

How to Use Video on Social Media



Contents

— Introduction

— The stats

— Where should I post my video?

- Facebook
- Twitter
- Instagram
- Youtube

— Paid vs. Organic

— Use cases for video on social media

- 1. Raise Awareness
- 2. Get more followers
- 3. Drive traffic to your site
- 4. Q&A Sessions
- 5. Capture spontaneous moments

— Tracking the results of your campaigns

— About Wyzowl



Introduction

For years, video and social media have been fighting it out to be crowned king of the internet. But I think now we can finally agree that they share the title.

Almost all time spent on the internet is split between video and social media, with adults in the US spending an average of [1 hour, 16 minutes](#) per day watching video!

With regards to social, almost [20% of total time spent online](#) across both desktop and mobile devices is on social platforms.

In other words, if you want to be seen by potential customers you **need** to use video and social media together.

Social media is becoming more and more about sharing and consuming visual content. In this eBook, we're going to explain exactly how you can use video on social media to get the marketing results you want.



The stats

Let's start by looking at the facts and figures! Here are 10 stats that prove how amazing video and social media are together...

1. More than [4 in 10 social users](#) (**41%**) say they've bought a product or service after watching a video ad on social media.
2. By 2019, nearly **a million** minutes of [video will be shared every second](#).
3. [Video posts on Facebook](#) have **135%** greater organic reach than photo posts.
4. More than **57%** of users report seeing [more video content](#) on their social media news feeds than they did 12 months ago.
5. **82%** of Twitter users watch [video content](#) on Twitter.
6. When [Instagram](#) introduced videos, more than **5 million** were shared in 24 hours.
7. **42%** of users would [actively choose to watch a video](#) ad they saw on their news feed.
8. **69%** say they'd be [more likely to watch a video](#) ad their friend had shared.
9. More than **50%** of people who visit Facebook in the U.S. every day [watch at least one video](#).
10. **41%** of Twitter users think it is a great place to [discover videos](#).



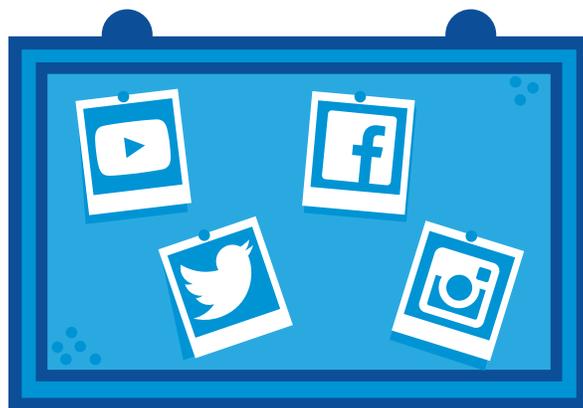
Where should I post my video?

There are so many social media channels out there, with more seeming to pop up year after year. Is it really of vital importance to be seen on all of them?

Yes & No.

Obviously, the more eyes you can get on your content, the better. But some social networking sites may appeal to people that aren't even remotely part of your demographic. For example, a huge [90%](#) of Instagram users are under 35. So if your demographic is people over 35, then you may be better focusing your video marketing efforts towards Facebook who only have [34.5%](#) of users aged 18-29.

In this section, we are going to look at the positives and negatives of posting videos on each of the following social media channels.



Facebook

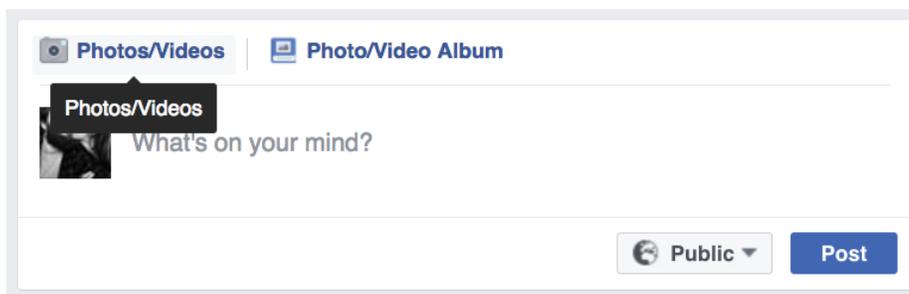
[Facebook](#) is undoubtedly the most popular social media site around, with over **1.6 BILLION** daily users. This is good and bad. It's good because there's a wider pool of viewers to watch your videos. But it's also bad because there are more users to compete with.

Facebook is also the most innovative social channel on the list. The site is always evolving; a recent example of this is their new feature: [Facebook Live](#). If you're going to use Facebook to post your videos to social media (and we would recommend that you do!) then it's important to take advantage of Facebook Live as a unique way to connect with your audience.

However, Facebook is also great for posting your regular pre-recorded videos. Visual content is much more popular than written posts, so take advantage of posting videos to Facebook when you can.

How does it work?

In the post box at the top of the page, hit 'Photo/Video' and upload your video. It's as simple as that! No magic tricks!



With Facebook, you can upload a video of up to 45 minutes long and 1.75 GB in size.

To stream a live video, you need a business page on Facebook and you also need to download the app '[Livestream](#)'.

Twitter

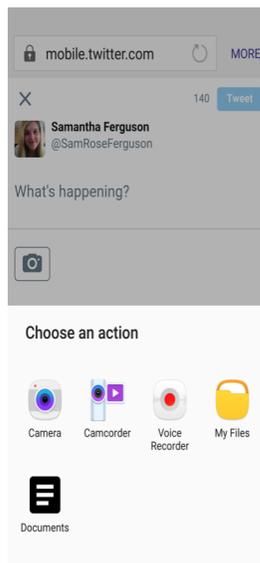
Twitter has [100 million](#) daily active users, so, although it doesn't reach as many people as Facebook, that's still **A LOT** of people.

It also helps to know that Twitter users enjoy watching videos! An impressive [82%](#) of Twitter users watch video content on the site; and, as such, tweets with videos in them get more engagement. The average video post receives [2.8x](#) more retweets than a usual text tweet.

It's worth noting that Twitter video has a limit, just like tweets have a limit of 140 characters. Twitter videos must be 30 seconds or less - a great length for engagement! According to [Wistia](#), 80% of people will watch a 30 second video from start to finish. After that, viewers start dropping off consistently.

How does it work?

Simply head to the 'Tweet' button and click on the camera option. If you are on a desktop, then it will take you to your files and ask you to select the video to upload. If you're using the mobile app, it will look something like this:



From there, you can either choose a pre-recorded video to upload, or record one on the spot!

Instagram

Instagram is the ultimate visual social media channel. Originally all about photos, the platform has been gradually introducing videos over the past few years.

Video has been widely embraced by Instagram users (who tend to be of a younger generation than Facebook and Twitter users). In fact, when videos were first introduced, [5 million](#) were shared in just 24 hours!

Similar to Twitter, Instagram favours short form content. As such, video content is capped at 60 seconds.

How does it work?

Instagram videos can be uploaded from your gallery, or recorded directly from the app.



Instagram has also recently released a new feature: Instagram Stories. This feature allows users to share short videos that can be viewed for up to 24 hours before they are deleted. These videos don't appear in the main Instagram feed, so they aren't disruptive. But users can choose to view them if they wish.

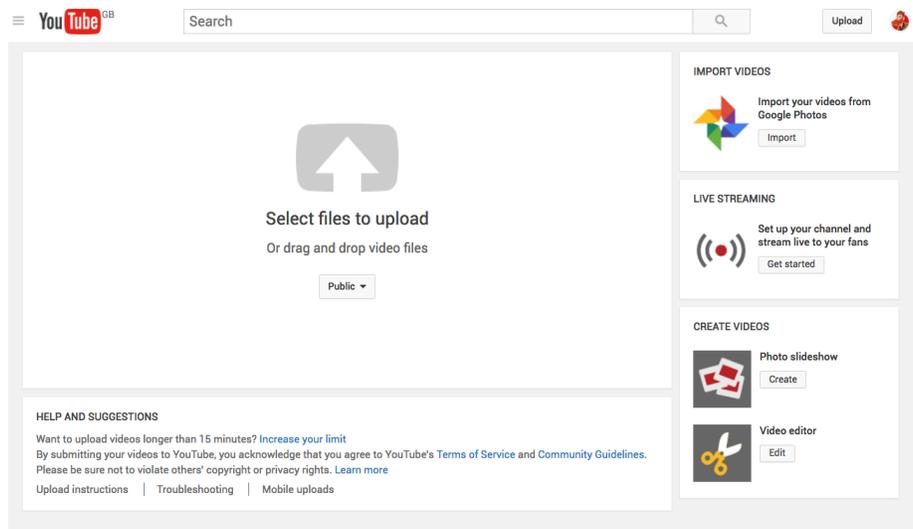
YouTube

At first glance, you might dismiss YouTube as simply a video hosting platform. But it has all the qualities of a social media channel: users can share and view content (videos), and also make connections with each other.

YouTube has such a wide audience, so it's vital to post your videos there. In terms of video, YouTube is **11.3x BIGGER** than Facebook. To put that into perspective, every day [8061 years](#) of video content is watched on YouTube compared to 713 years consumed on Facebook.

How does it work?

To upload a video to YouTube, all you need is a Google account. From there, you simply log in to YouTube and upload your video.

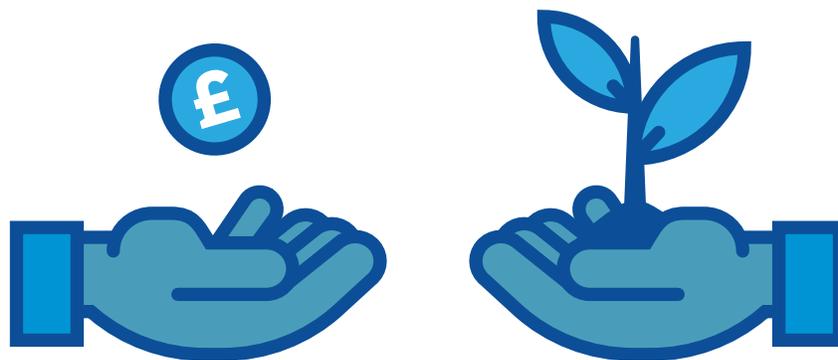


Paid vs. Organic

Once you determine which social media platforms suit your video marketing strategy best, it's also worth thinking about paid advertising vs. organic posts.

Social media began as an organic tool with the focus purely on people sharing and engaging with interesting content. But, over time, there has been more and more focus towards monetizing social media.

Let's take a look at the pros and cons of paid and organic posts:



Paid

When you pay to promote your posts, you can reach a wide range of people, much more than your own following. You can target based on location, gender - almost every demographic you can think of!

You can tailor your budget too, with a lot of social ad features allowing you to start with the minimum budget of £1. You can also accurately track your efforts, which will give you an insight into what works well for your brand and what isn't working.

With regards to cons, the clue is in the name – you have to *pay* for **paid ads**. Typically, the more you spend, the wider your reach will be. However, social media is a fast-paced world, and your ad does risk getting buried under the masses, particularly on sites with moving news feeds, like Twitter and Instagram.

Organic

The biggest plus about organic posts is that they are free! For no cost at all, you can connect with (potentially) billions of people worldwide – in an instant! And, if you post at the right times, your efforts can be as effective as paid ads.

However, there is a lot of research involved in discovering what times and days are best for grabbing the attention of your followers. On top of this, social media needs constant surveillance if you want to grow a large following organically.

Another con of organic social media is the inability to quantify your efforts. It's hard to measure the worth of a retweet or a like when you don't know what that interaction led to.



Use cases for video on social media

There are tons of different ways to use video on social media, and, in a way, that's the beauty of it. You can organise each campaign around what you are trying to achieve.

In this section, we are going to list the best use cases for video on social media:

1. Raise Awareness

This is probably one of the most obvious use cases for video on social media. As we've already touched upon, people enjoy consuming visual content. Video posts regularly receive more engagement than plain text posts, and this will help you raise awareness of your brand.

The best way to raise awareness of your brand is to post a 60 second explainer video. A video that is fun, to the point, and leaves users wanting to know more. This type of video fits in well on YouTube and Facebook. For Twitter and Instagram, it's better to cut your explainer to 30 seconds to give people a taste of your brand. You can then encourage them to watch the full explainer video on your website.

3. Drive traffic to your site

As mentioned above, explainer videos can drive traffic to your site by enticing people to want to find out more about your brand.

You can also further drive traffic to your site through “How To” videos that explain your products or services in more detail. People like to learn about new things and understand how things work, and, because the majority of people ([65%](#)) are visual learners, “How To” videos are great at grabbing and keeping the attention of viewers.

Be sure to link back to your website and use your call-to-action to inform viewers of where they can purchase/order the product/service highlighted in the video.

Another type of video that can be used to drive traffic from social media to your website is a “Product Review” video. These days, very few people will purchase a product without researching online first. Studies have found that [9 out of 10](#) consumers search for online reviews to determine the quality of a business.

As product reviews are from the point of view of your customers/clients, viewers are more likely to trust the message and this could be the final push they need to make the leap from ‘lead’ to ‘customer’.

4. Q&A Sessions

Social media is an interactive platform. So why not use video to take advantage of that?

Q&A sessions are a great way to show off the human side of your brand, and to answer any burning questions that your social followers may have. You can select a specific topic for the Q&A or leave it open for your followers.

Below, Eva Longoria takes questions from her followers. Although she is a huge household name, this technique can work for any brand. It's all about increasing engagement with your social followers!

<https://twitter.com/evalongoria/status/683739459578408960>

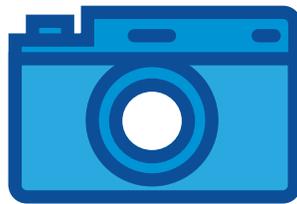


5. Capture spontaneous moments

With live video growing in popularity, why not take advantage of it to show the human side of your brand on social media?

You could use live streaming features, such as Periscope for Twitter or Instagram Stories, to share snippets of life “behind-the-scenes” of your brand.

[QVC](#) recently took advantage of this on Facebook Live, chatting to one of their presenters, Ashling Basking, after her first show. The video shows Ashling chatting backstage and answering questions on the spot. This spontaneity is a great way to humanize the brand and also show off the people behind the scenes. Take a look at the video, [here](#).



Tracking the results of your campaigns

Tracking social media is almost as important as using social media in the first place! After all, if you don't measure your efforts then how will you learn and improve your posts in order to reach and engage with more people?

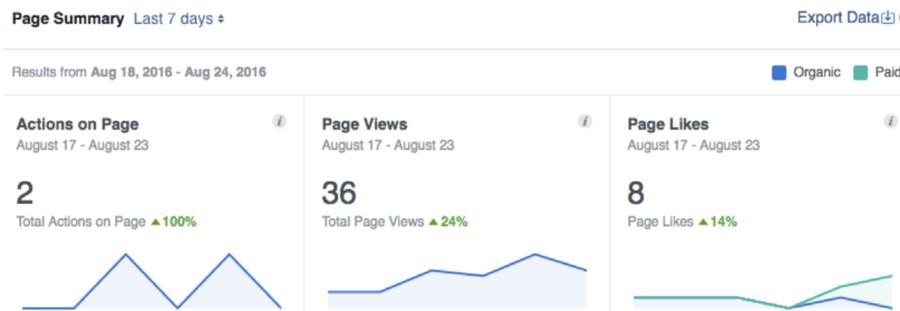
In this section, we are going to go through how to track the results of both individual campaigns and your overall social media usage. Let's take a look...

Overall

It's very easy to view the success of your social media efforts directly within each platform, although most people make the mistake of ignoring this. On your Twitter profile page, towards the right-hand side, you can see a quick overview of your tweet performances:



Facebook has a similar function:



It's great to have a quick glance at these to check how your posts are doing. But to really get to the juicy stuff you need to dig deeper. On Twitter, simply click 'view more tweets' to be taken to an analytics page with TONS of information on your most popular posts:...and even the specific interests of your audience:

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Wyzowl @wyzowl · Aug 11 Raising money for @sarcoma_UK by eating cake! (cakes by @TappersCafe) pic.twitter.com/jc2OAREETF View Tweet activity			1,430	33	2.3%
	Wyzowl @wyzowl · Aug 8 Happy #InternationalCatDay! Take it away Keyboard Cat... (#animation by @TomWiggins) pic.twitter.com/LHWYL2gE00 View Tweet activity			948	11	1.2%
	Wyzowl @wyzowl · Aug 4 Video does wonders for website conversion rates... #conversionrate #optimization #websites pic.twitter.com/CTIDRZw7Nm View Tweet activity			938	4	0.4%
	Wyzowl @wyzowl · Aug 1 Still reminiscing over last week's delicious lunch from @TappersCafe. Thanks guys! 🍴👍 pic.twitter.com/5Mav0Dqu7d View Tweet activity			867	28	3.2%

This will help you when it comes to posting new videos on social

Interests

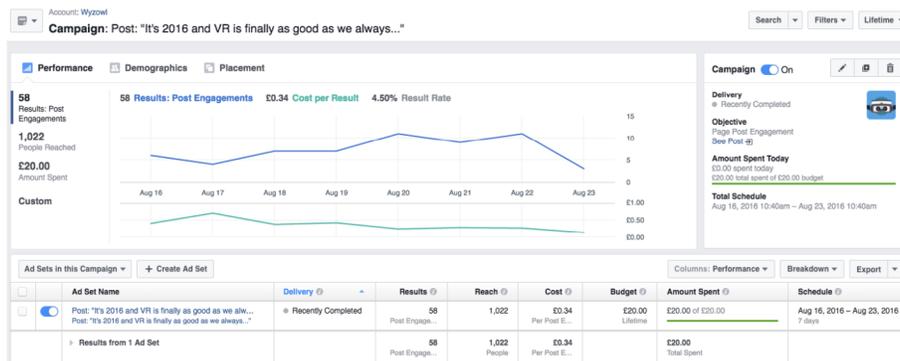
Interest name	% of audience
Technology	66%
Business and news	62%
Tech news	58%
Business news and general info	55%
Comedy (Movies and television)	54%
Business and finance	50%
Entrepreneurship	47%
Movie news and general info	45%
Music	45%
Politics and current events	41%

media as you can see which videos attracted more attention than others. It's also worth using the analytics software of your video hosting company (if you are using a video hosting company rather than recording and posting from within the social media app) to see if there is a particular point where people lose interest in your video and drop off. We would recommend our good friends at [Wistia!](#)

Individual

Tracking individual campaigns is also advised as this will help you determine where and how to spend your marketing budget in the future. For this example, let's take a look at Facebook:

Here, we can see exactly how many engagements this post



received in comparison with how many people the post reached. We can also take a look at the 'cost per result' and many other metrics.

About Wyzowl

Now you know how to use video on social media, how about getting an awesome animated video made bespoke for your brand?!

We've created thousands of videos for clients all over the world. So whether you're selling a product, a service, or vision – we can help!

With our abundance of experience in all things video, we've honed our process into a five star service. Our in-house team of creatives will take care of everything, from any initial questions you have, all the way to video editing – and everything in between!

Interested?

[Get in touch](#) to talk to a member of our team.

