

# MAKING VIDEO SOCIAL

*As short as possible, but as long as you need it to be.*

## DRIVE INTEREST

### **1-5-20**

1 second = Captures Attention

5 seconds = Piques Curiosity

20 seconds = Becomes Relevant

### **SINGULAR IN MESSAGE + PURPOSE**

Singular idea but NOT one person or one thing.

### **AUTHENTIC**

Cannot alienate or pander to the community.

## DRIVE SHARES

### **COMMUNITY EXISTS**

A like-minded community of people with the same interests that connect online.

### **EMOTIONAL REWARD**

Leaves the audience with a strong feeling that creates the desire to share.

### **NO SELL**

It never makes the audience feel like they are being sold something. It should not feel like a commercial or a piece of product marketing.



# TYPES OF CONTENT

The **community** must inform what type of content is best suited to their needs.

## COMMUNITY

Choose 1, at most 2 types of content, no more. **Stay focused.**

