

# **Social Media: Production Styles, Trends & Techniques**

**#NATO23** →



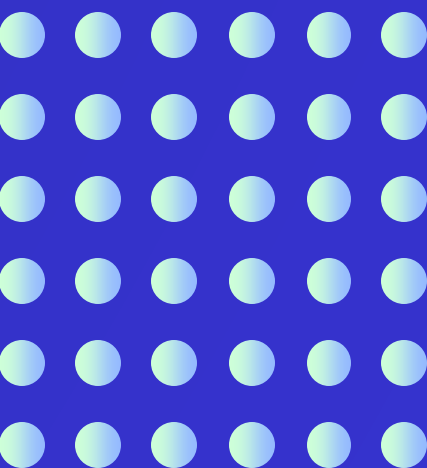
**THE  
CHURCH  
AT RB**



The reality:

**Instagram & Facebook**

♡ **Vertical Content**



# Posting horizontal to Facebook:



SDSU Dance Team Joins LEGOLAND  
California Resort Zombie Cheer Squad

50 weeks ago · 2K views



Kent Seiders and 47 others



Holidays at LEGOLAND

40 weeks ago · 1.5K views



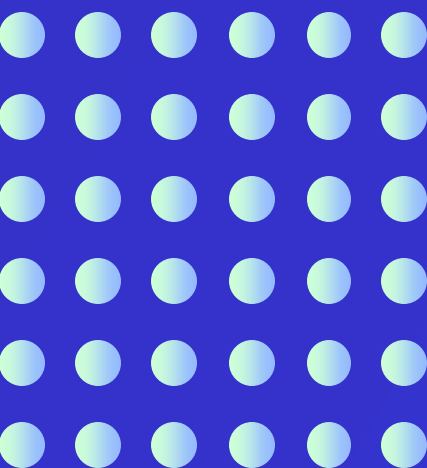
Banks Lee and 60 others

# Posting as a Facebook **Reel**:



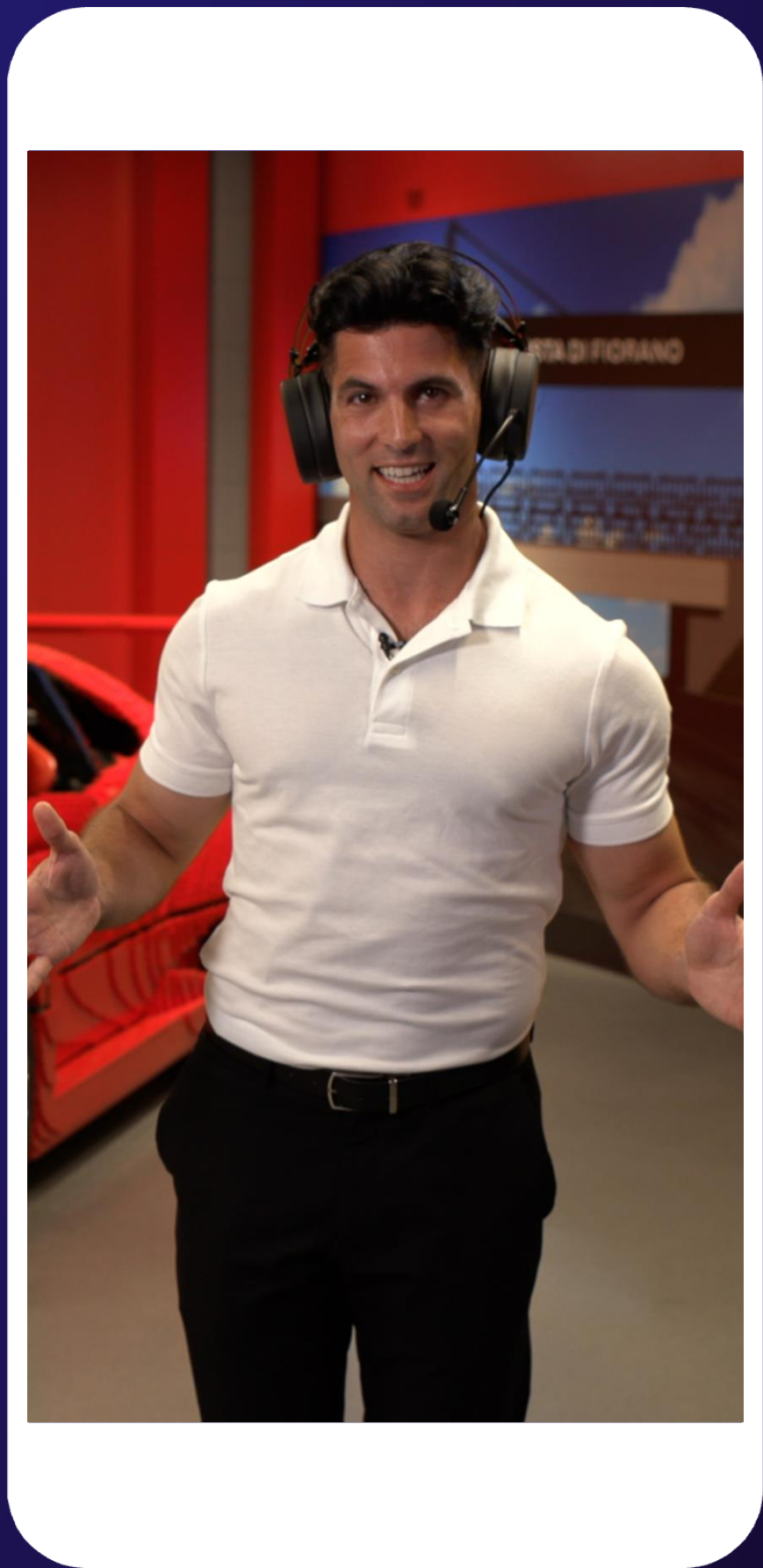
Case Study: FB Reels received 10x more views than our horizontal content.

**How do you make a **Reel** if  
your footage is *horizontal*?**





To convert horizontal to vertical,  
you need to crop-in a minimum of 316%



**4 tricks** to level up  
**your social video content:**



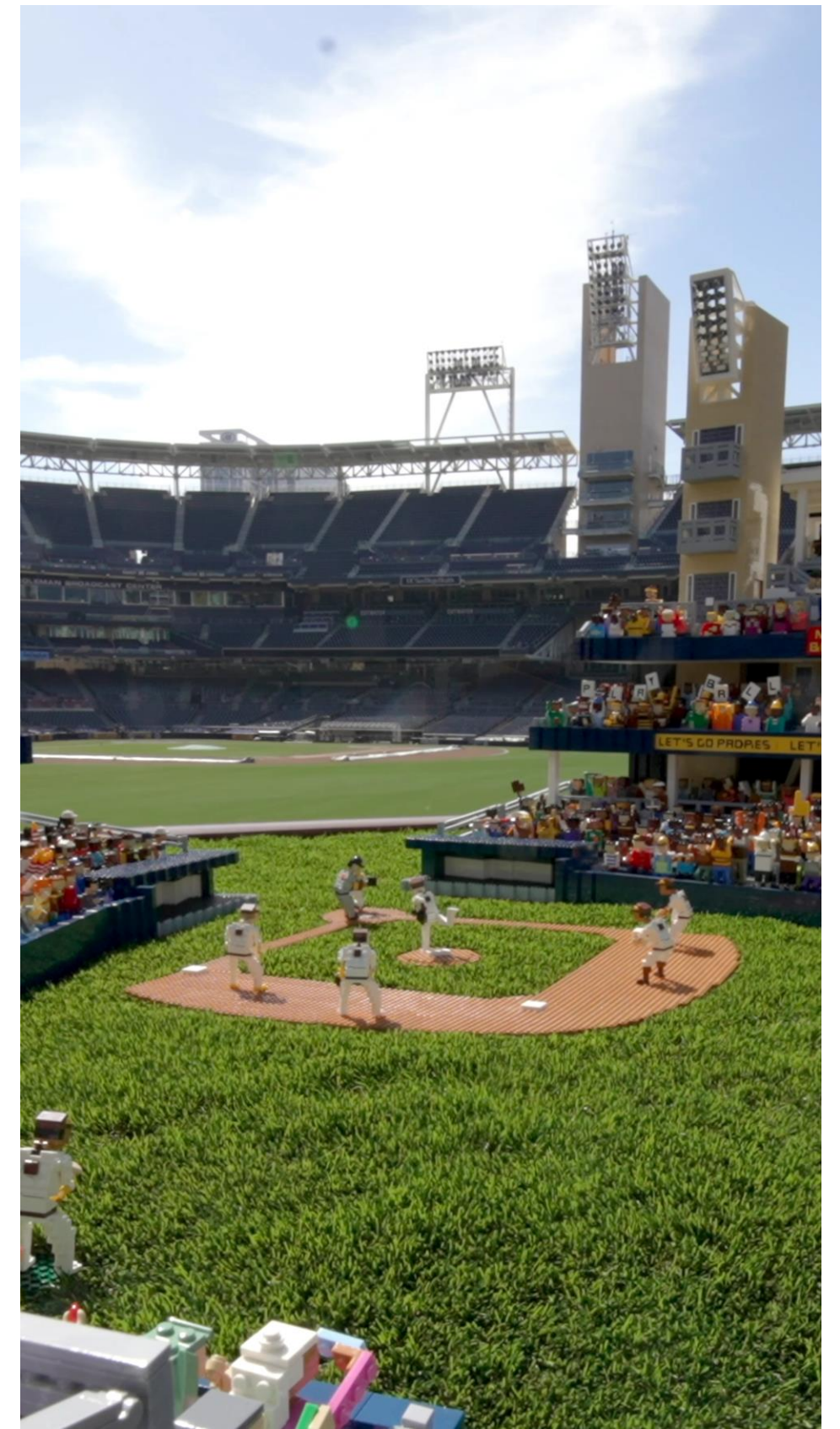
# Trick #1: Banner

Great for marketing campaigns.  
You only crop in around 150%-200%.



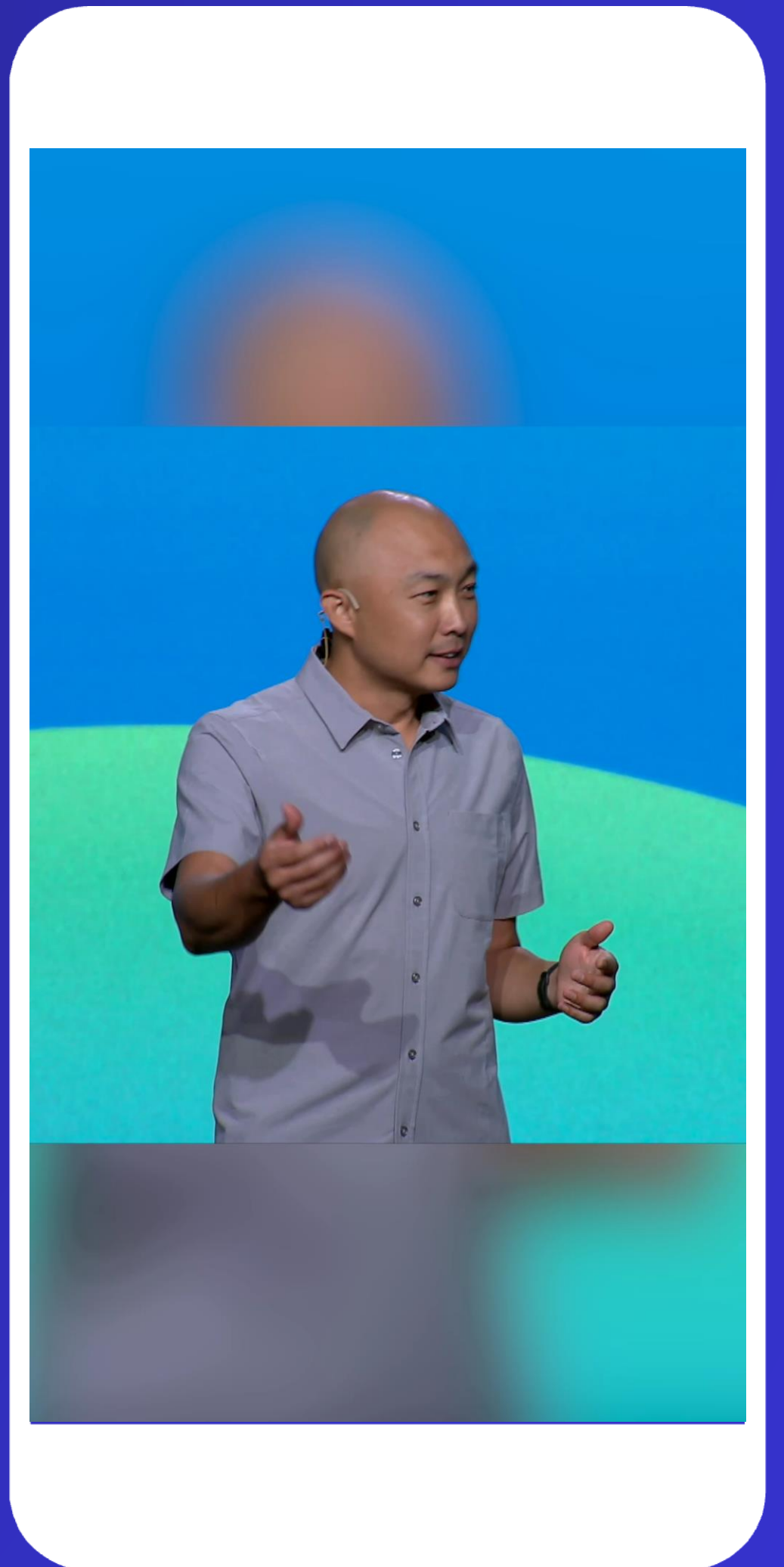
# Trick #2: Split Screen

Effective way to sneak in BROLL that cannot be fully cropped in.



# Trick #3: Gaussian Blur

Useful for press conferences & talking heads.  
Primarily for fast turnarounds.



# Trick #4: Combining Methods

Mix in graphics, split screens & full screen.  
My favorite!



# KNOW THE MEDIUM

Social media video players are sensitive.

Understand how the end user receives the content.

Avoid text in the bottom quarter of Reels.

Make a test account.



Questions? Get in touch:  
**[zachcamerino.com](http://zachcamerino.com)**



# SOCIAL MEDIA

A Future Forward Approach To Increasing Viewership



# BUILDING COLLABORATIONS AND CONNECTING YOUR MEDIA BRAND

**CENTRELL REED**  
**CHIEF CREATIVE OFFICER**





# LEVERAGING SOCIAL MEDIA FOR PEG TV'S FORWARD JOURNEY

Tips for social media as a roadmap for future PEG strategies!

# SOCIAL MEDIA AS A ROADMAP

## SOCIAL MEDIA FUTURE STRATEGIES

- Know the tools
- Be intentional
- Follow the trends (video)

## THE POWER OF # HASHTAG

## CONNECTING YOUR TARGET AUDIENCE

- Find your tribe (FB, IG, X, LinkedIn, etc.)
- Profile descriptions matter
- Emojis and #Hashtags

# A COMPLEMENT TO PEG

## THE REAL ASSET

- Drive demand from social to your website

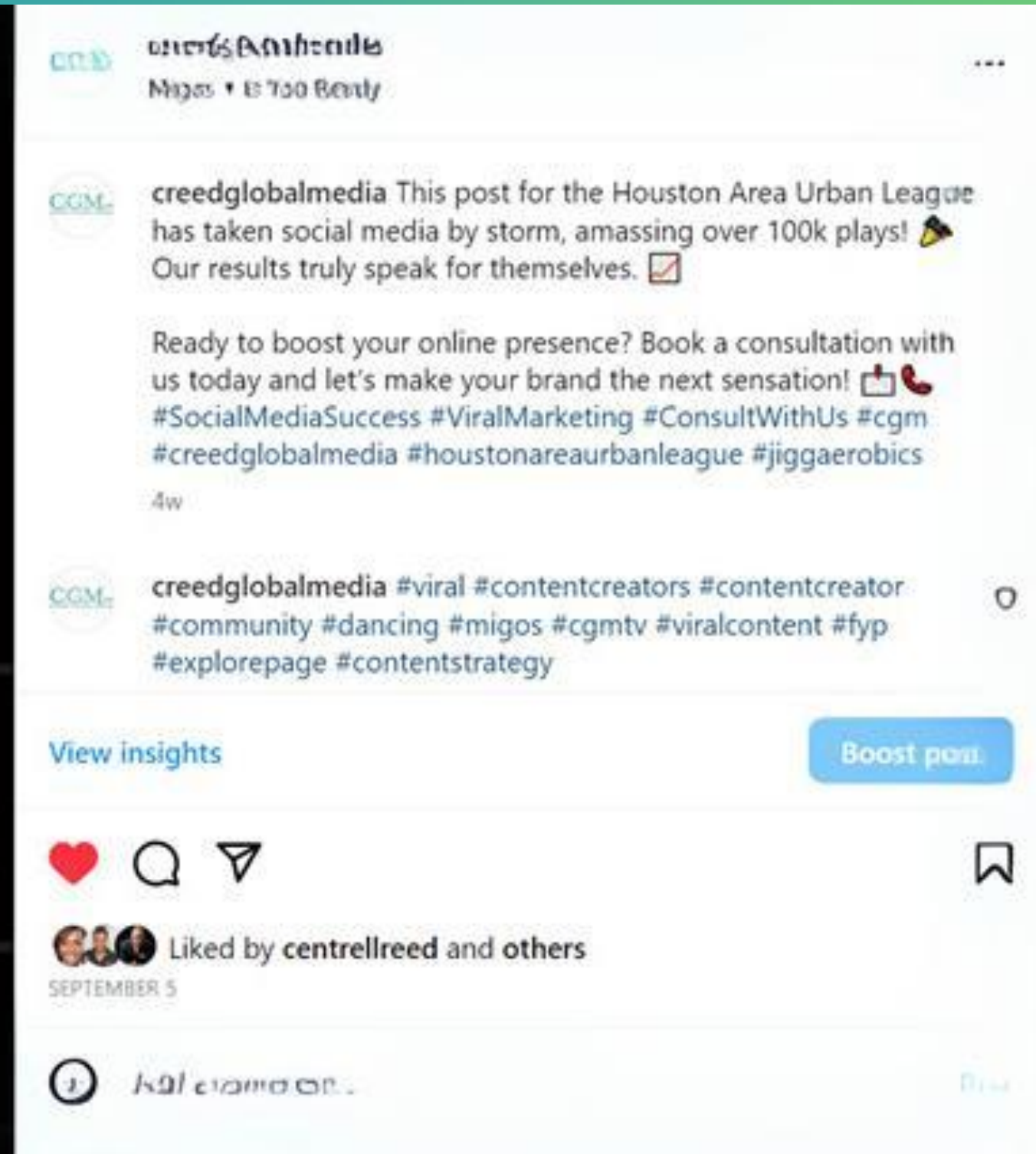
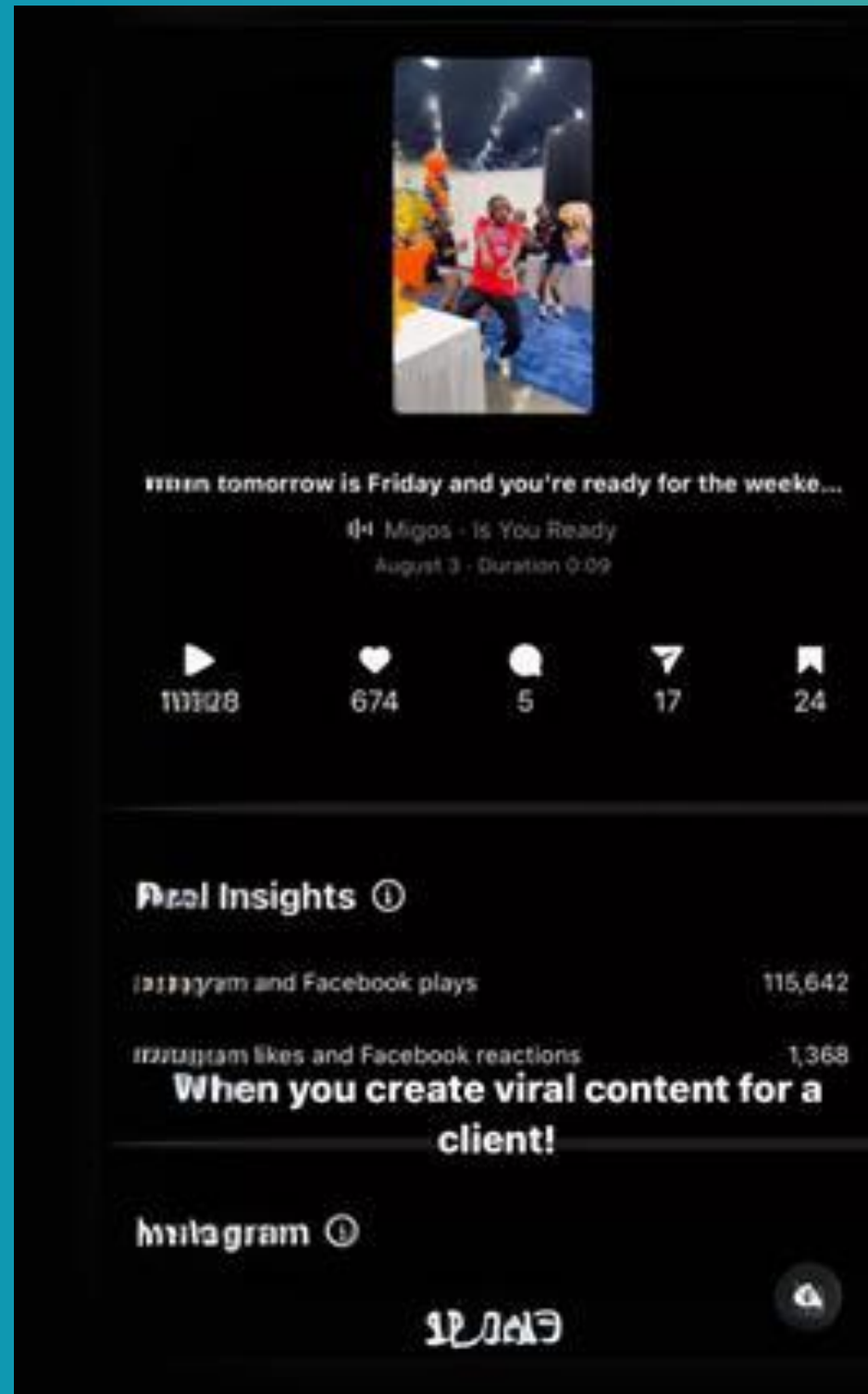
## BE ON TREND

- Follow the culture and trends
- Use catchy lines to grab attention

## HIGHLIGHTS

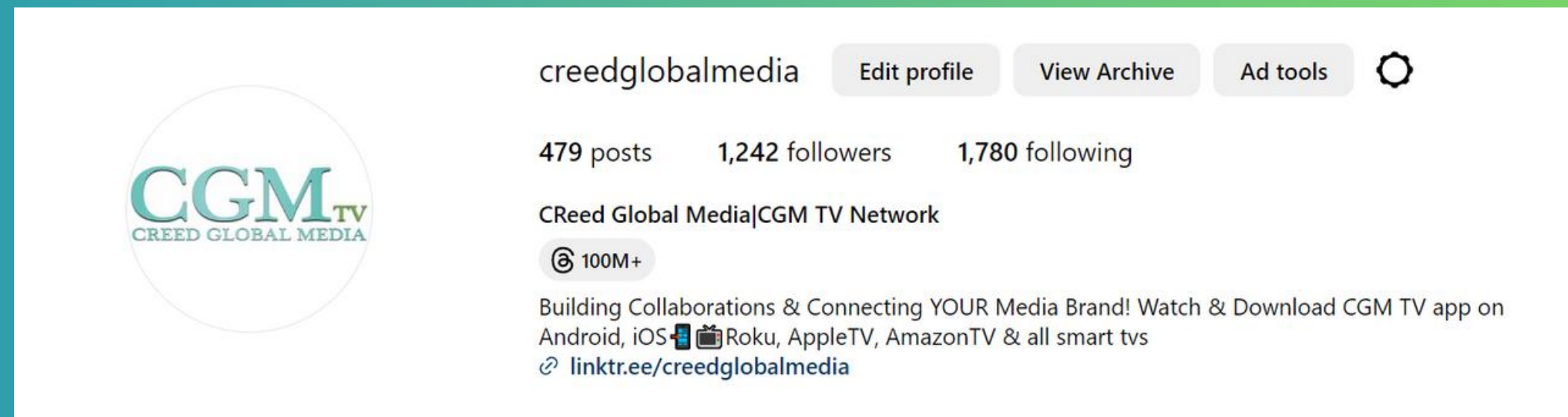
- Give credit where credit is due

# REELS AND STORIES



- Be social
- Use music on videos on posts
- Turn on captions
- Keep copy to a minimum

# LEVERAGING LINKTREE & ALGORITHMS



## LINKTR.EE

- Create free access to key links

## ALGORYTHMS

- Post frequently (3x-8x daily)

## VISIBILITY

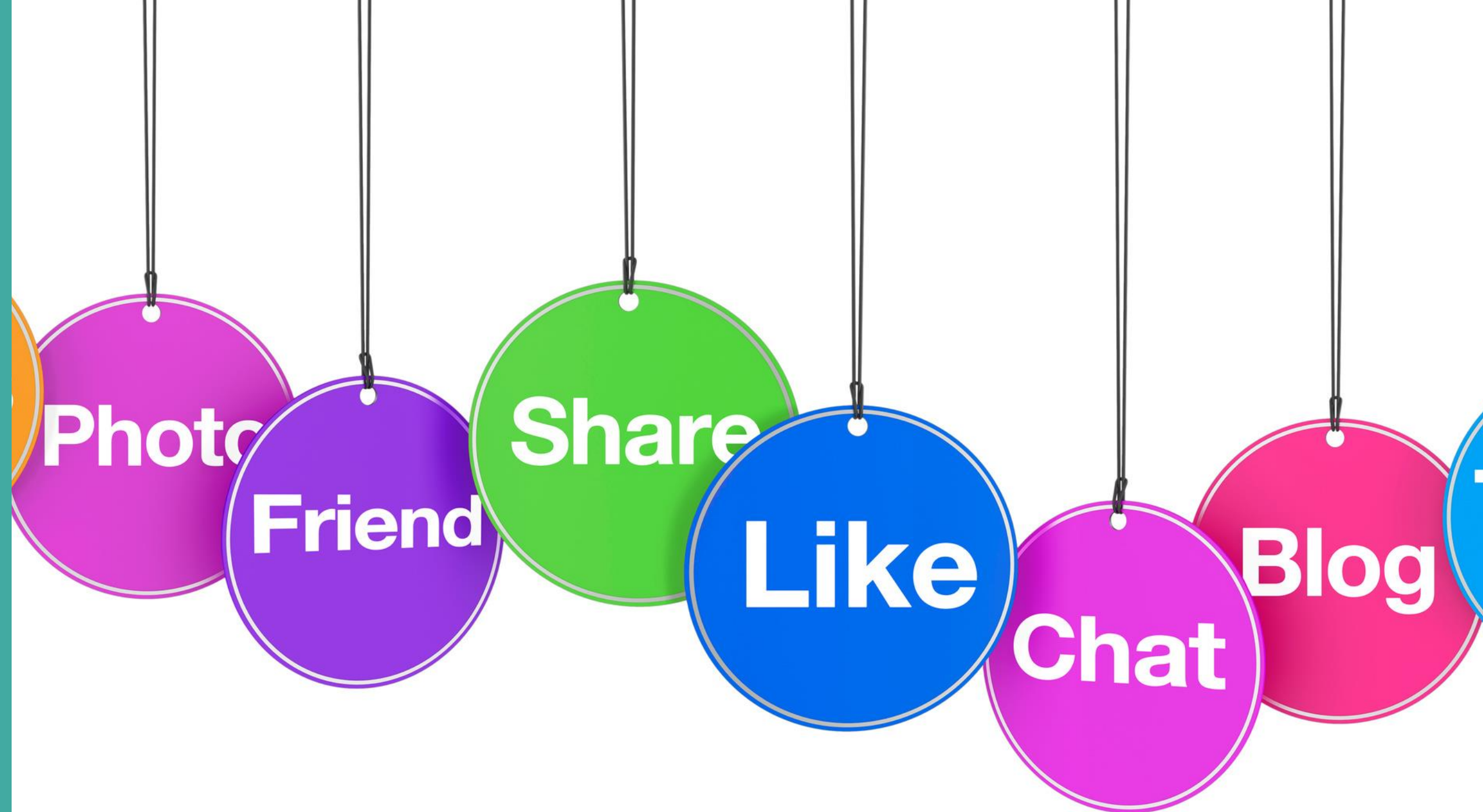
- Repurpose posts to reels, and stories

# CTA'S, POLLS, AND LINKS

- Use the effectiveness of:
  - Calls to ACTION
    - Start a conversation
  - Polls
    - Pose a question
  - Links
    - Use links in stories



# MEASURING ENGAGEMENT



## LIKES & COMMENTS

- Engagement rates, likes, shares, and comments, channels can tailor their content to better align with their audience's interests.

## TRACKING METRICS

- Feedback through social media informs programming decisions and helps to address community needs more effectively.

# VIDEOS & COVERS

- Attention grabbing covers over content
- Increased views & Engagement with video by 1,200%
  - Use clips and snippets from popular content







## TAGGING ON SOCIAL

- Tag all connected accounts
- Bring in collaborators and partners
- Tag on the graphic to increase mentions

# Website Stats:

Stats: As of 09/25/2023:

- New Visitor Percentage - 99%
- Returning Visitor Percentage - 1%
- Unique Visits - 5,812
- Total Visits - 6,386
- Pageviews http - 24,468
- Total Desktop Usage 73%
- Total Mobile Device Usage - 27%
- From FB - 6
- Linktree - 5
- LinkedIn - 2
- Twitter - 3
- Constant Contact - 0
- ABC News - 1
- Click2Houston - 0
- Clicks thrus http - 234
- Click thrus https - 1,046

# INSPECT WHAT YOU EXPECT

Stats: As of 10/2/2023:

- New Visitor Percentage - 98%
- Returning Visitor Percentage - 2%
- Unique Visits - 438
- Total Visits - 516
- Pageviews http - 1,175
- Total Desktop Usage 73%
- Total Mobile Device Usage - 27%
- From FB - 0
- Linktree - 0
- LinkedIn - 0
- Twitter - 0
- Constant Contact - 0
- ABC News - 0
- Click2Houston - 0
- Clicks thrus http - 3
- Click thrus https - 19



**THANK YOU FOR YOUR TIME!**

**CENTRELL REED**

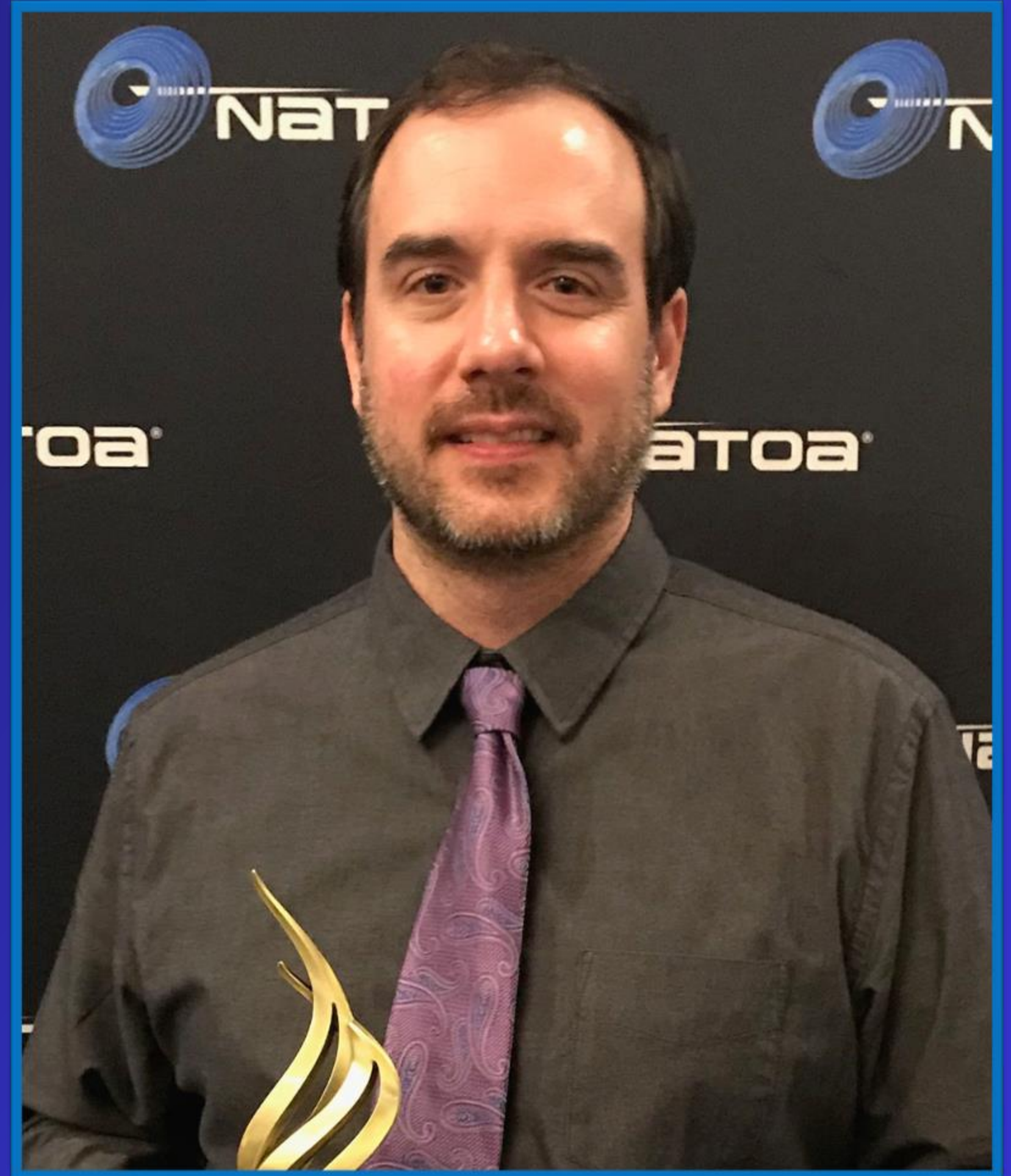
**+1-713-892-5717**

**[INFO@CREEDGLOBALMEDIA.COM](mailto:INFO@CREEDGLOBALMEDIA.COM)**



# CHRISTIAN BRUNCSAK

Senior Video Producer

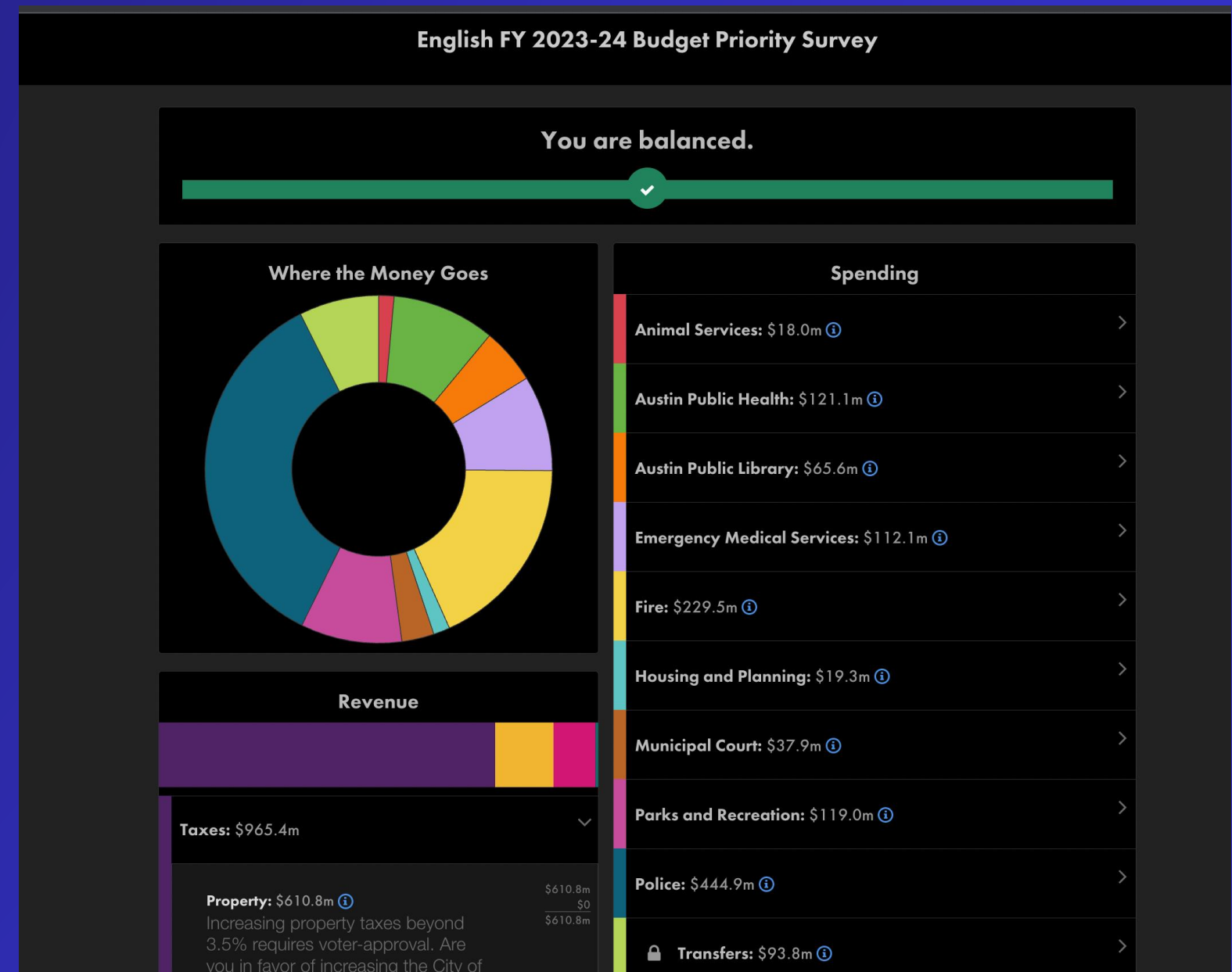


# Under the Hood: CITY BUDGET PSA



# GOALS OF VIDEO PSA CAMPAIGN

- Help Drive Engagement Efforts for COA Annual Budget
- Drive Traffic to Budget Website/Survey
- Entice Community to Provide Feedback



# PRODUCTION CONSIDERATIONS

- Audience
- Languages
- Distribution
- Media Buys

# DISTRIBUTION

- City of Austin Budget Website
- City of Austin Social Media Channels
- ATXN/PEG Channel
- YouTube
- YouTube Shorts
- AD Campaigns

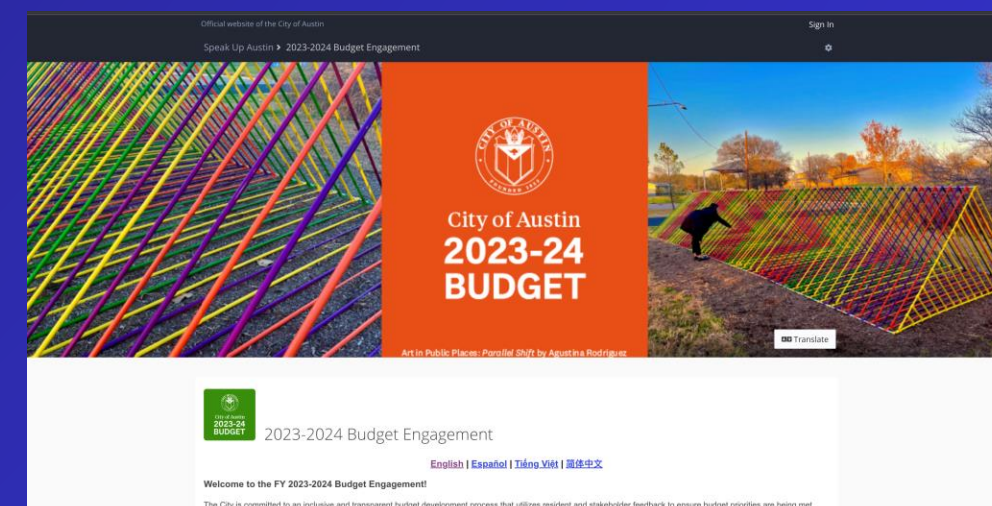
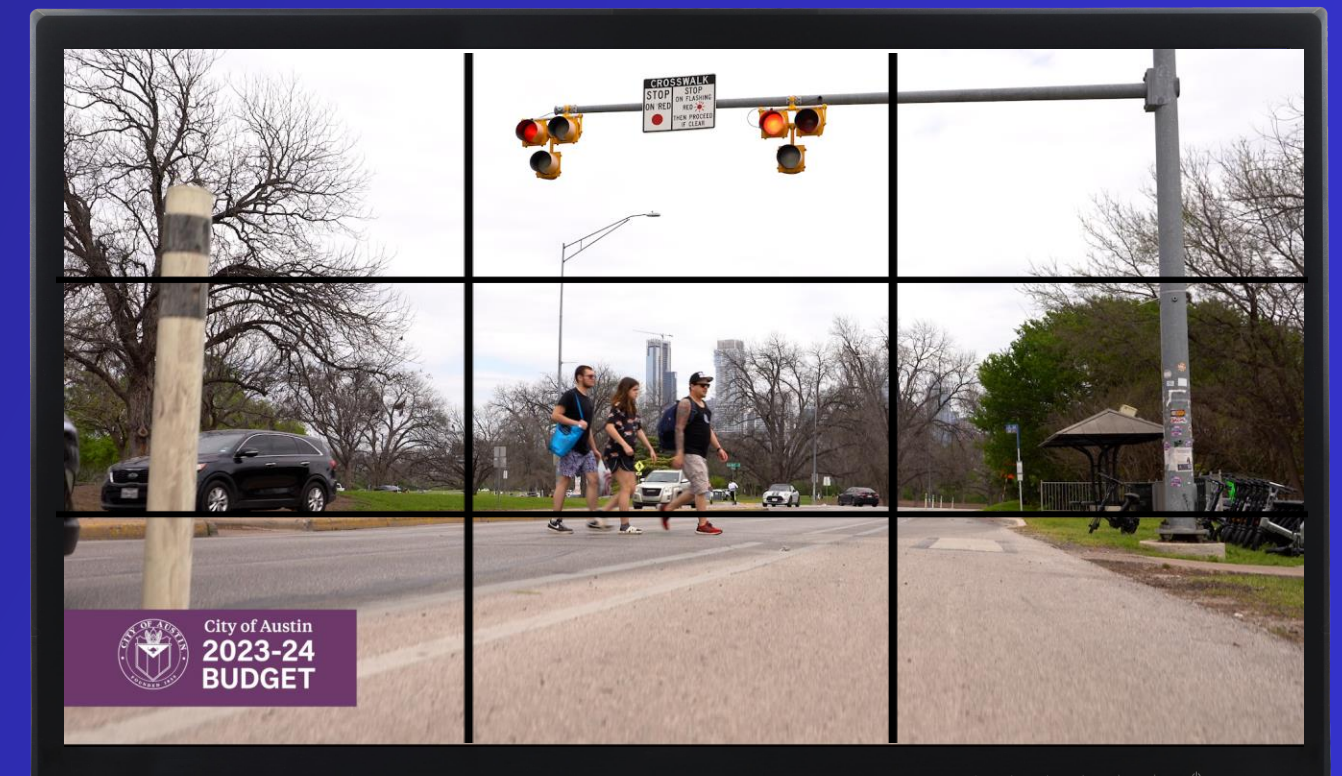


# PRODUCTION STRATEGIES

- Script Content
- PSA Length
- Number of PSAs
- Multi Language PSA
- No Sound Strategy
- Call to Action/Messaging for Social

# PRODUCTION STRATEGIES

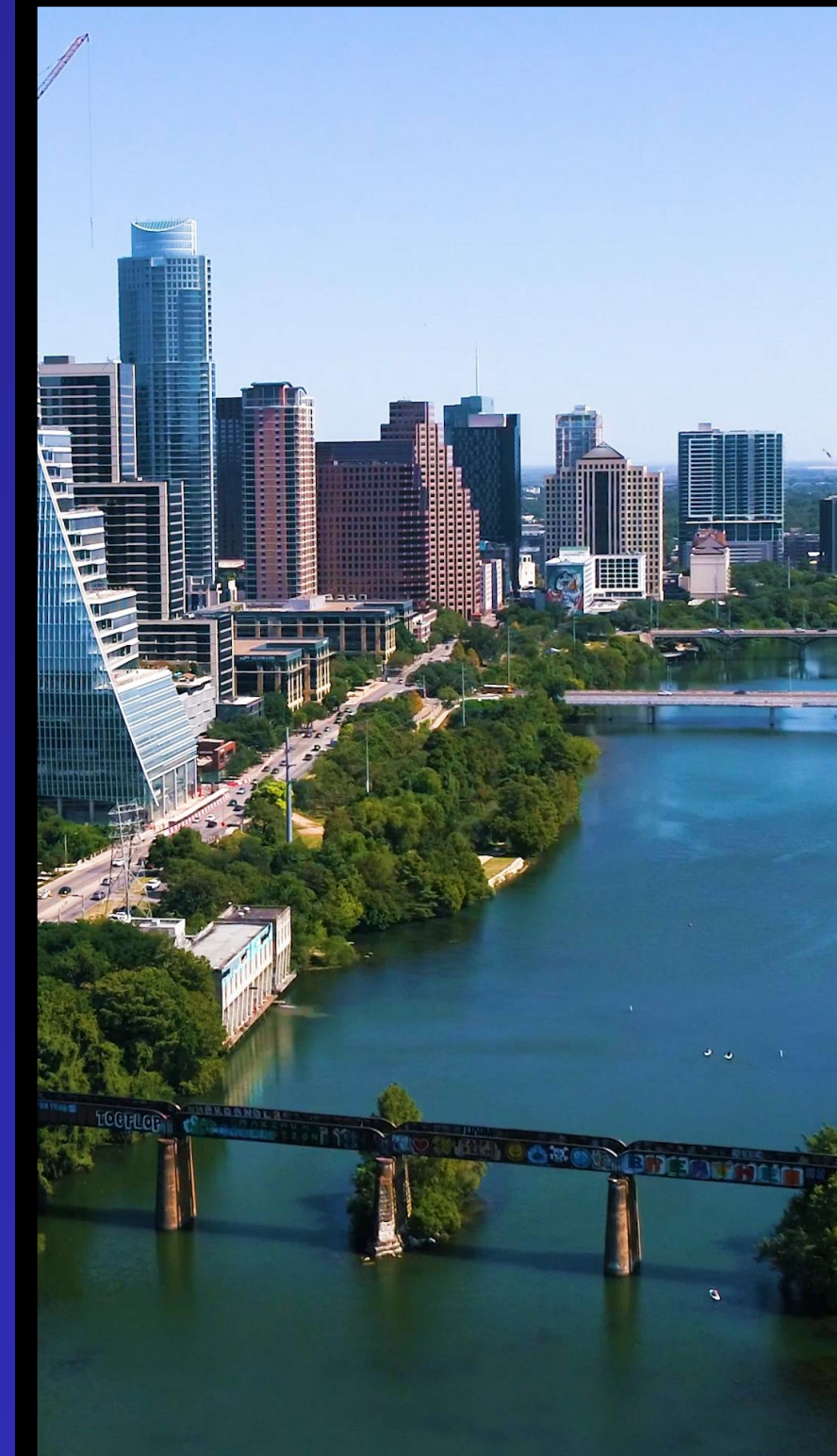
- Horizontal Version
- Vertical Version
- Film in 4k
- Film using “Rule of 3rds Grid”
- No Setups/Actors
- Graphical Elements
- Motion Graphics



# ENGLISH PSA HORIZONTAL



# ENGLISH PSA VERTICAL

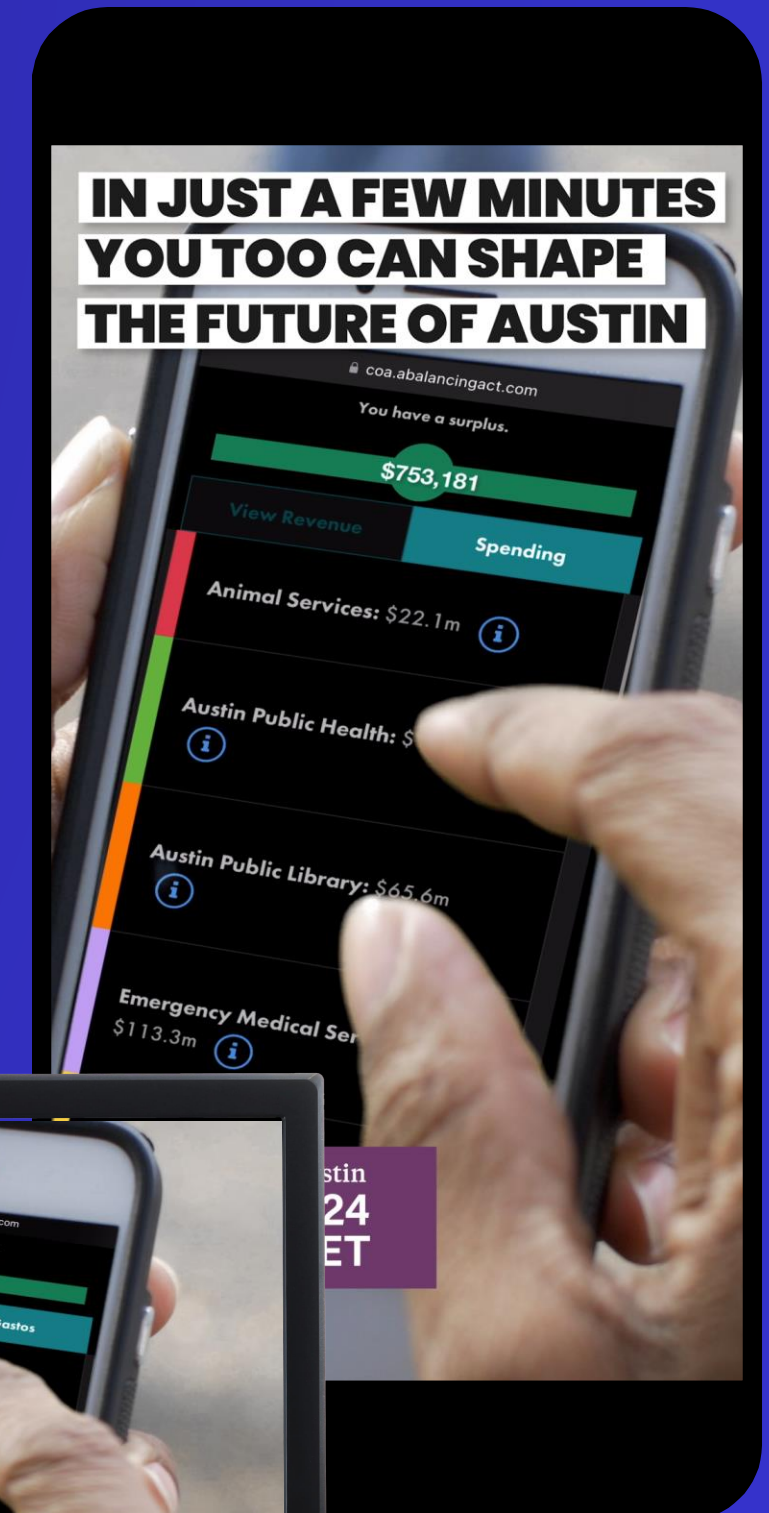


# SPANISH PSA HORIZONTAL



# DISTRIBUTION

- Thumbnails
- Broadcast Captions
- Subtitles for 4 languages
- Post Descriptions/Hyperlinks
- Publishing
- Testing!
- Monitoring Campaigns
- Reports



# ANALYTICS

## Google Video Ads

- Cost Per Impression (CPM)
- Cost Per View (CPV)
- Click Through Rate
- Engagement

## YouTube

- Impressions
- Click-Through Rate
- Views
- Engagement

## Budget Website/Survey

- Page Visits
- Survey Submissions

# GOOGLE ADS ANALYTICS

- Created 2 video campaigns (for English and Spanish) Focus was Horizontal Ads vs. Vertical\*
- \$250 allocated for each language/campaign for time-period
- Skippable in-stream & Pre-Roll Ads only (vs. In-Feed ads)
- Disabled “Partner Sites” advertising and used YouTube audience only



# GOOGLE ADS DATA: (4 Weeks of Data)

	ENGLISH PSA- (\$260)	SPANISH PSA – (\$167)	NOTES
<b>CPM (cost per impressions)</b>	<b>22K</b> (\$8/per 1k impressions)	<b>25K</b> (\$7/per 1k impressions)	<b>US Avg.</b> (\$10 per 1k impressions)
<b>CPV (cost per view)</b>	<b>3K Views</b> (\$.08/per view)	<b>4K Views</b> (\$.04 per view)	<b>US Avg.</b> (\$.03-.30 per view)
<b>View Rate (cost per view / impressions)</b>	<b>14%</b>	<b>16%</b>	<b>US Avg.</b> <b>15%</b>
<b>Click Through Rate</b>	<b>160 clicks</b> (\$1.66/per click) <b>.73%</b>	<b>152 clicks</b> (\$1.10 per click) <b>.60%</b>	<b>US Avg.</b> (\$.10-.30 per click) <b>2-10%</b>
<b>Engagement</b>	<b>25%</b> - full watch 17 Likes	<b>25%</b> - full watch 42 Likes	

# YOUTUBE DATA: (Lifetime)

	ENGLISH PSA	SPANISH PSA	NOTES
<b>Impressions</b>	<b>2.5k</b> (2% click-through rate)	<b>2K</b> (1.1% click-through rate)	<b>US AVG.</b> (2-10% click through rate)
<b>Views</b>	<b>3.1K</b>	<b>1.7K</b>	
<b>Retention</b>	<b>Avg. % viewed = 98%</b> <b>40%</b> - full watch	<b>Avg. % viewed = 98%</b> <b>40%</b> - full watch	50% or more is very good
<b>Engagement</b>	19 Likes   +4 Subscribers	57 Likes	

## BUDGET SURVEY LANDING PAGE DATA:

	ENGLISH	SPANISH	NOTES
<b>Page Views</b>	<b>8,524</b>	<b>658</b>	Public Input website – 2,773
<b>Survey Submissions</b>	<b>760</b> (9%)	<b>3</b> (.5%)	Chinese Simplified=289 page views & 1 submission Vietnamese = 760 page views & 0 submissions

# CAMPAIGN REVIEW

Potential Adjustments for this campaign

- Create benchmarks
- Identifying source for each COA page landing. (Google Ads, Instagram, etc.)
- Add questionnaire on the survey itself
- More interesting or engaging video campaign/posts
- Focus on improving click-through rates
- Improve Survey or ask for feedback
- Assess performance and allocation of ad funding

# TAKEAWAYS:

- Identify Audience
- Target Languages
- Distribution/Media Buy/Social Media
- Film in 4k Horizontal for Vertical Ads
- Use Rule of 3rds Grid
- Use Templates, animations, etc.
- No Sound Strategy for Social
- Build organic before ad buy
- Quick Call to Action in video
- Thumbnails
- Subtitles
- Testing!
- Monitor Campaigns and Course Correct
- Create and use Benchmarks
- Assess and revise content and/or campaign using data

# Thanks!

Any questions?