

# Social Media for Business: Web Video

## What's the point?

- Demonstrate your passion
- Show your authority and knowledge
- Share what is unique to your business
- Provide valuable information

## Video ideas

- Share (PowerPoint )slides
- Photo album with music
- Interview an expert
- Interview a customer
- Customer testimonials
- Demo a product
- Describe a service
- Answer FAQs
- Share a relevant event
- **BE CREATIVE & MEMORABLE**

## Some other tips

- Keep it short. < 5 minutes. I like 2 minutes.
- Use a clear title with relevant terms
- Add your business URL in the description
- Tag, tag, tag
- **SHARE VIA SOCIAL MEDIA & NETWORKS**

A GOOD EXAMPLE: Creative = Memorable  
"Will It Blend?"

<http://www.youtube.com/blendtec>

## Getting started with YouTube

- Choose a username that supports your brand or business name
- Create and customize your own "channel"  
([www.youtube.com/my\\_profile](http://www.youtube.com/my_profile))
- Create a "group" – others can contribute  
([www.youtube.com/groups\\_my](http://www.youtube.com/groups_my))

## Cool things to do with YouTube

- Share RSS feeds from YouTube by user or tag ([www.youtube.com/rssls](http://www.youtube.com/rssls))
- Post a video response (like a comment)
- View your statistics for your videos  
([www.youtube.com/my\\_videos\\_insight](http://www.youtube.com/my_videos_insight))

GOOD EXAMPLE: A YouTube Channel

<http://www.youtube.com/zappos>

*Zappos was purchased by Amazon.com for 800 million. (That's in real dollars)*

## Free places to host & share video

Youtube ([www.youtube.com](http://www.youtube.com))

- Most eyeballs by far, 10 minute limit

Vimeo ([www.vimeo.com](http://www.vimeo.com))

- Great quality, no video length limit, 500MB limit

Blip.TV ([www.blip.tv](http://www.blip.tv))

- No video length limit, 1GB limit
- iTunes friendly podcasting features

Viddler ([www.viddler.com](http://www.viddler.com))

- No video length limit, 500MB limit

Veoh ([www.veoh.com](http://www.veoh.com))

- No length or size limit, uploading application

MetaCafe ([www.metacafe.com](http://www.metacafe.com))

Dailymotion ([www.dailymotion.com](http://www.dailymotion.com))

Facebook ([www.facebook.com](http://www.facebook.com))

- Facebook does own everything on Facebook

## A couple of cool sites

<http://animoto.com/>

- Creates videos from photos, animation and options and music

<http://www.tubemogul.com>

- Automated upload to other video sites
- Performance analytics across video sites