

SMMC

WHAT YOU MISSED

Social Media Charlotte Roundtable

@smCLT

VISUAL STORYTELLING



Video Starts with Connection



What You Need to Know



8 sec

The attention span of humans. So pitch and deliver your message quickly.



15%

The percent of people who turn audio on Facebook when viewing videos.



Captioning video, super important because most people don't turn on audio



Amy Schmittauer
@Schmittastic

Brands have a certain level of production value. For me my production value is relate-ability.

People that are watching a 30 minute live stream are already interested or hooked on the brand.

Start a video with a personality and a connection. Don't make it like a tv show.

Misconception that visual storytelling is always or only valuable if it goes viral.



Vincenzo Landino
@vincenzolandino

Engagement is more important than volume because it means you already have someone in your pocket.

If you're not using video or live video for your brand, you're not reaching your audience organically.

Video is building a relationship with your audience.

If your content isn't thumb stopping, does it matter?



Visual story telling is a vital component of EVERY digital brand. Learn it. Do it. Share it.

All quotes were taken from tweets by Kathleen Hessert (@kathleenhessert), Sallie Funderburk (@salliefunder), Krista Jasso (@KristaDestinee), and Sports Media Challenge (@SportsMediaChal)