

EXCERPT: PART 2: Do

Digital storytelling with video

There are many uses for online video in content marketing for PR. We'll look at various examples shortly. But first, let's define what constitutes video when we're talking content marketing for PR. There is:

Long-form. Google describes long-form as video that's longer than ten minutes. Usually it's hosted on YouTube or Vimeo, and it's often embedded on a website or blog.

Short-form. This is video that's between two and ten minutes long, again, housed on YouTube or Vimeo and potentially also embedded on a website or blog. Increasingly, short videos are also found on Facebook or LinkedIn. Instagram has launched IGTV, a stand-alone vertical video app that allows users to post videos that are between 15 seconds and 10 minutes long (although larger accounts and verified accounts can upload videos up to 60 minutes in length).

Micro. Video that clocks in at two minutes and under is considered micro. This is generally the province of social media channels such as Facebook, Twitter (its upload limit is 140 seconds), Instagram and Snapchat (60-second limit) and LinkedIn. The Vine Camera app, which replaced the old Vine app after Twitter shut it down, is great if you want a 6.5-second looping video for Twitter (and only Twitter).

Live. Live streaming on a number of platforms is growing in popularity. Some video live-streaming apps have come and gone (Meerkat, anyone?), but the mainstays are as you would expect: Twitter, Facebook, YouTube and Instagram. Even LinkedIn, often a straggler when it comes to introducing new functions on the platform, has introduced LinkedIn Live. Current technology — for example, Google's Hangouts on Air — allows live video streaming in solo presentation or panel format. This is free to use. Another video streaming option is DaCast, which provides both live and on-demand services for a subscription fee.

Using video for PR purposes

There are many ways that a business, organization or individual can use video content to help build brand recognition and reputation. Here are a few ways.

1. For commentary on topical issues and trends

Commentary videos, which are generally done as a solo "straight to camera" riff on a particular topic or issue, can be a great way for subject matter experts and business and community leaders to raise their profile and establish their professional bona fides via social media.

These riffs can easily be filmed on a smartphone or tablet device, or on more sophisticated equipment such as a digital SLR camera if need be. Given that this content revolves around people talking, a professional microphone is recommended to ensure a higher standard of audio.

This format doesn't require a lot of editing, but some people are starting to add more graphics and text overlays to differentiate their videos.

For a while now I've been exploring the straight-to-camera format for both myself and for clients; I have found it to be particularly effective when uploaded directly to LinkedIn, Facebook and Twitter.

Some excellent examples of this format include:

- **Glen Carlson** (cofounder, Dent Global). Glen produces short, sharp videos on very specific topics, such as "How Jamie Oliver Built a \$400M Personal Brand," "Discomfort Precedes Victory" and "When Was the Last Time You Googled Yourself?" You can check out Glen's videos on his LinkedIn page ([linkedin.com/in/glencarlson](https://www.linkedin.com/in/glencarlson)).
- **Jay Baer** (author, speaker, digital entrepreneur). Jay records short *Jay Today* videos that his team repurposes into seven different types of content. Jay originally recorded these on his iPhone but switched to using his webcam. Watch them at jaytoday.tv.
- **Convince & Convert** (Jay Baer's consulting and media company). Members of Jay's team riff straight to camera on a particular topic, and the subsequent YouTube video is embedded in the company's blog along with key takeaways and a written transcript. The videos typically are three to five minutes long. Check out the example at bit.ly/CC_jasonbourne.

(Here are some examples of simple "to-camera" videos I've produced using an iPad – bit.ly/DC_TV2019)

Alternatively, two people on camera can work well, whether it's a simple Q&A with one person asking questions of the other or it's a discussion between the pair. Any more people and it becomes a panel, and will probably require a little more organization, potentially including a second camera for close-ups to mix things up.

If it's difficult to get two people in the same room to record a conversation, recording via Zoom is a good option. Alternatives to Zoom include Skype and Google Hangouts.

If speed is of the essence, it might be better to record the riff or conversation as a video live stream. Facebook is probably the best bet here because you can record via computer as well as mobile device, plus it automatically saves the recording to your Facebook Page and you can edit and embed the video on your blog should you wish to do so.

Twitter's live-recording option is also useful, but be aware you can't live stream from Twitter on your laptop or desktop computer as you can with Facebook, it must be via a mobile device.