Social Media & Video, a love story

By Pablo Stevenson, CEO
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Tuesday, Oct. 29, 2019

- AAPA Communications and Marketing Seminar
- Montreal, QC, Canada
Presenter

Pablo Stevenson - Presenter
CEO
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Montreal, QC, Canada
Are we creative enough?
We are.
Meme culture
WHAT IF CATS HAVE THEIR OWN INTERNET
AND IT'S FULL OF PICTURES OF US
Let's set a world record together and get the most liked post on Instagram. Beating the current world record held by Kylie Jenner (18 million)! We got this... 🙌

#LikeTheEgg #EggSoldiers #EggGang

afficher les 3,240,495 commentaires
American Mussels: Distributed by Columbia-valve Pictures.

#OscarNomNoms

The Wolf of Waffle Street #OscarNomNoms
So bad, even introverts are here.

WINTER IS LEAVING

PLEASE RECYCLE YOUR SIGN!!!
Constraint
Draw an alarm clock.
30 seconds.
Draw an alarm clock part 2.
Constraint: Design for a person who is blind and deaf.
It’s not about video, it’s about movement.
LOVE THIS

buzzfeedfood
Brownie + caramelized white chocolate ice cream + devils food cake + liquid klondike + chocolate rum ganache =
MOBILE CONTENT CONSUMPTION IS CHANGING
STORYTELLING NARRATIVE STRUCTURES

MAIN MESSAGE

5 15 30 SECS
HEARTBEAT STORYTELLING

MAIN MESSAGE

5 15 30 SECS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do magna aliqua.

Vertical video

FROM 16:9

TO 1:1

TO 2:3

TO 9:16
Vertical video

FROM 16:9
TO 1:1
TO 2:3
TO 9:16
AYGO can help you win tickets to a mega concert in Los Angeles + a pair of Yeezy Boosts

Vertical video

Tutorial #6: AUX KING

Tutorial #3: Good Grades
USERS

PEOPLE
You can sleep when you’re old. BLACK ’N WHITE Coffee.

Gutschein.
Life tastes good.
BLACK 'N WHITE coffee.
WE WERE THE
FEARLESS
GENERATION
Descubra Nova Iorque e seus encantos através desta experiência única. #pricelesscities
Visa

29 July

Da preparação ao salto são poucos segundos. Imagina o frio na barriga do saltador mexicano do #TeamVisa, ivan garcia el pollo, antes de fazer um salto ornamental na #Rio2016? É ou não é uma sensação de #Possomais?

Visa

100 dias para os Jogos Olímpicos Rio 2016

107 Comments  72 Shares

Like
Comment
Share

1.3K

André Sabioni
Daniel Bottas  Mauro Cavalletti

Write a comment...
FACEBOOK ORGANIC REACH

Source: Facebook 2019
Seconds to success

6 seconds

15 seconds

30 seconds
Let’s co-create folks!
**Pillar**: Content cluster that responds directly to the business objectives and editorial line.

**Content series**: Recurrent content concepts that respond directly to the defined content pillars.
Example of a video content strategy for SpaceX

Send a first cargo mission to Mars in 2022

- Technology & innovation
- Business potential

Live launches / landings
- Behind the scenes
- Engineers portraits

Partners ventures
- Business benefits
- Investor relations
Here's to changing the future and flying all over the solar system! 🚀
https://link.to/related/123

Test of Crew Dragon's upgraded launch escape system ahead of static fire and in-flight abort tests — altogether we are conducting hundreds of tests to verify the system's advanced capabilities to carry astronauts to safety in the unlikely event of an emergency.

New on Futurism: NASA's collaborating with Caterpillar on Moon mining machines

FUTURISM.COM

Oct 26 2:25 PM
#1. Define your objective(s)
#2. Define your content pillars
#3. Define your content series

Technology & innovation

Engineers portraits

Vertical videos for LinkedIn and FB.

15 seconds.

One question, one answer

Single shot
#4. Share!
<table>
<thead>
<tr>
<th>Key takeaways</th>
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<tbody>
<tr>
<td>Explore new formats on FB, LinkedIn and IG.</td>
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<td>Captivate the audience quickly, less in than 3 seconds</td>
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<tr>
<td>It’s not about video, it’s about movement</td>
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<td>Keep it short, 5, 15 seconds, 30 seconds</td>
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<td>No media = no traction</td>
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<td>Build your content production capacity</td>
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<td>Create content kits (statics, video, motion, etc.)</td>
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<tr>
<td>Measure and test, measure and test, measure and test</td>
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</tbody>
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Thank you!