

# Create Snackable Video Content



Lt Col Paul Cianciolo

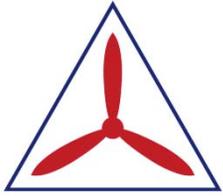
National Marketing & Social Media Manager

Lt Col Andrew Oppmann

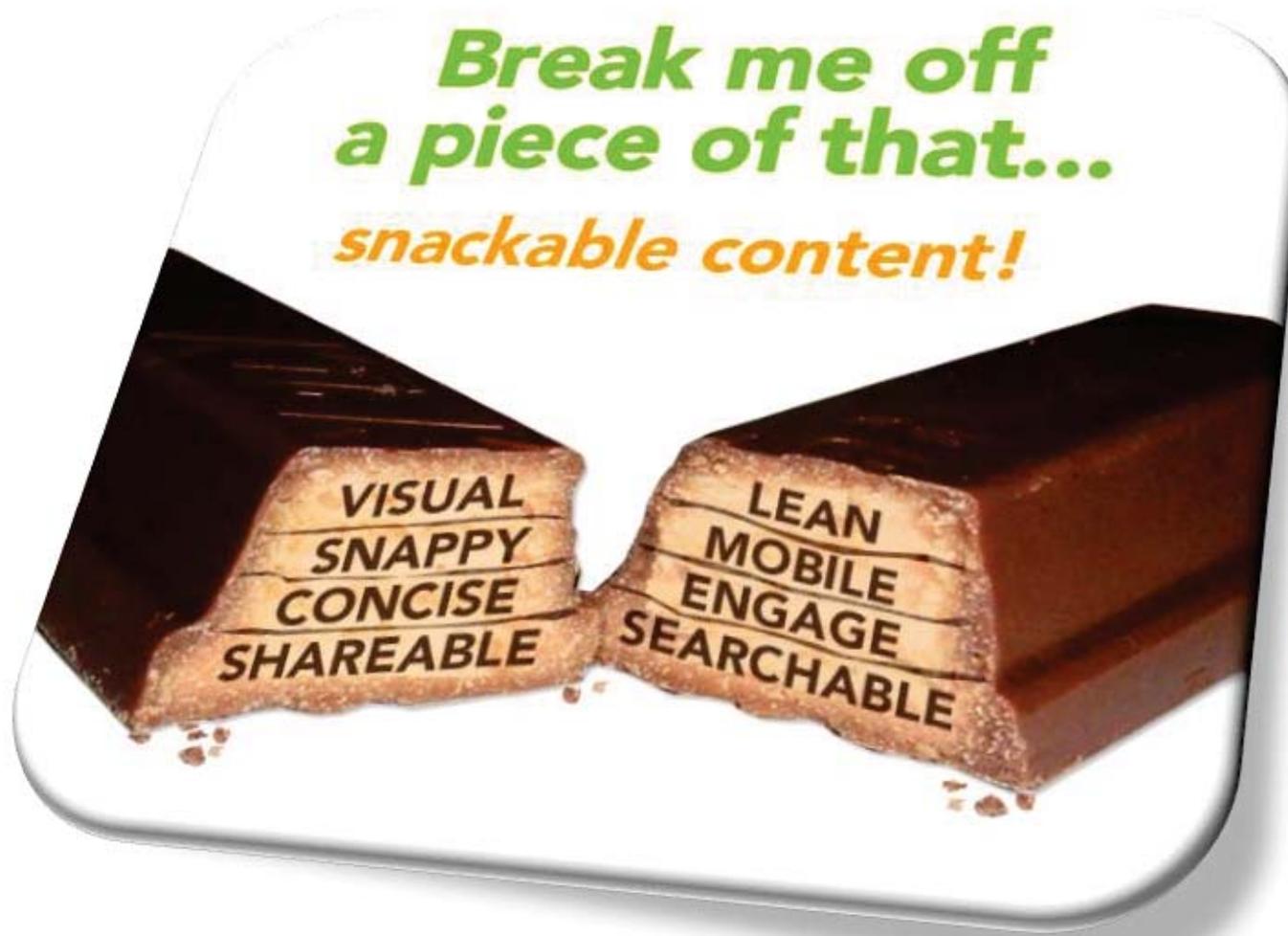
National News Coordinator

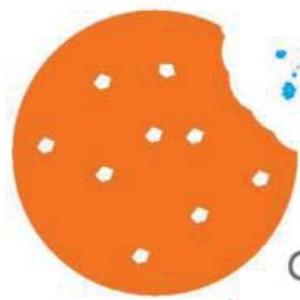
***PAO Academy @ #CAPNC17  
30 August 2017***





# Snackable Content





# Snackable

*Consumer demand for on-the-go information has made catchy, bite-size pieces of content more popular than ever.*

**65%**

percentage  
of people  
who are  
primarily  
visual  
learners

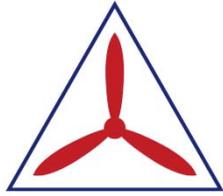
**8 seconds**

average attention span  
of an adult online

**3,000**

number  
of brand  
impressions  
people  
face  
each  
day

*Snackable content is made for the on-the-go consumer who needs answers to their questions at a moment's notice. When done right, snackable content leaves the consumer hungry and eager for more.*

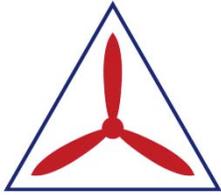


# Snackable Content

Info that is quick and easily digestible.

## **Little snippets of content can be used to:**

- △ Reinforce your brand voice
- △ Drive traffic to larger content pieces
- △ Promote on or offline initiatives
- △ Surprise and delight your audience
- △ To create deeper connections with your audience

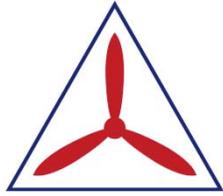


# Social Video Platforms

Buffer's Guide to Video Metrics



Facebook	Facebook Live	Instagram Video	Instagram Stories	Instagram Live	Snapchat Stories	Twitter Video	Periscope	YouTube
<b>WHAT COUNTS AS A VIDEO VIEW?</b>								
3 SECONDS OR MORE	3 SECONDS OR MORE	3 SECONDS OR MORE	UPON OPENING	UPON OPENING	UPON OPENING	3 SECONDS OR MORE	UPON PRESSING PLAY <small>Periscope counts viewers, rather than views.</small>	30 SECONDS OR MORE
<b>AUTO-PLAY?</b>								
YES	YES	YES	YES <small>BETWEEN STORIES</small>	NO	YES <small>BETWEEN STORIES</small>	YES	YES <small>WHEN LIVE ON TWITTER</small>	YES <small>AFTER A VIDEO ENDS ANOTHER AUTO-PLAYS</small>
<b>AUTO-LOOP?</b>								
YES <small>IF UNDER 30 SECONDS</small>	YES <small>IF UNDER 30 SECONDS</small>	YES	NO	NO	NO	YES <small>IF UNDER 6.5 SECONDS</small>	NO	NO

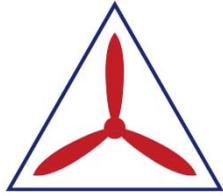


# 7 Tips for Social Media Video

**Tips Adapted  
from the 2017  
DINFOS Social  
Media Workshop**

**#DINFOSSMW**





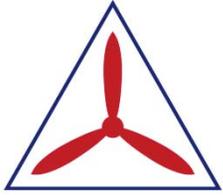
## Social Video Tip #1

# Short and Sweet



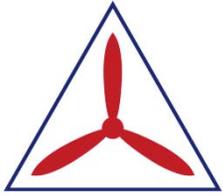
## 1 Minute Max

*Videos less than 15 seconds  
are shared more often  
than 30-60 second videos.*



# Teaser for Longer Content





# No Slates *Ever*

They belong on DVIDS  
or video made  
available to broadcast  
media.

## Social Video Tip #2

CONR-1AF (AFNORTH)  
Story: CrossTell  
VIRIN: 170524-F-MY467-0001  
Date: 5/24/17  
Producer: Lou Biehslich  
Reporter: Maj. Andrew Scott  
Time: 1:55  
Released By CONR-1AF (AFNORTH) Public Affairs

**Civil Air Patrol** educators from around the country  
join hundreds of K-12 educators in Houston, TX  
at the **Space Exploration Educators Conference**

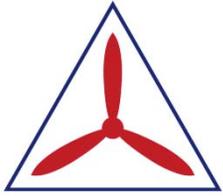
11 February 2017 Houston, TX

Special thanks to the 147th Reconnaissance Wing of the  
Texas Air National Guard, Ellington Field JRB



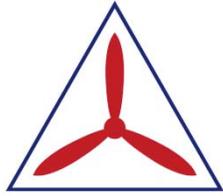
Like Comment Share

370 Reactions 8 Comments 20K Views



# Action! Have Some Fun!





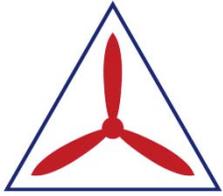
## Social Video Tip #3

# Do Not Lead with Logo

If you must lead with your logo, keep it short:

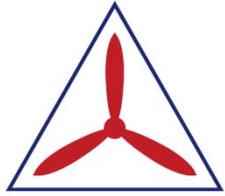
*2-3 seconds*

**It's better to brand your video at the end.**



# Timely Content

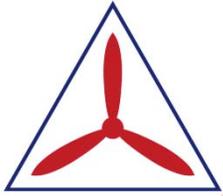




## Social Video Tip #4

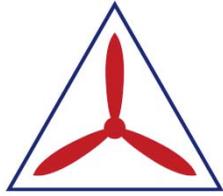
**It's better to have no  
graphics than bad graphics**

But good graphics will set you apart



# Don't Do This!





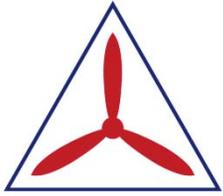
## Social Video Tip #5

# Captioning (Open & Closed)

Autoplay = No Audio

**Text Grabs Attention on Video!**

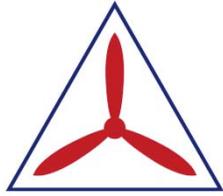
*Talking Heads must be Short, Engaging, & Captioned*



# Open Captions/Text

F-15 practices intercept of Civil Air Patrol C-182

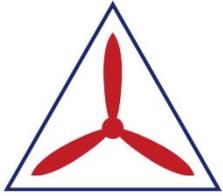




## Social Video Tip #6

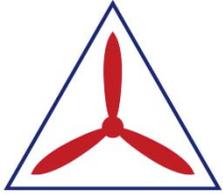
# Go Big or Go Home!

If your message demands a longer video, earn your viewer's attention!



# Show Something Unexpected





## Social Vide Tip #7

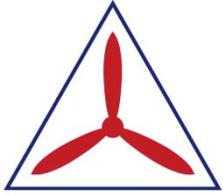
# Always Say and Show *Civil Air Patrol*

Use the 's to indicate your are part of CAP.

*Civil Air Patrol's National Blue Beret*

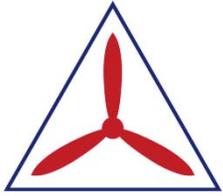
*Civil Air Patrol's Washington Wing*

*Civil Air Patrol's Podunk Composite Squadron in Montana*



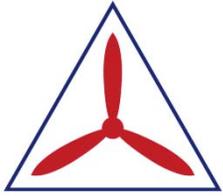
**100% Cellphone Recorded**





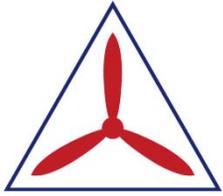
# Equipment





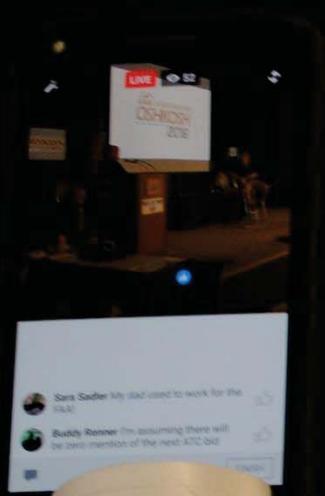
# Microphone a Must Use!

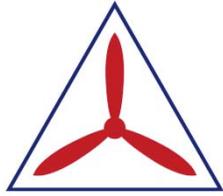




# Stabilized vs Unstabilized







# Editing Apps & Software

## Web

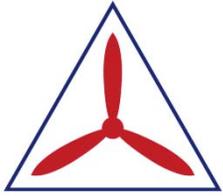
- YouTube Enhancements
- Adobe Spark

## Desktop

- DaVinci Resolve
- GoPro Quik
- iMovie
- Filmora\*
- Lightworks\*

## Apps

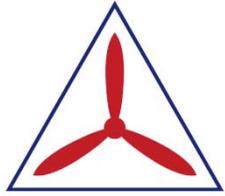
- GoPro Quik
- Hyperlapse
- Adobe Premiere Clip
- Animoto
- FilmoraGo\*
- Movie Maker  
Filmmaker\*
- KineMaster\*



# Don't Throw Spaghetti

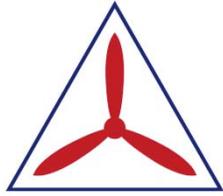


Think before you post. Know what you want to accomplish with your content before publishing.



## 7 Tips for Social Media Video

1. Short and Sweet
2. No Slates; Start with Action
3. Don't Lead with Logo
4. No Graphics Better Than Bad Graphics
5. Use Open or Closed Captions/Text
6. Go Big or Go Home
7. Always Say and Show *Civil Air Patrol*



## Class Exercise

# Storyboard a Snackable Video about the PAO Academy

What would the purpose of this video be?