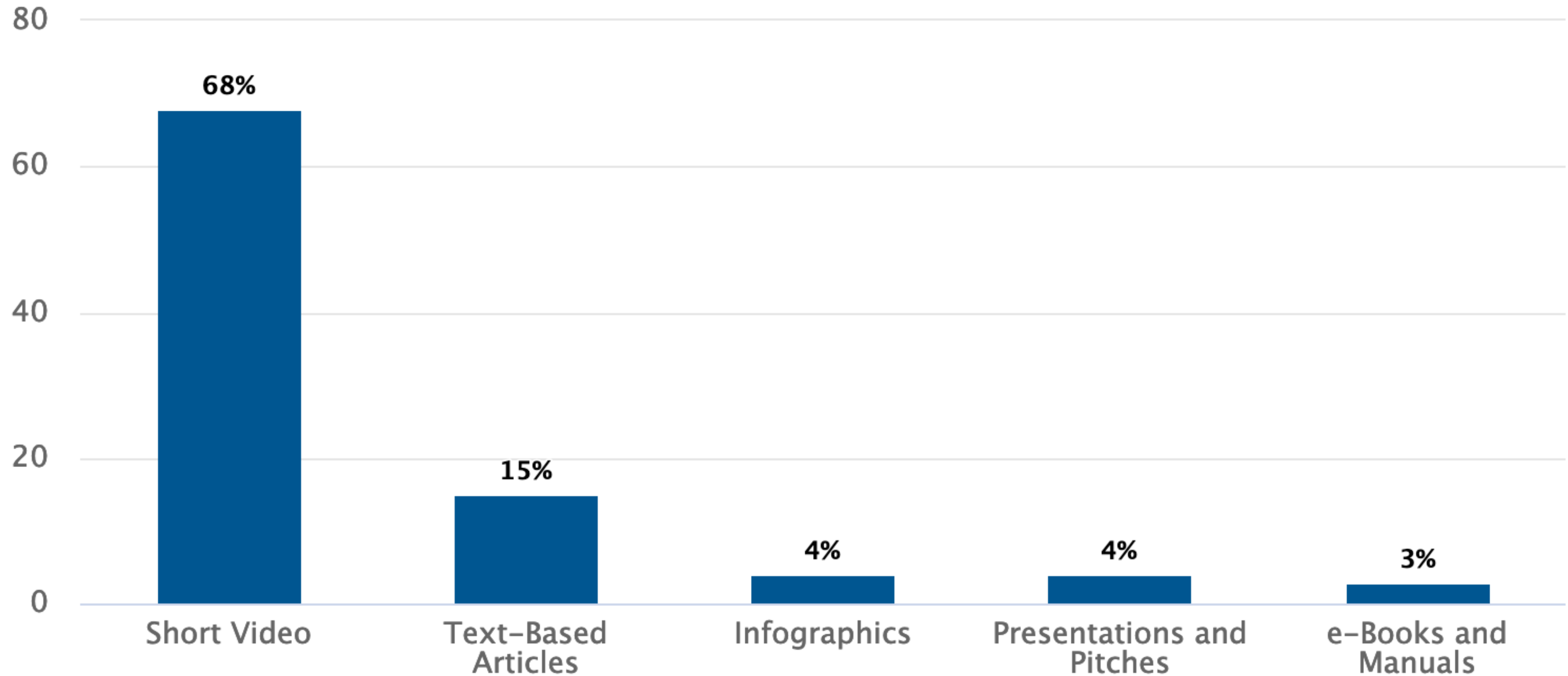
Online Video Use by Age Group



**93% of companies have
acquired new customer(s) using
social media videos.**

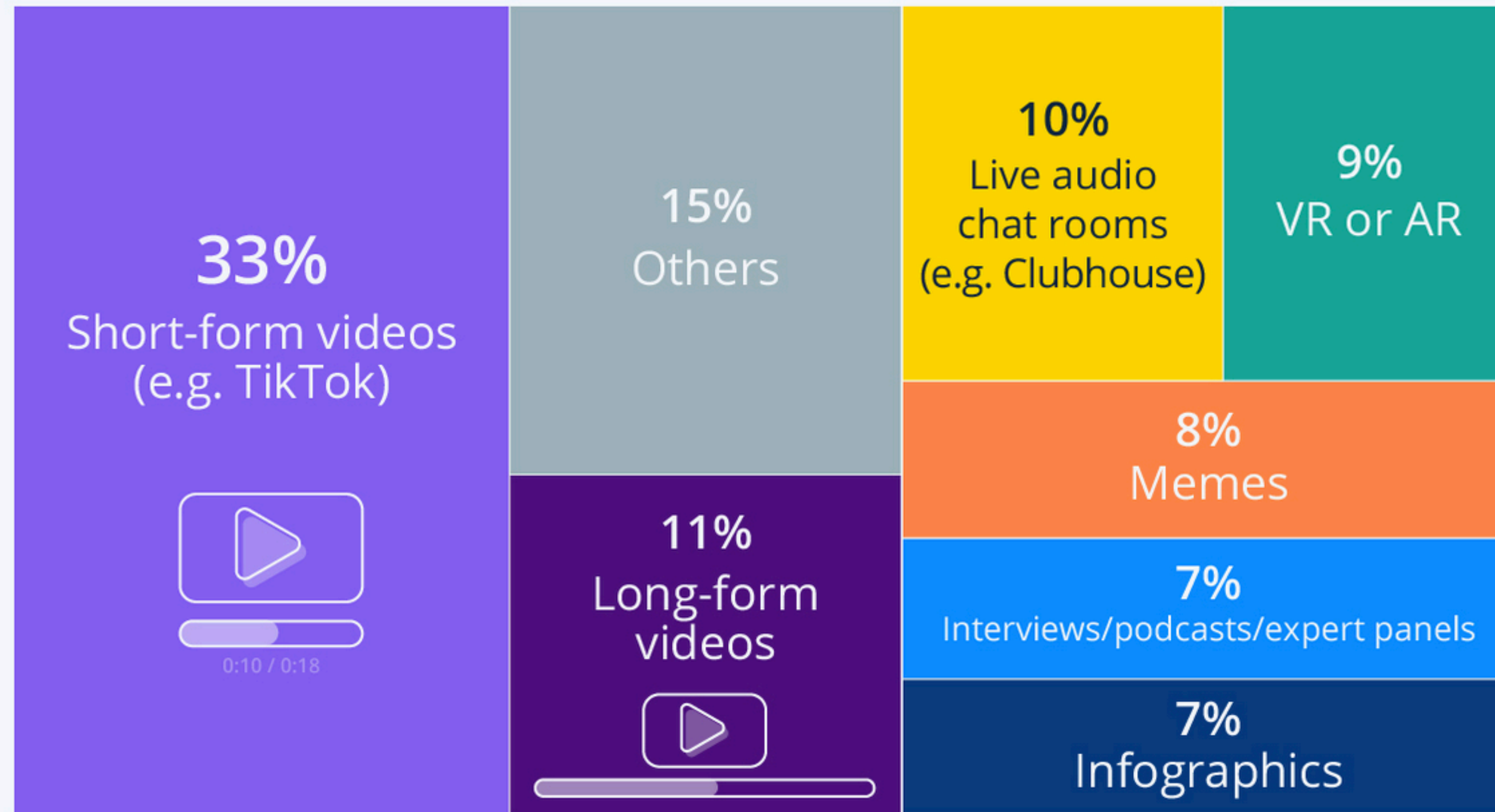
**86% of social media users
would like more videos from brands.**

How Consumers Want to Learn About New Products



Marketers Double Down on Short-Form Video in 2023

Share of social media marketers who plan to invest most in the following types of content in 2023



1,000+ social media marketers surveyed worldwide in Jan. 2023

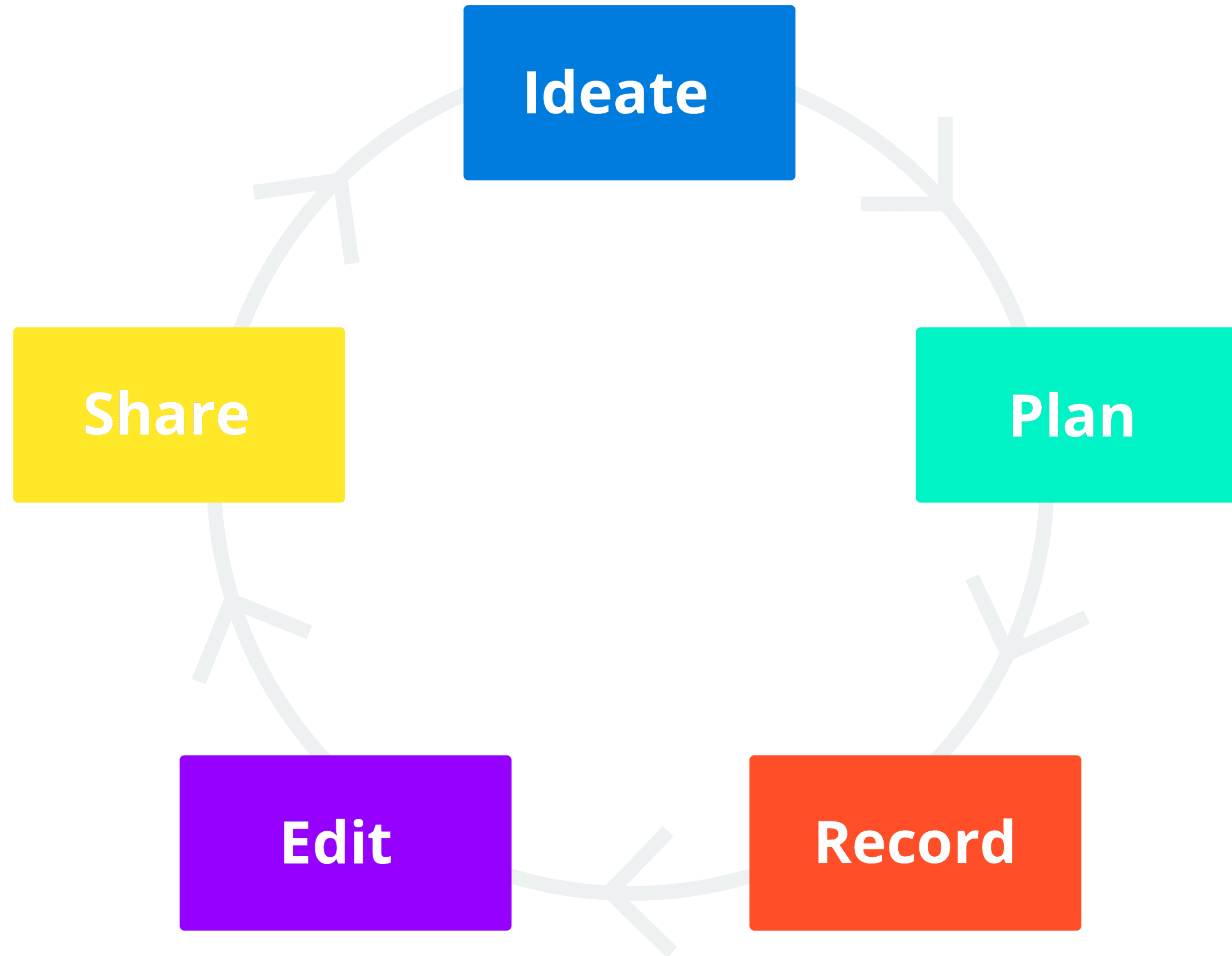
Source: HubSpot



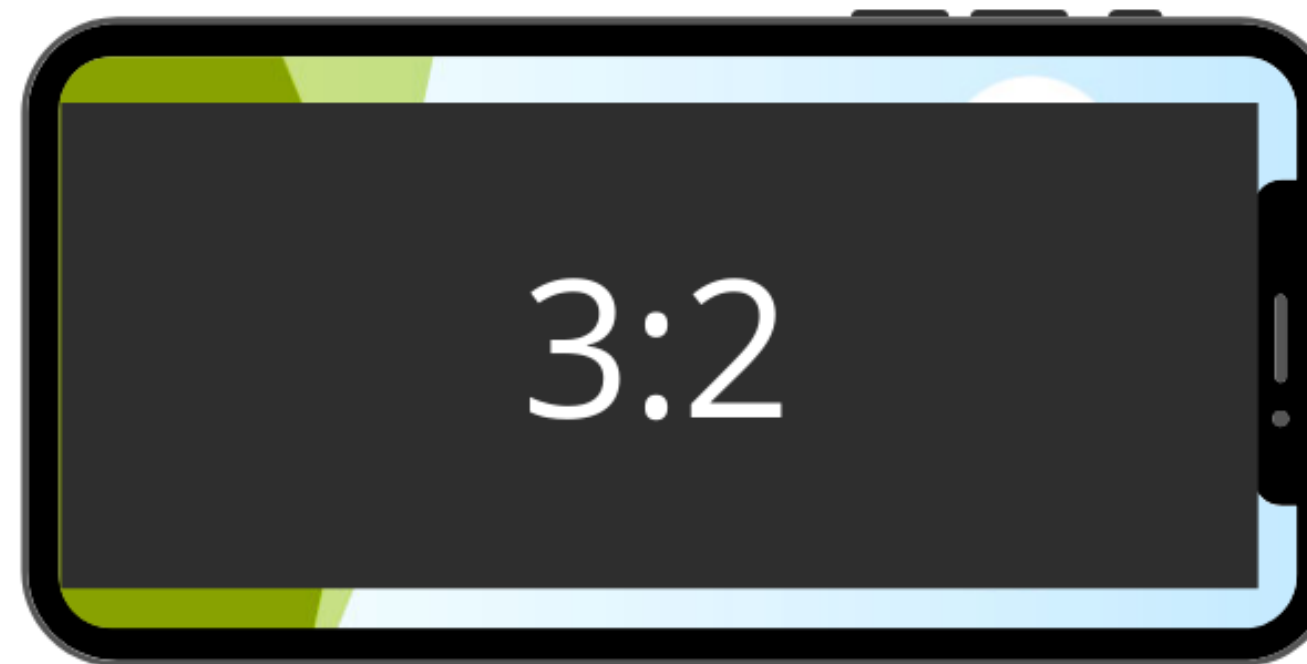
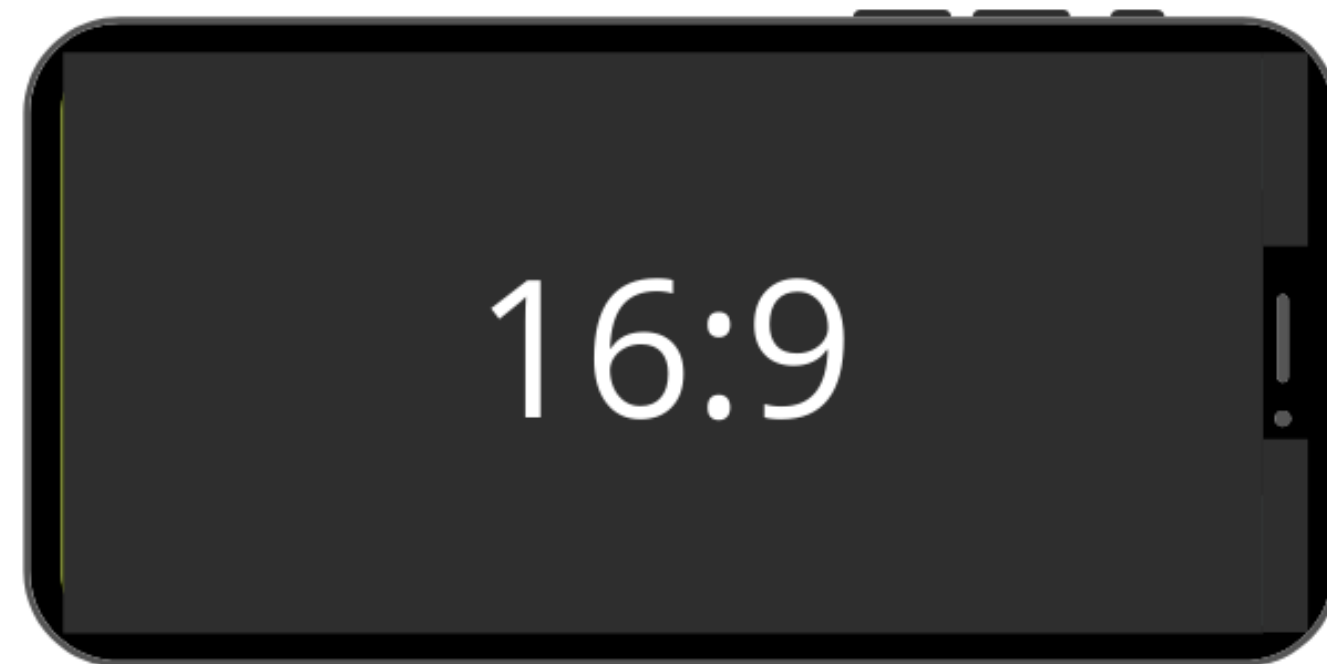
Social Media Video Strategy

- Set goals
- Decide on platform(s)
- Select video types
- Plan production
- Understand Editing Needs
- Schedule & promote
- Analyze metrics

Creation Process



Video Aspect Ratios



Producing Social Video

- Square - 78% More Space Than Horizontal Video
- 1:1 Takes up more space than 16:9
- 30-35% more video views
- 80-100% increase in engagement
- 33% less cost to engage with square video on Instagram

Mobile Video

- Mobile has Increased 233% Since 2013
- 70% of all Video Views Came From Mobile Devices
- Square Video and Letterbox Video (1:1 format)
Outperform Landscape Video

Social Media Video Types

- Interview/Q&A
- Behind-the-Scenes
- Feature/Product Video
- Live Videos
- Promos and Deals
- User-Generated Content
- Giveaways and Contests
- Announcements/Reveals
- Events
- Breaking News/Trending
- Tutorials/How-Tos

Facebook Video Statistics

1 Facebook Video in Numbers

Sources: The Verge, Marketing Land, Variety, DataReportal, SocialInsider

8 BILLION

number of daily
Facebook video views

1.25 BILLION

monthly users of
Facebook Watch

3 SECONDS

span of time that counts
as view on Facebook
and Instagram

71%

videos on Facebook from
accounts with more than
100,000 fans

15.1%

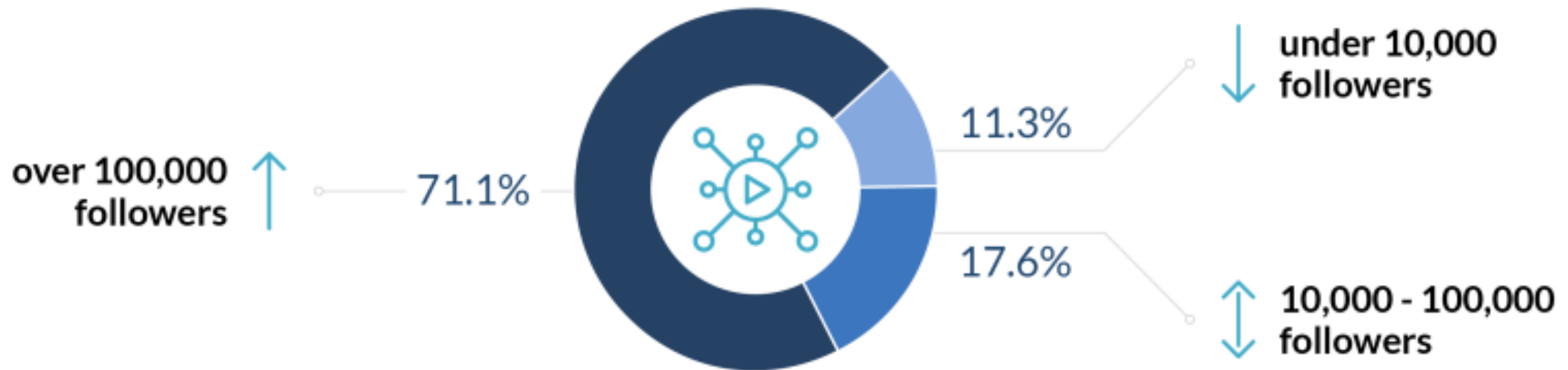
share of videos on all
posted content on
Facebook

Facebook Video Statistics

2

Share of Facebook Videos Posted by Account Size

Source: SocialInsider



Facebook Video Statistics

3 Facebook Video Viewing Habits

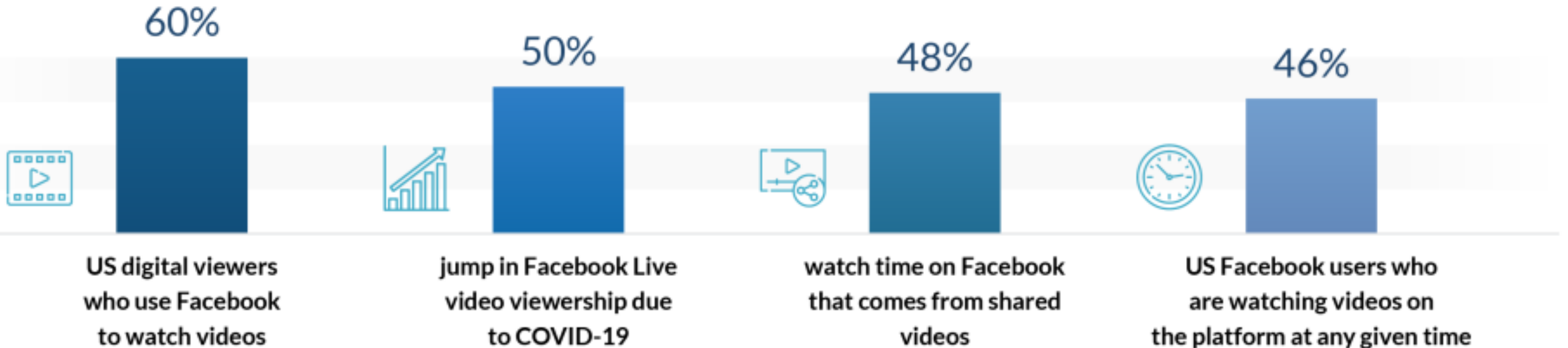
Source: eMarketer, AudienceProject, Variety, WARC, Facebook

26 min

average time spent by viewers per day watching Facebook videos

4.57 sec

average watch time on Facebook for brand videos



Using Instagram Reels for Business

- Up to 90 seconds long
- Content
 - Educational Content
 - Showcase Products
 - Behind the Scenes (BTS) Content
 - Sales and Share Offers

Instagram Ads

Support Business Objectives

- Brand awareness
- Reach
- Traffic
- App installs
- Video views
- Conversions

**91 % of Instagram users
watch videos on the platform
every week.**

YouTube Shorts for Business

- Vertical video that fills a mobile screen
- Best for content that doesn't need long video
- Create separate channel for shorts
- May add and link to a long form video
- Doesn't have to be entertaining to be successful

TikTok Statistics

- Generated estimated \$4.6 billion revenue in 2021 - 142% increase year-on-year
- Downloaded over 3 Billion times
- 1.8 billion monthly active users by end of 2022
- Powered by Some of the World's Most Sophisticated AI.
- 47.4% of All Internet Users Aged 10-29

TikTok for Marketing

- Work with Influential Content Creators
- Best for Reaching a Gen Z Audience
- 66% of the App's Users are Younger than 30 years
- Not good to reach B2B customers
- Not for B2C Brands Targeting Older Generations

TikTok Tips for Business

- Take advantage of quick-cut tutorials
- Branded Hashtag Challenges
- Make your Content Accessible
- Use Influencer Marketing and User-Generated Content
- Monitor Brand Keywords for Greater TikTok Takeaways
- Make your own TikTok challenge
- Have Fun and Experiment with TikTok Trends
- Keep the Focus on Your Audience and Authenticity

TikTok User Capabilities

- Create Videos
- Add Music
- Co-create content using duets
- Add filters and effects
- Live stream

**According to Facebook,
85% of people
engage with social videos
with the sound off.**

Sources for Social Video Stats

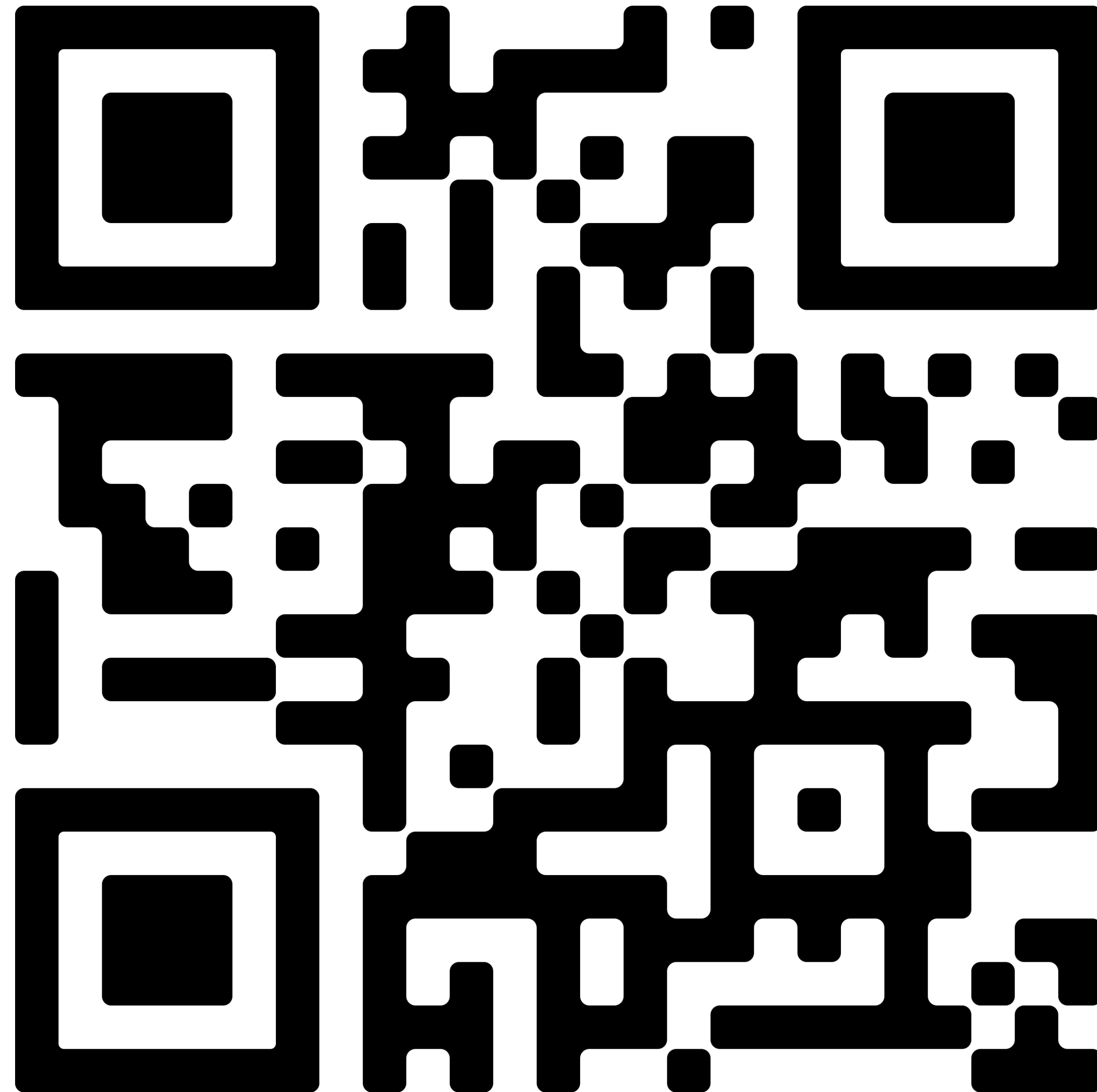


[Business of Apps website](#)



[Vidyard](#)

Always Up-to-Date Guide to Social Media Video Specs



Your Thoughts?