



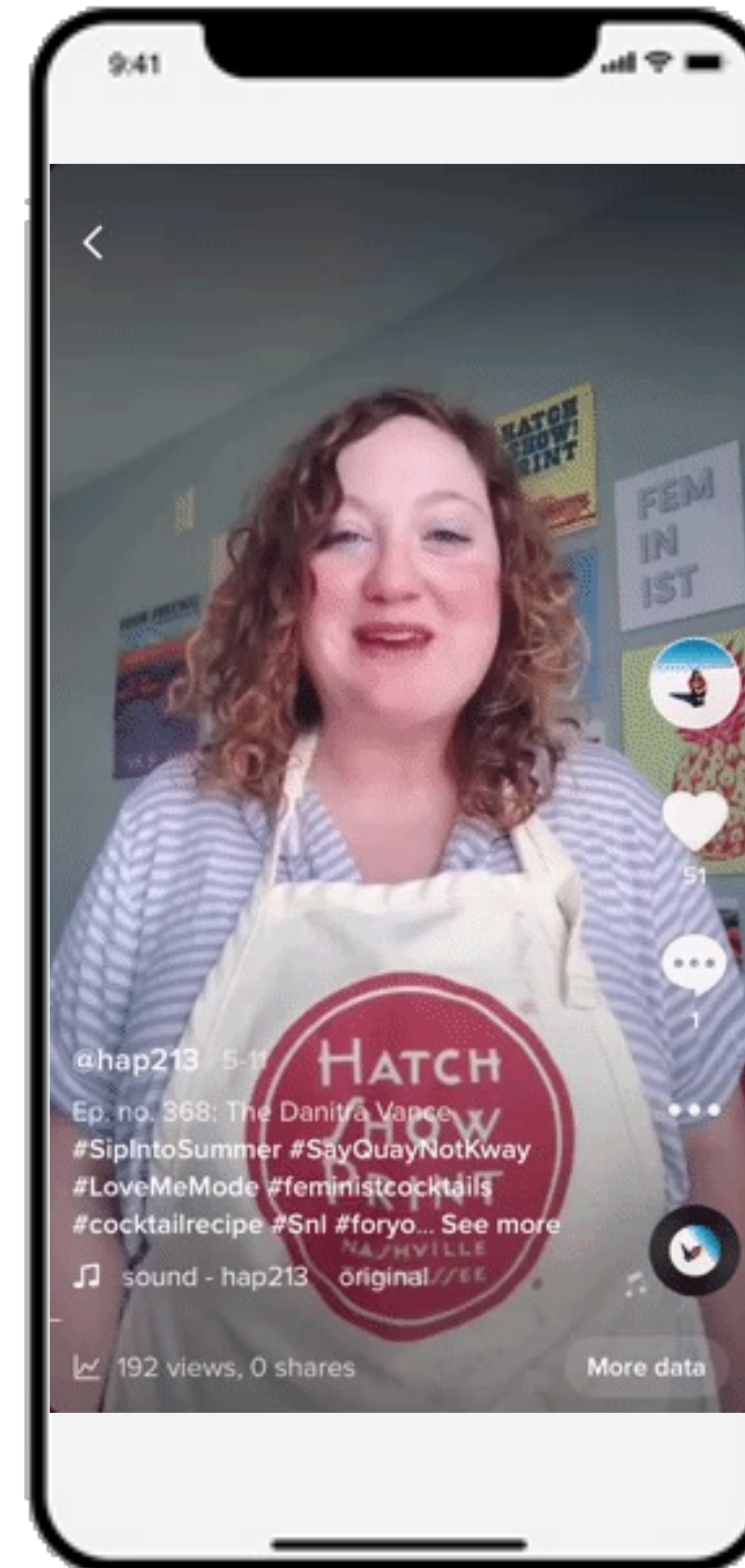
VERTICAL VIDEO: THE NEW WAY OF SOCIAL MEDIA

INTRODUCTIONS

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SO, DO WE REALLY NEED SOCIAL MEDIA?

SOCIAL MEDIA BY THE NUMBERS

4.26 billion
people using
social media
worldwide



97%
of Fortune 500
companies use at
least one social
media platform



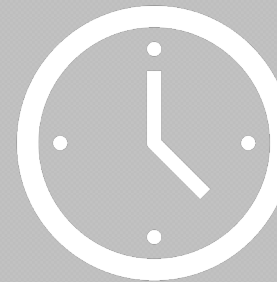
81%
of Americans
aged 30–49 use
social media



7 in 10
Americans use
social media

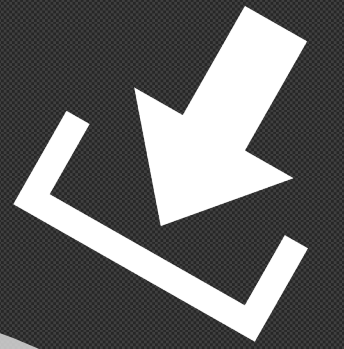


78%
of consumers are
willing to buy from a
company after having
a positive experience
with them
on social



2 hours & 3 minutes
average time U.S.
users spend on
social media

55%
of consumers
learn about new
brands on social



PLATFORM BREAKDOWNS

FACEBOOK

- 2 billion users
 - 13–17: 4.7%
 - 18–24: 21.5%
 - 25–34: 30.0%
 - 35–44: 19.3%
 - 45–54: 11.6%
 - 55–64: 7.2%
 - 65+: 5.6%
- Vertical Video
 - Vertical vs. square: engagement is 4x better on Facebook.
 - Vertical videos also have 13.8x more visibility on Facebook.
 - Facebook vertical videos have 90% more visibility compared to a post with an image.
- Algorithm
 - The platform evaluates every piece of content, scores it and arranges it in descending, non-chronological order of interest for each user, Mainly focused on your Friends and likes.

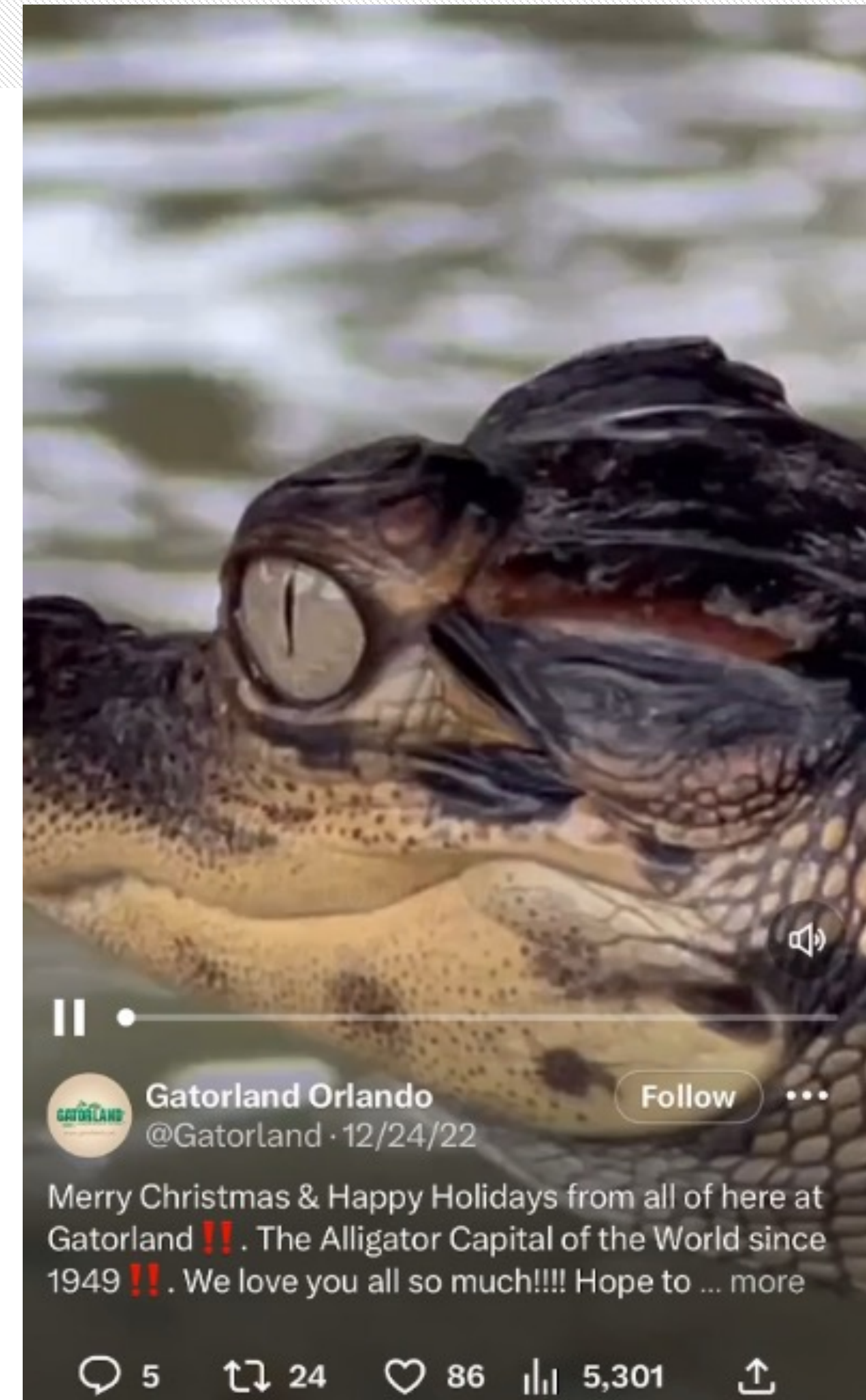


<https://www.facebook.com/reel/244666364755283>

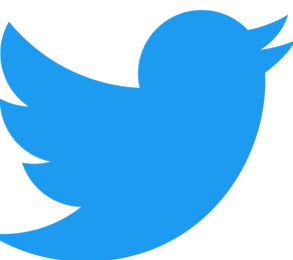


TWITTER

- 353 million users
 - 13–17: 6.6%
 - 18–24: 17.1%
 - 25–34: 38.5%
 - 35–49: 20.7%
 - 50+: 17.1%
- Vertical Video
 - Vertical vs. square: engagement is 2.5x better on Twitter.
 - 90% of Twitter video views are from a mobile device.
- Algorithm
 - Mainly based on a user's followers — their Tweets and things they've retweeted, replied to, etc. Twitter also prioritizes Tweets based on how popular it is and how people in your network are interacting with it.



<https://twitter.com/Gatorland/status/1606658717415403525>



INSTAGRAM

- 2 billion users
 - 13–17: 8%
 - 18–24: 30.8%
 - 25–34: 30.3%
 - 35–44: 15.7%
 - 45–54: 8.4%
 - 55–64: 4.3%
 - 65+: 2.6%
- Vertical Video
 - Reels make up 20% of all Instagram activity.
 - 9 out of 10 users watch Instagram videos weekly.
 - In days following a Reel posted, Instagram accounts saw significant spikes in followers and increases in engagement.
- Algorithm
 - Reels' algorithm is prioritized on what a user will like. It watches how a user interacts with other users and topics. If you watch a bunch of copybara Reels, you'll continue to be served that content.



<https://www.instagram.com/reel/CpabVtpNfr/>



PINTEREST

- 433 million users
 - 18–24: 21.9%
 - 25–34: 35.6%
 - 35–44: 14.6%
 - 45–54: 8.8%
 - 55–64: 8.7%
 - 65+: 3.7%
- Algorithm
 - Browse tab is a culmination of pins a user might like based on what they've pinned and viewed in the past. It is very thematic — if a user viewed cowboy disco parties, the whole tab will show that content.
- Vertical Video
 - Pinner watch nearly 1 billion videos every day

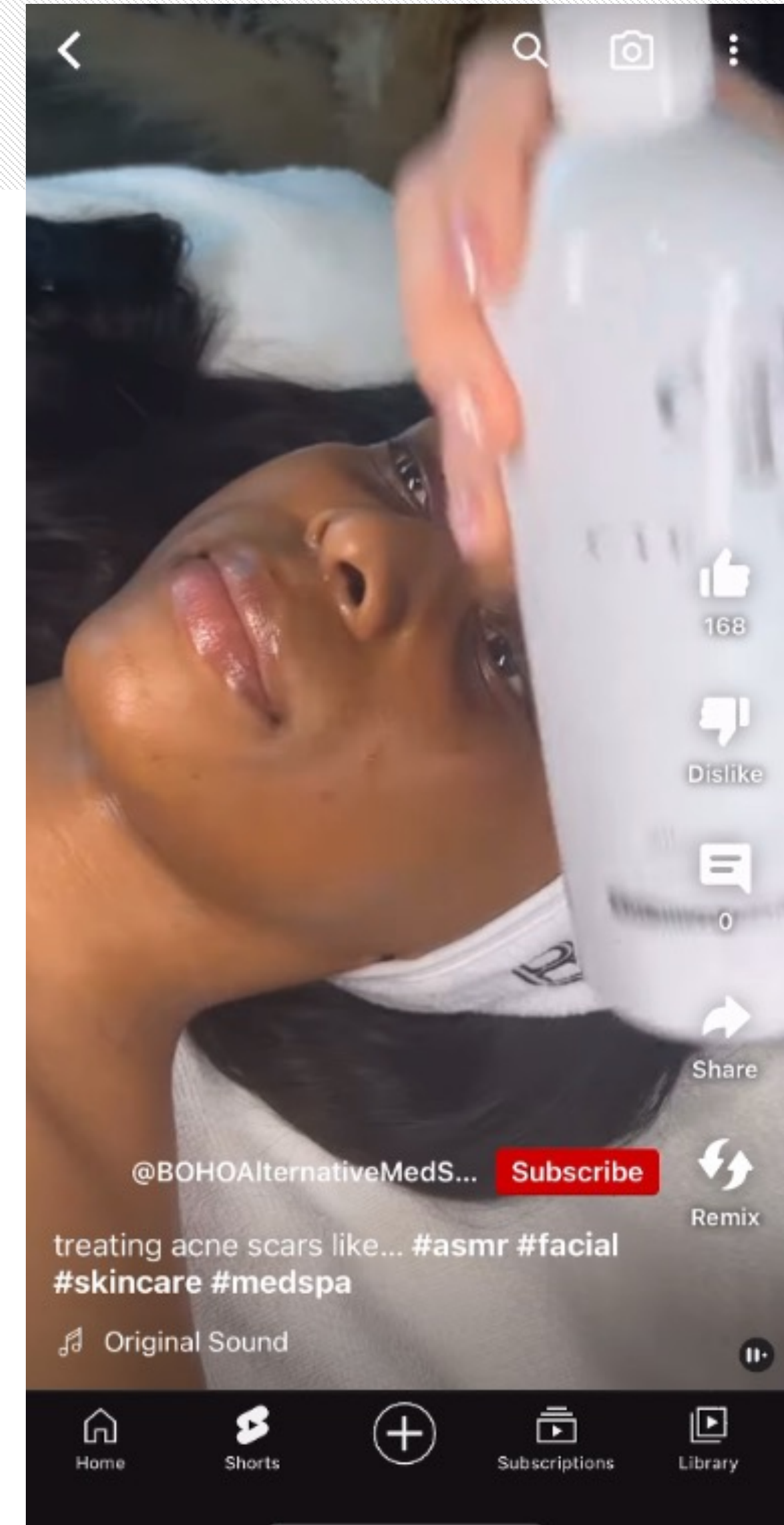


<https://www.pinterest.com/pin/809029520556596208/>



YOUTUBE

- 2.5 billion users
 - 18–24: 15.0%
 - 25–34: 20.7%
 - 35–44: 16.7%
 - 45–54: 12.0%
 - 55–64: 8.8%
 - 65+: 9.0%
- Algorithm
 - Feed is based on a user's viewing history and the accounts they follow. Long-form and Shorts content watch history is separated. It takes into account the posts & hashtags user's have engaged with in the past.
- Vertical Video
 - YouTube reaches 25% of the world
 - 25% of all mobile traffic is on YouTube
 - YouTube Shorts grew 135% year-over-year to 1.5 billion users

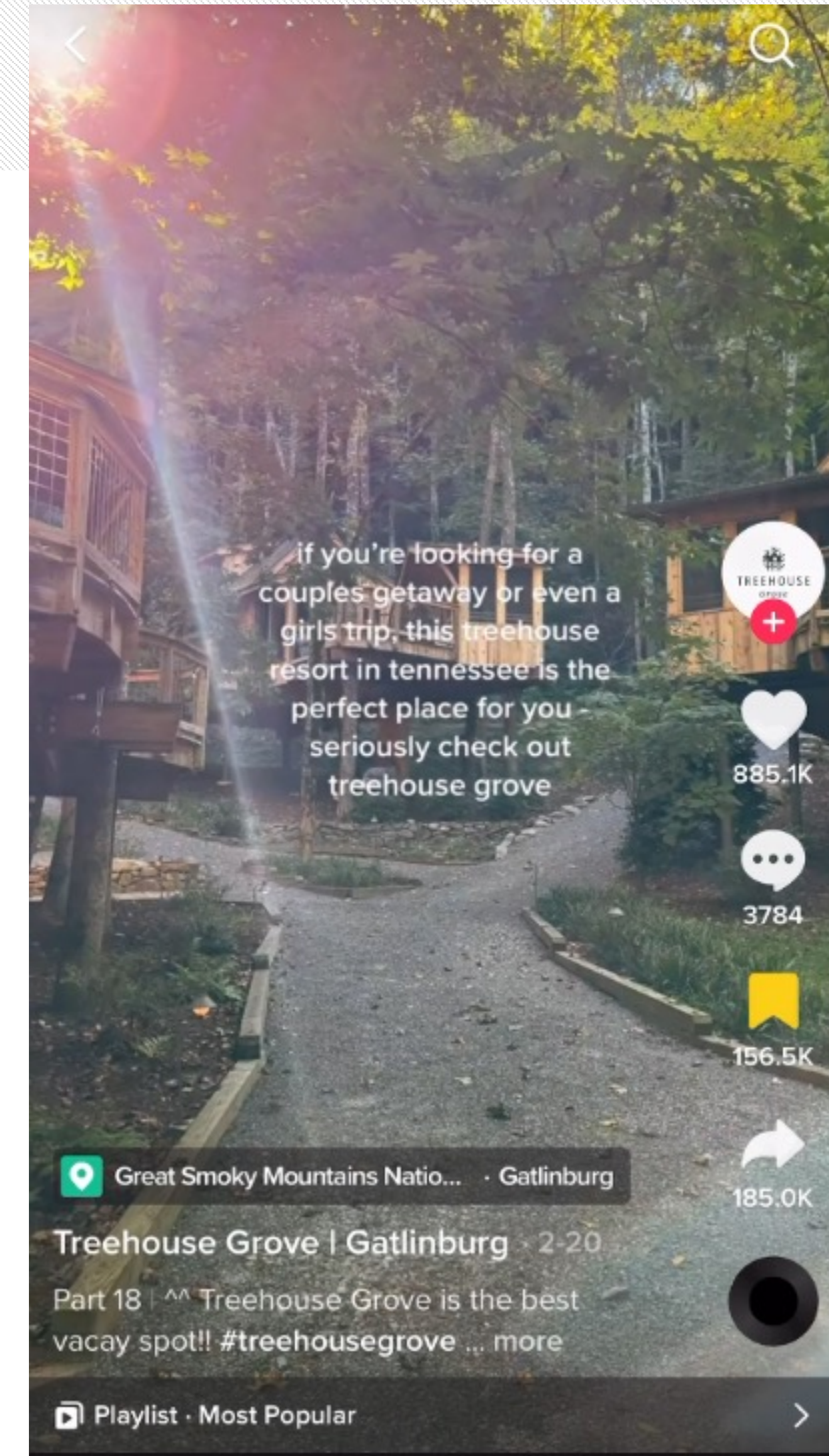


<https://www.youtube.com/shorts/hoEFGQl6jm0>



TIKTOK

- 1 billion users
 - 10–19: 32.5%
 - 20–29: 29.5%
 - 30–39: 16.4%
 - 40–49: 13.9%
 - 50+: 7.1%
- Vertical Video
 - 1 billion videos viewed every day
 - Over 90% of users use the app daily
 - #1 most downloaded app in the world in 2022
 - Users spend 52 minutes average daily on the app
- Algorithm
 - For You Page shows content based on user's views, follows, likes, comments, shares, watch time and saves — things you want to see & things you didn't know you wanted to see.



https://www.tiktok.com/@treehouse_grove/video/7202249417368341802

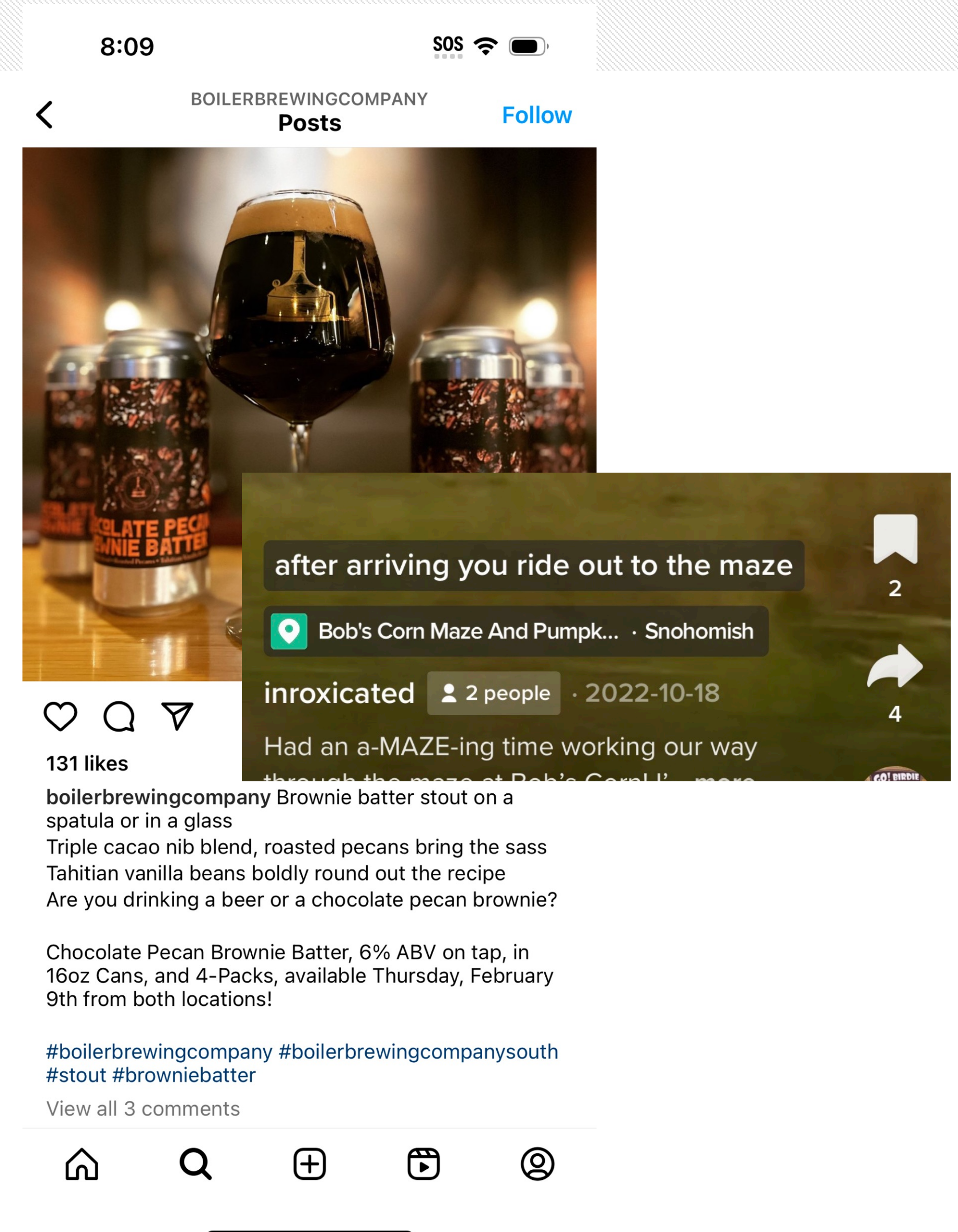


OVERALL BEST PRACTICES



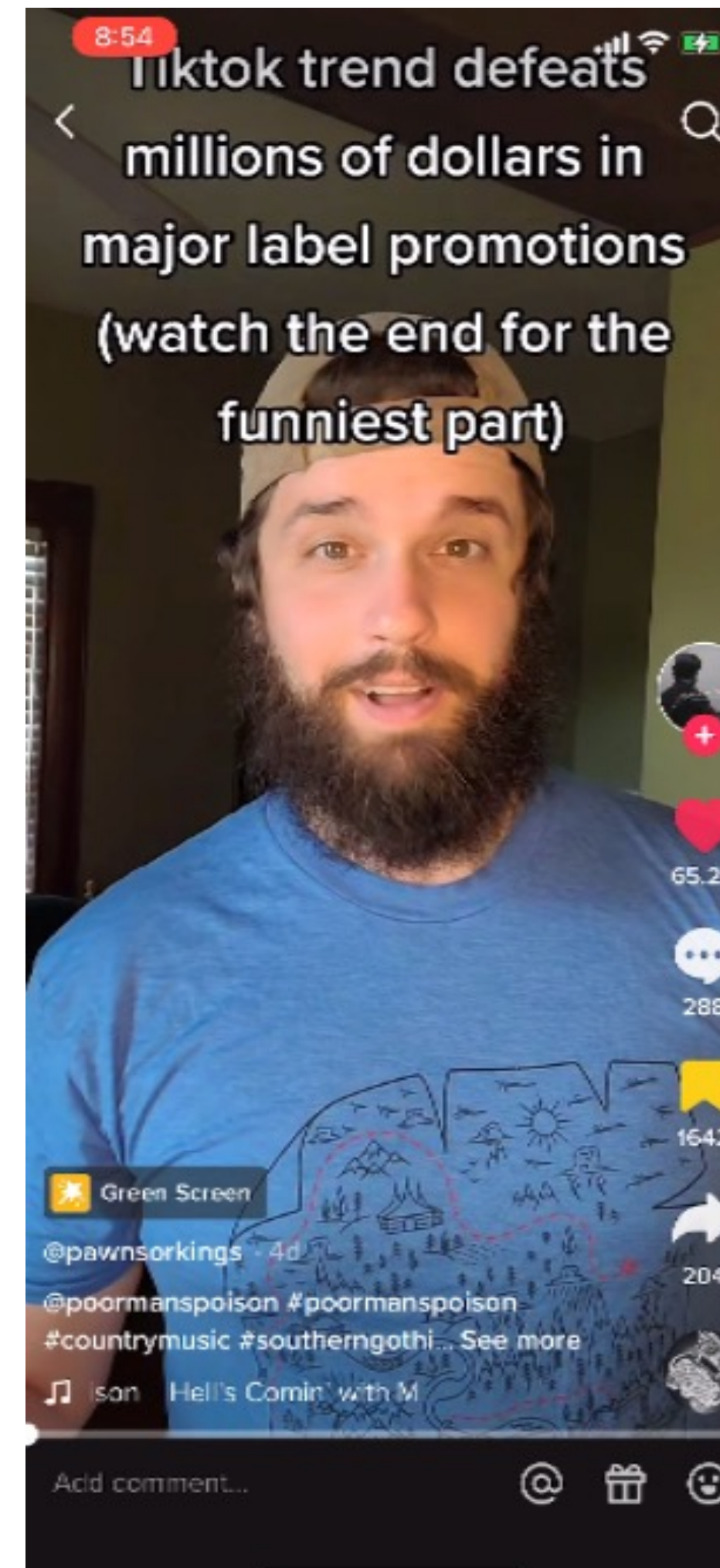
HASHTAGS, DESCRIPTIONS & CLOSED-CAPTIONING

- Hashtags
 - Use them!
 - Make sure they apply to what's in the video —
#NorthMyrtleBeach #VisitSouthCarolina
#BeachTown
 - On TikTok: Use trending hashtags too!
- Descriptions/Captions
 - SEO-friendly
 - YouTube Shorts: Include links to your website/other social content
 - Instagram Reels: Long captions do well.
- Closed-Captioning
 - Use it!
 - Accessibility is important to all algorithms.

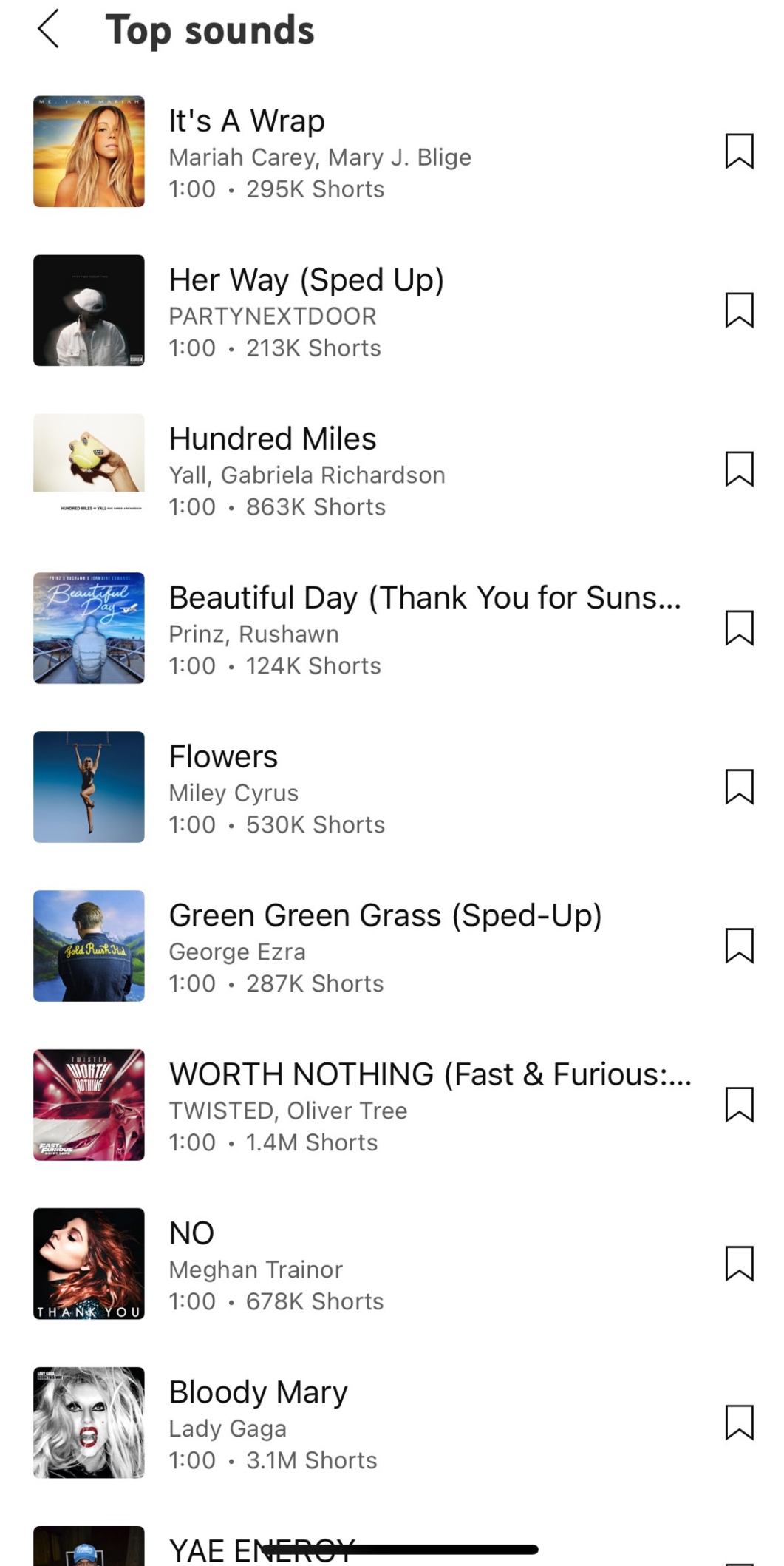


MUSIC

- Each platform utilizes music to create trends and influence where in the algorithm your video will fall.
 - TikTok: Viral Playlist
 - Instagram: For You (use one w/ large number)
 - YouTube Shorts: Top Sounds
 - Facebook: Popular
 - Pinterest: Top Picks
- Be careful about legality of this — cannot make an ad out of an organic post with copyright music.

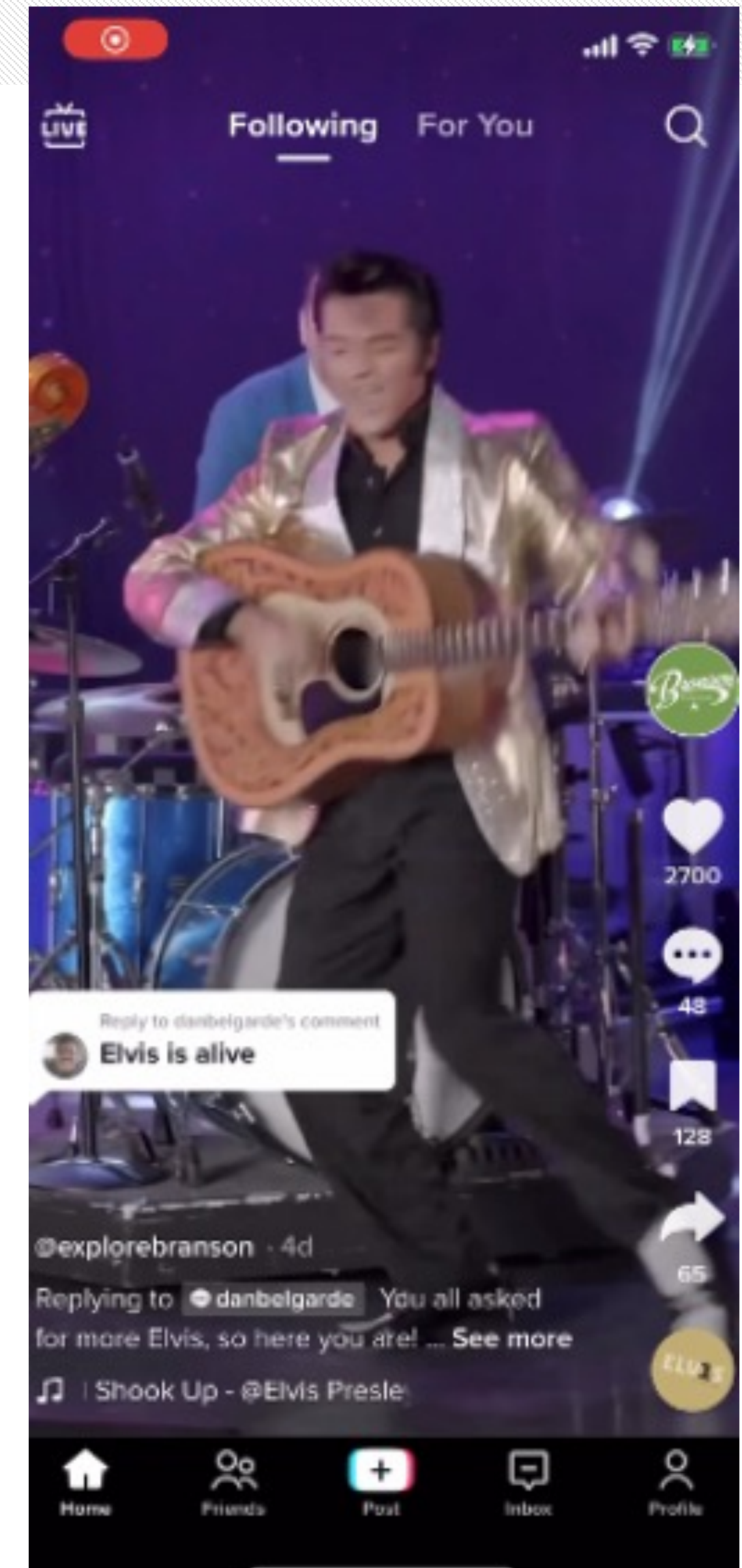
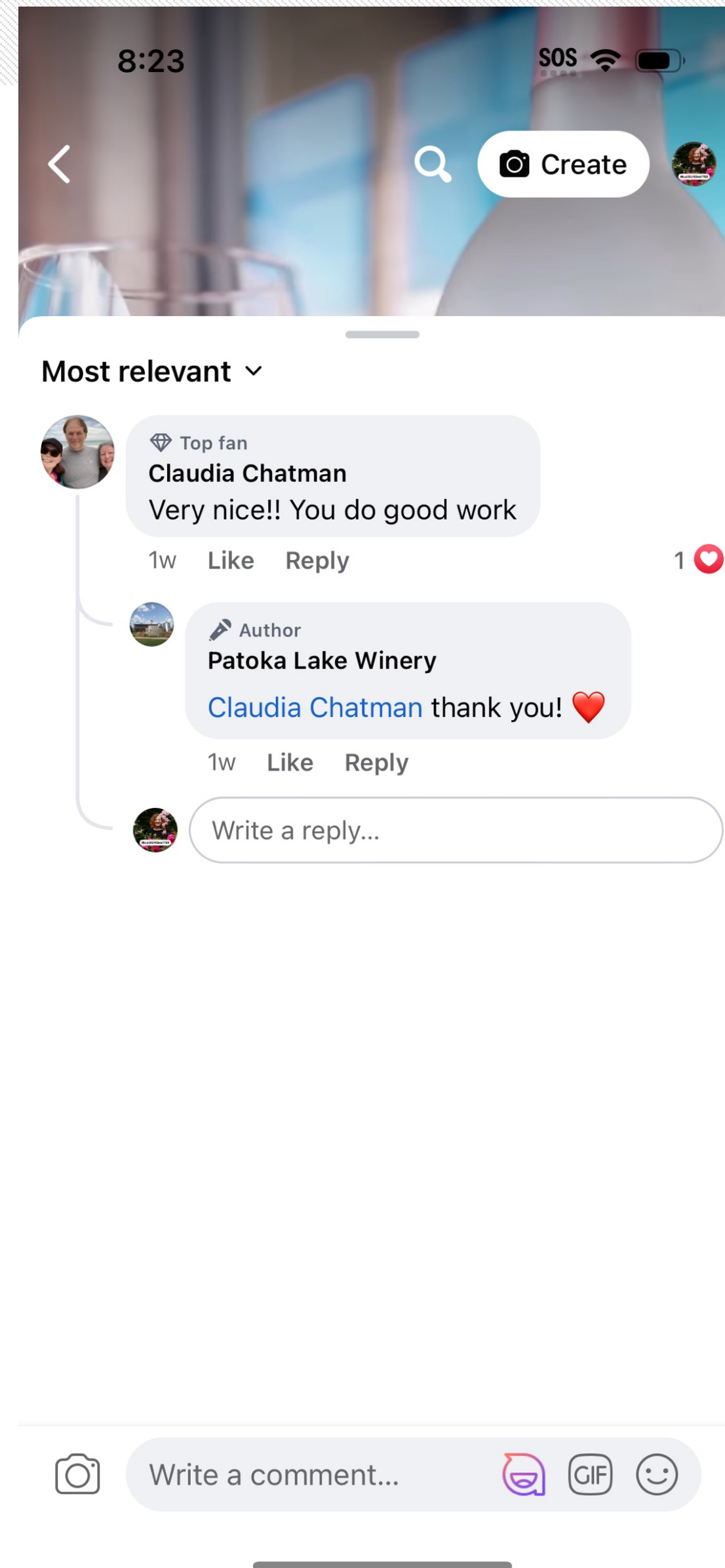


<https://www.tiktok.com/@pawnsorkings/video/7225770335537253674>



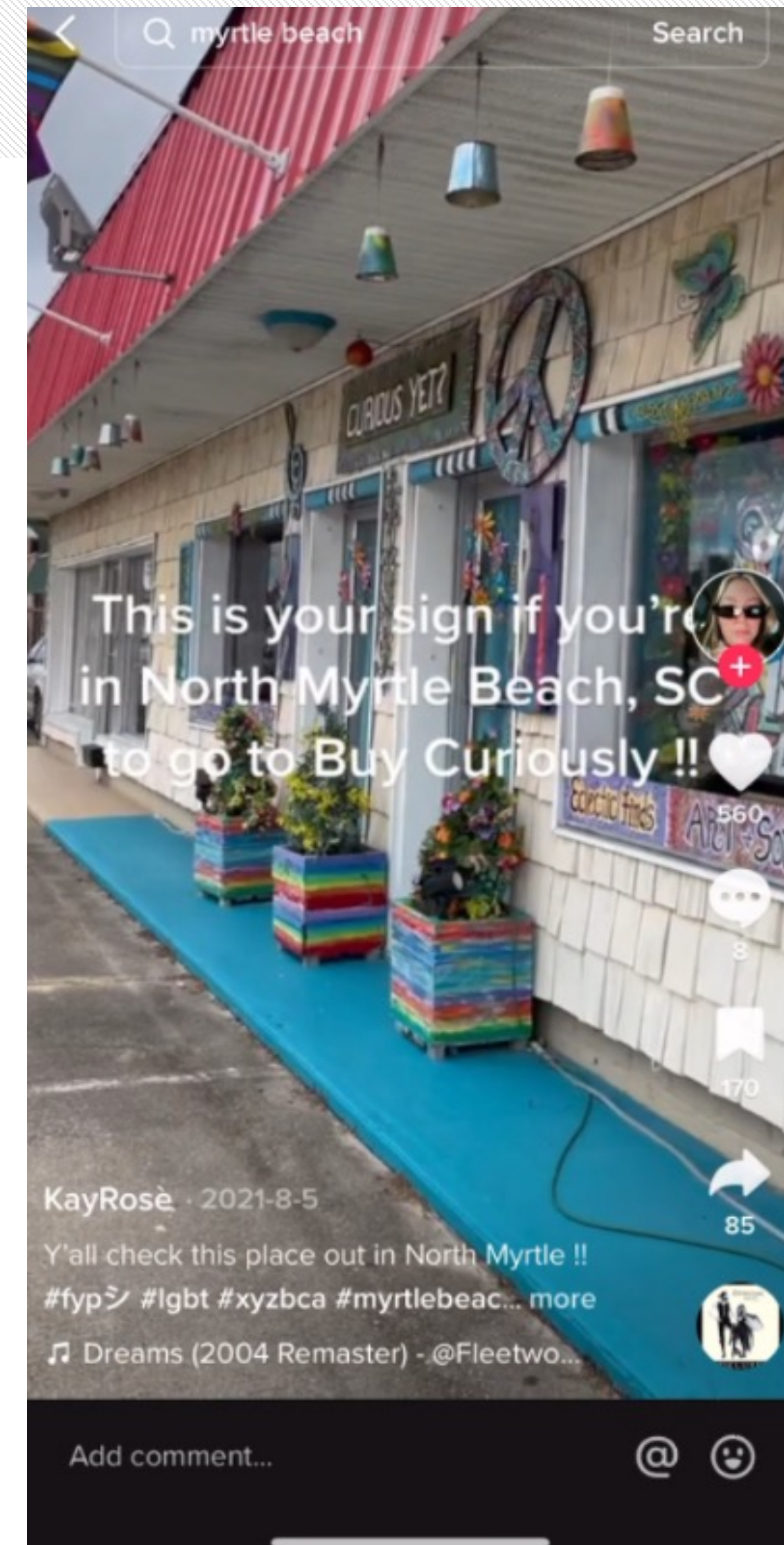
ENGAGEMENT

- On all platforms:
 - Follow other accounts
 - Comment back to users
 - Utilize CTAs
- TikTok: Reply with Video feature



USER-GENERATED CONTENT

- What is it?
 - Organic content that a user has created with no compensation or recommendation by the brand itself.
- Why is it important?
 - It showcases authentic experiences.
- How do we find it?
 - It (most likely) exists! Just get permission!
 - TikTok, Instagram Reels, YouTube Shorts, Facebook



<https://www.tiktok.com/@kayleeeb/video/6993039829088865541?q=KayRose%20North%20Myrtle&t=1684443467150>

INFLUENCERS

- Why use them?
 - Offer a more organic approach to content creation — they are more trusted than brand accounts
 - Can help the brand seem more authentic
- How do we do it?
 - Work with creators you've used before
 - Search for those nano, micro and mid-tier influencers with excellent engagement
 - Look at video watch time, shares and comments as metrics for success



https://www.youtube.com/shorts/7g-asoVX_Vg

SCHEDULING POSTS

- Each platform is a bit different with what they allow
 - **Facebook:** Web browser: Meta Business Suite or App, up to 75 days, “Planner” on left side bar OR “Scheduling options”
 - **Twitter:** Web browser, up to a year, along bottom of Tweet box
 - **Instagram:** Web browser or App, Professional account, up to 75 days, in the “Advanced Settings”
 - **Pinterest:** Web browser or App, up to 28 days, on upload screen at bottom
 - **YouTube:** Web browser or App, infinity, in “Visibility” on last screen before publishing,
 - **TikTok:** 10K followers, up to 10 days, must be on web browser
 - Tools can be useful
 - Sprout, Hootsuite, Loomly, Greenfly, etc.
 - \$26–\$500

Scheduling options Publish now Schedule Save as draft

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

May 5, 2023

12 : 01 AM

Active times

×

Schedule

Confirm

Will send on Tue, May 9, 2023 at 11:41 PM

Date

Month

May

Day

9

Year

2023

Time

Hour

11

Minute

41

AM/PM

PM

Time zone

Eastern Daylight Time

Scheduled Tweets

STAYING ON TOP OF IT ALL

- How to stay on top of it all:
 - Lead your organization with a social-first content storytelling approach
 - Social media is part of the ideation phase of planning
 - Make a content calendar at the beginning of the year, fill it in as you go.
 - By XX 1st of each month, you should have everything planned out.
 - 2 weeks before the date of the post everything should be filmed, caption should be written, post should be loaded into platform or scheduler.
 - Hire a social media manager OR higher a freelancer to help
 - Reminder: you don't have to do it all, just do some well!

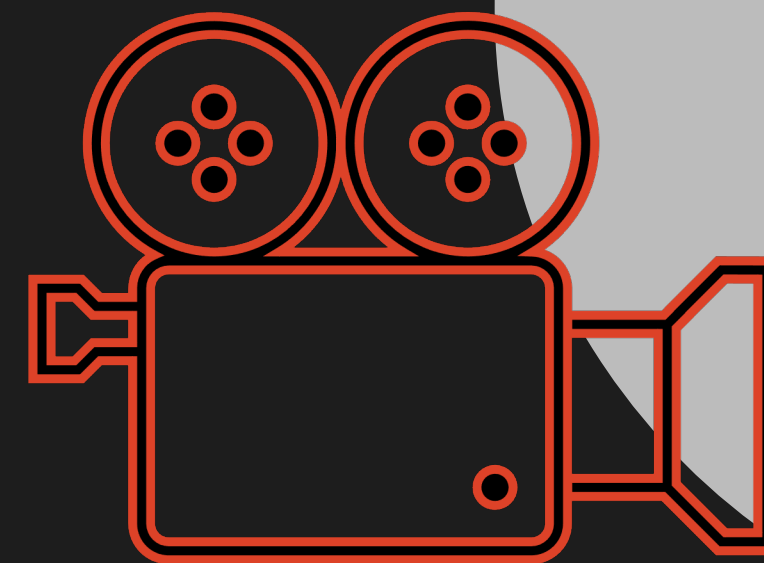
Week 1				
Post Topic/Type		Copy	Visual Type	
Event (Greeting)	▼	Happy New Year, Journal Buddies! 🎉	Single Gif	▼
Event (Greeting)	▼	Happy New Year, Journal Buddies! 🎉	Single Gif	▼
Event (Greeting)	▼	Happy New Year, Journal Buddies! 🎉	Single Gif	▼
Product Update/Announcement	▼	We promised you a great new year—so,	Single Still Image	▼
Product Update/Announcement	▼	We promised you a great new year—so,	Single Still Image	▼
Employee Testimonial	▼	Journaling for 2023 🌟 #fyp #foryou	Video	▼
Research	▼	We found that 99% of people who write	None (Text Only)	▼
Educational	▼	Welcome to #FridayTips!	Single Still Image	▼
Educational	▼	Welcome to #FridayTips!	Single Still Image	▼
Educational	▼	Welcome to #FridayTips!	Single Still Image	▼
Customer Testimonial	▼	Watch this creative genius at work 🧠	Video	▼
Product Promotion	▼		None (Text Only)	▼
▼	MAY ▼	JUNE ▼	JULY ▼	AUG ▼
				SEPT ▼

zero ad spend things you can do right now

1. Update your bio — location (city), phone number, website & email address
2. Create a content calendar going forward
3. Follow influencers in your area & other accounts similar to you
4. Reply back to all your comments
5. Start adding in hashtags & SEO-friendly descriptions

IN A PERFECT WORLD...

you would
film content
differently
for each
platform



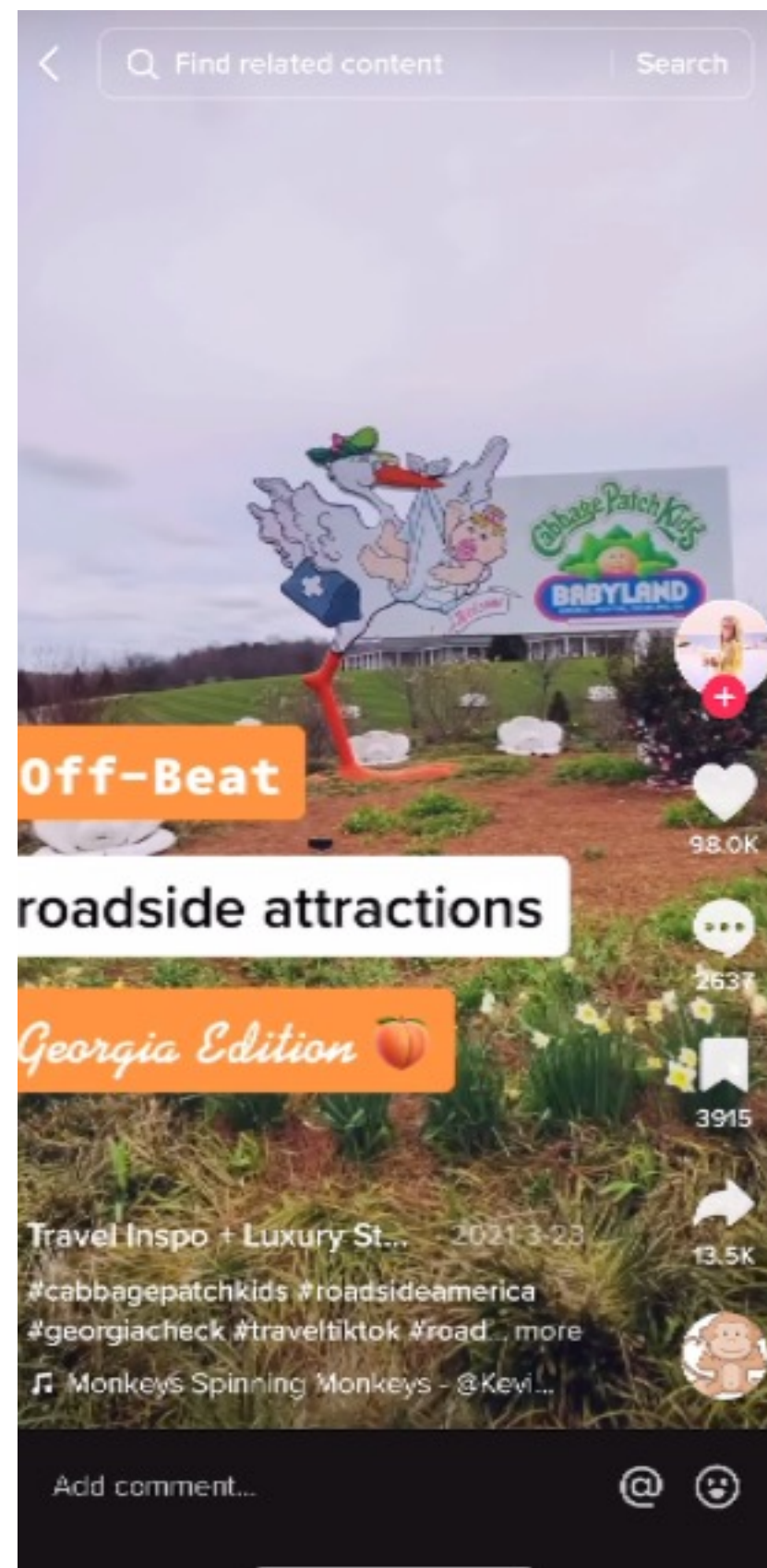
BUT YOU'RE NOT GOING TO DO THAT!

CONTENT THEME BEST PRACTICES



THEMES

Unusual Findings



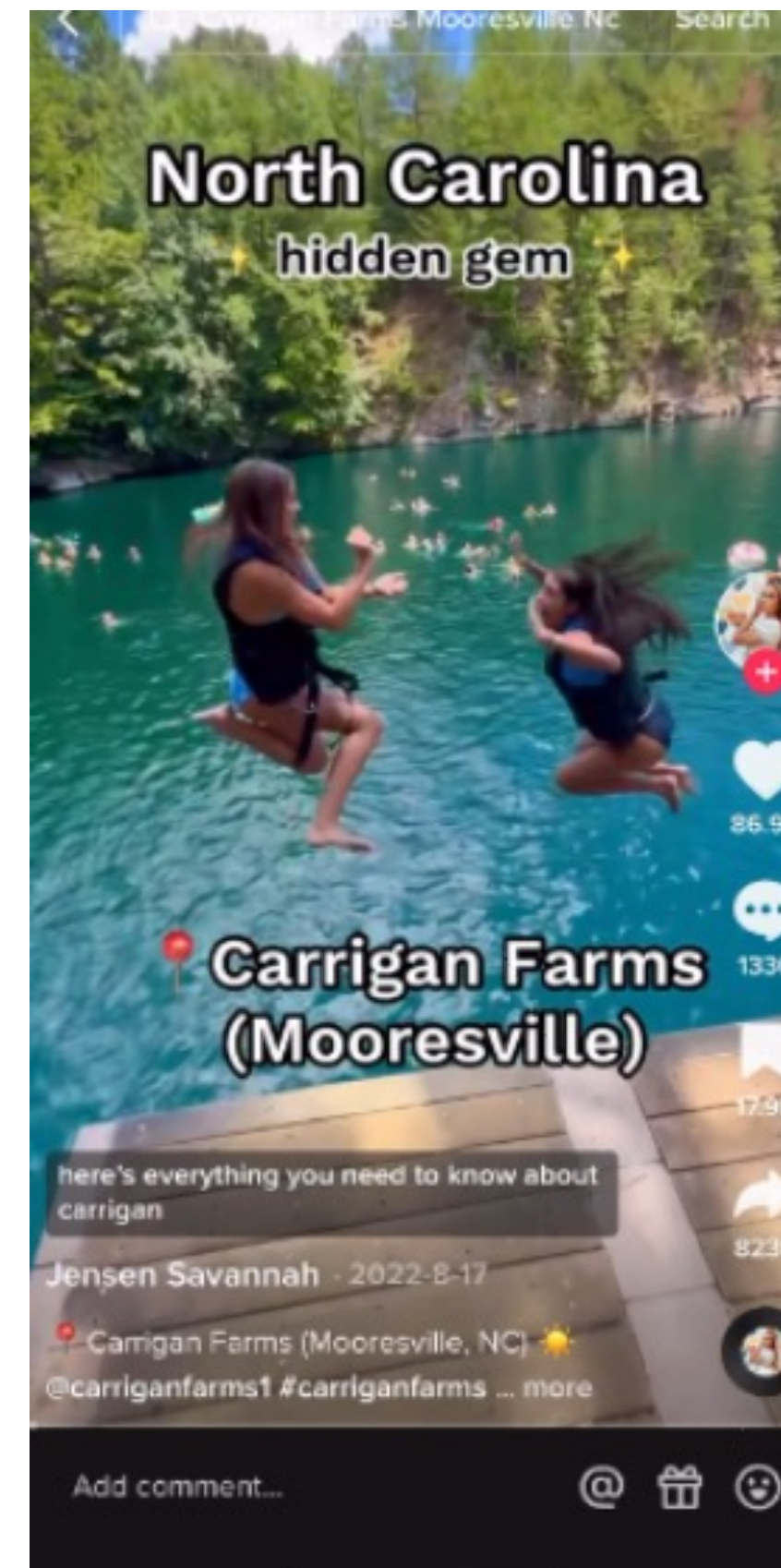
<https://www.tiktok.com/@staysandgetaways/video/6942977410392411397?q=%23cabbagepatchkids%20%23roadsideamerica&t=1684443635616>

Food



<https://www.tiktok.com/@mr.shucksseafood/video/7203213619213995310>

Hidden Gems



<https://www.tiktok.com/@jensensavannah/video/7133023042535525674?q=hidden%20gem%20carrigan&t=1684443802321>

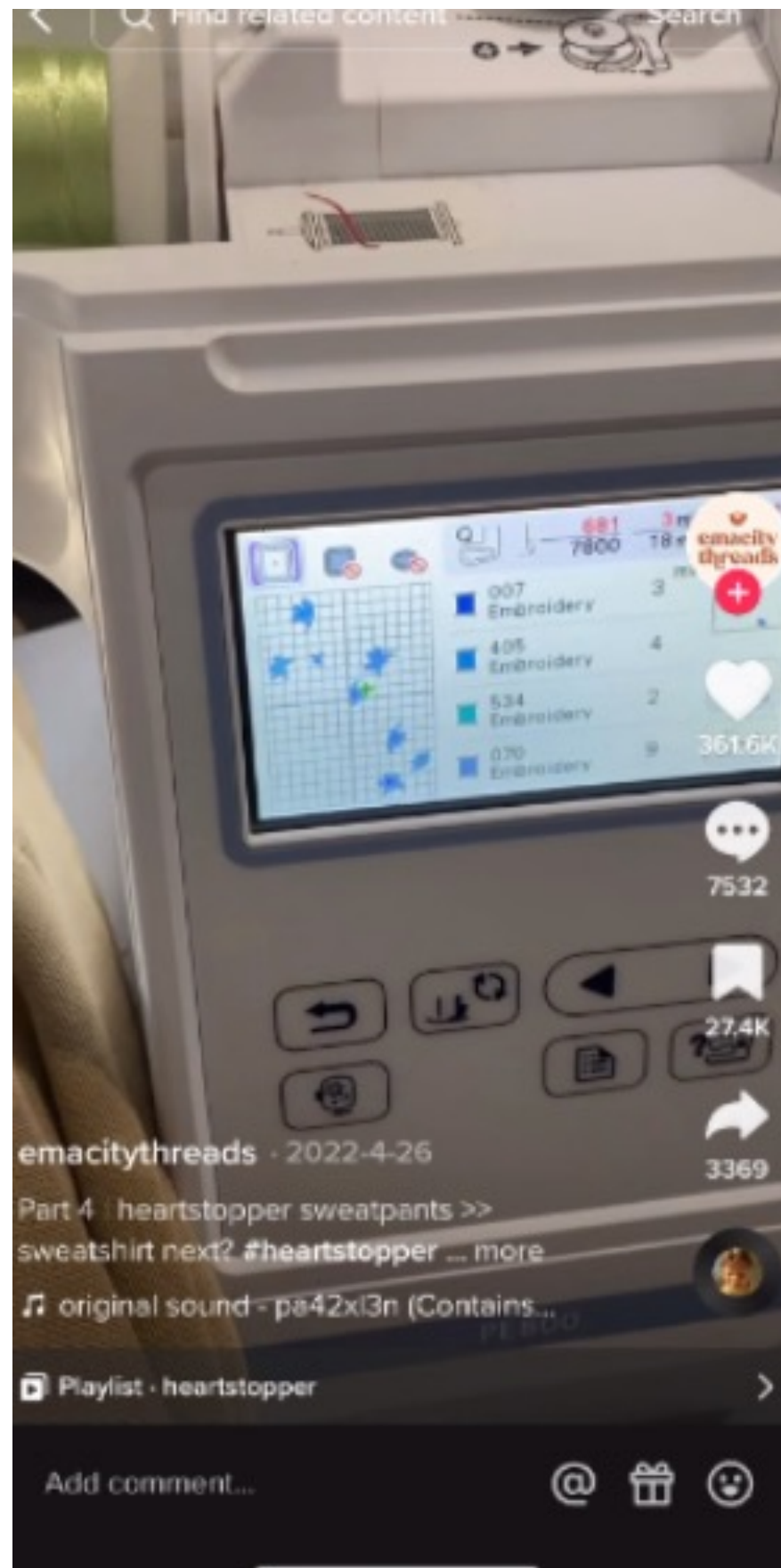
Adventures



<https://www.tiktok.com/@cycleclub1/video/7087230032036367662?q=next%20level%20biking%20%40cyclingclub&t=1684443873265>

THEMES

Instructional



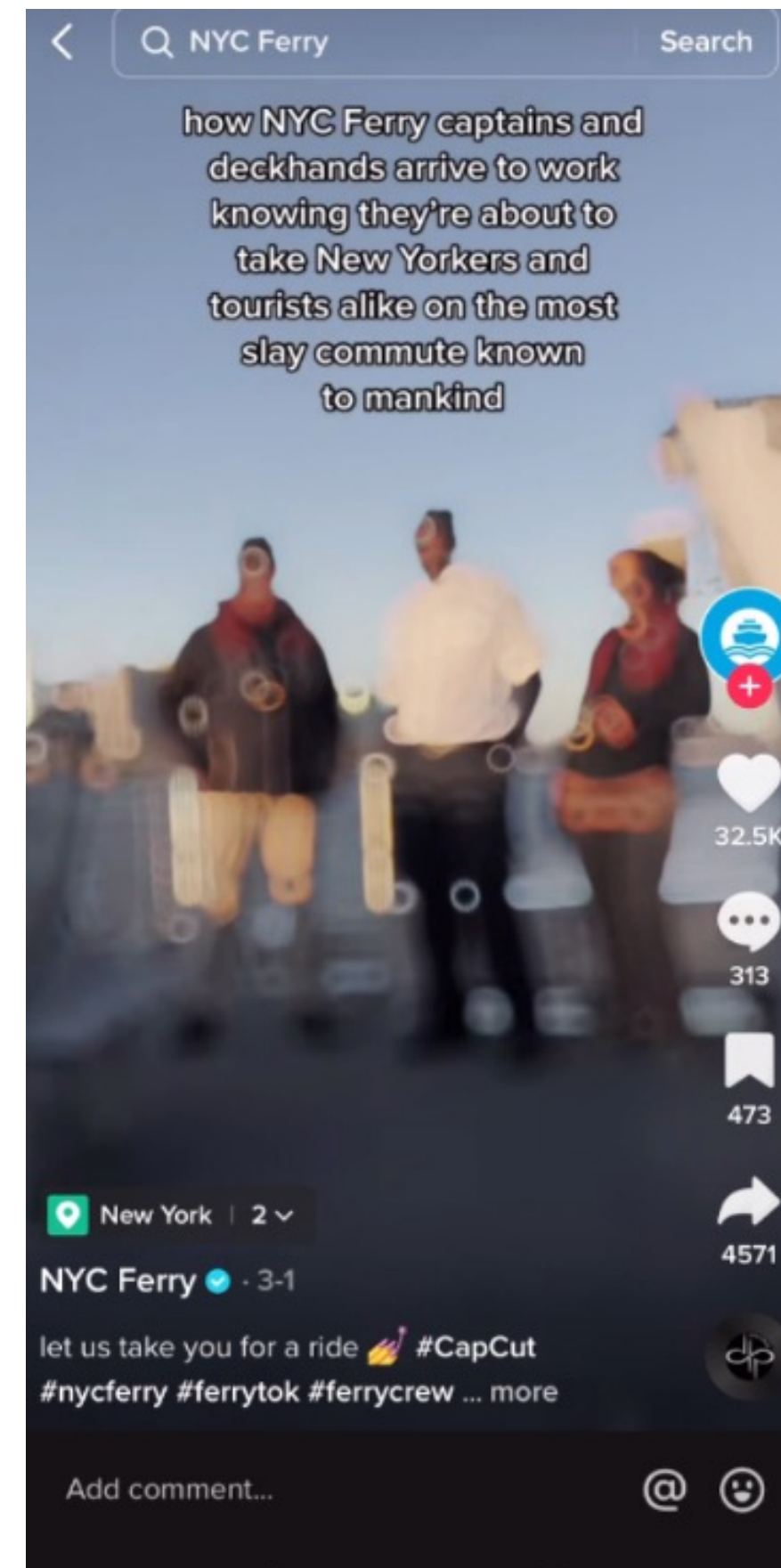
<https://www.tiktok.com/@emacitythreads/video/7091092519005769006>

Humor



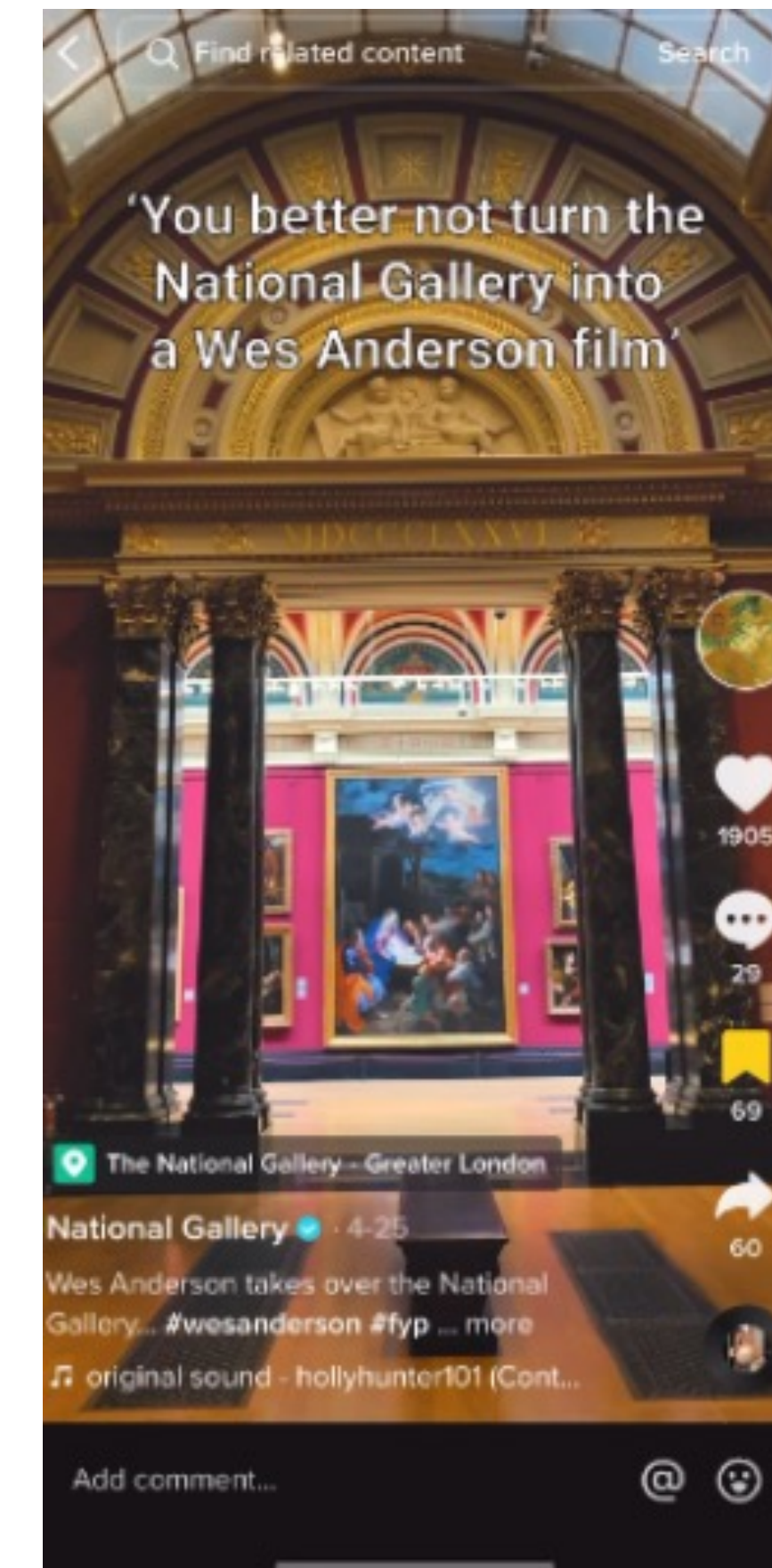
<https://www.tiktok.com/@shop.novina/video/7201227144855571758>

Humor



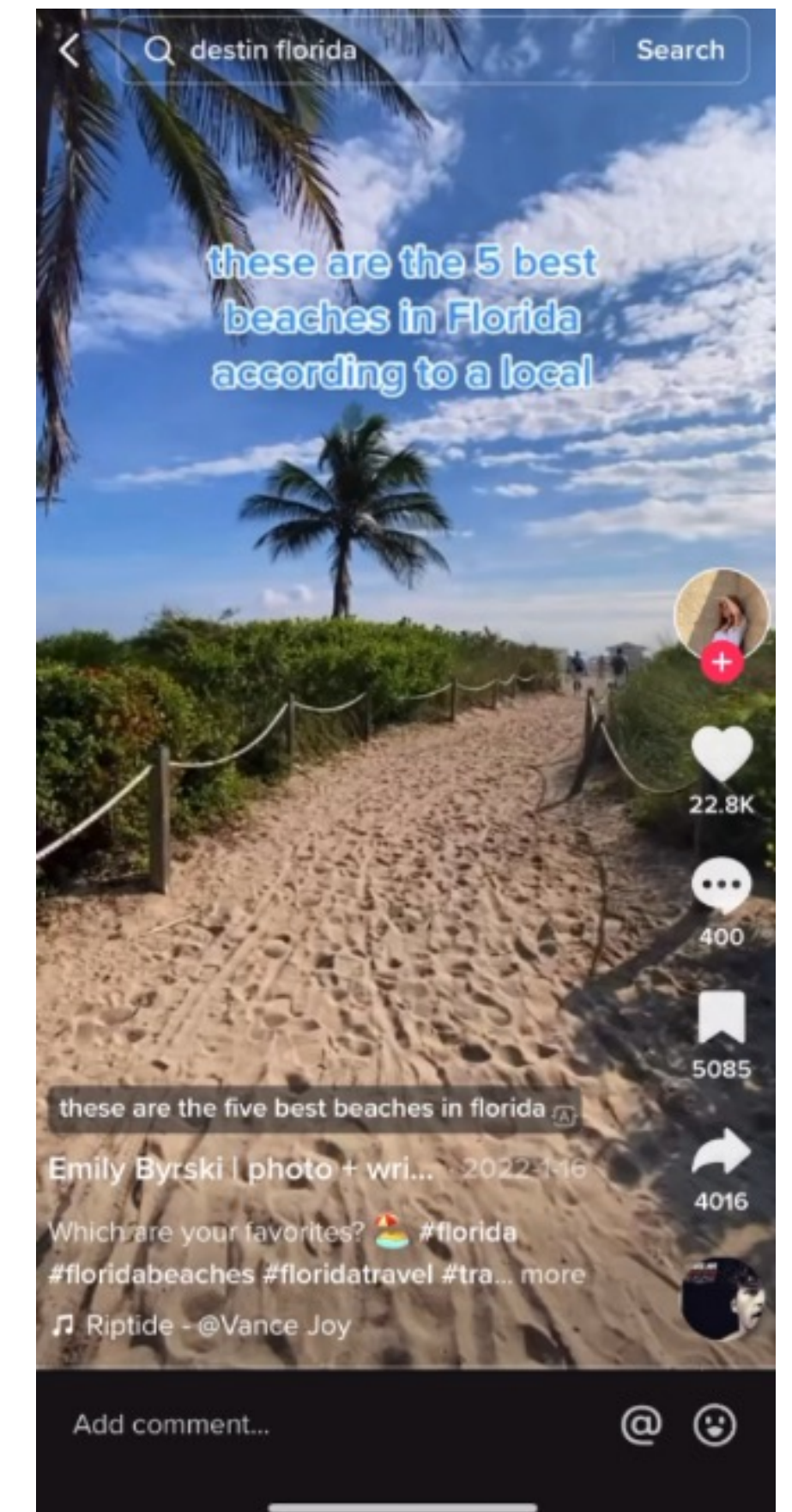
https://www.tiktok.com/@nyc_ferry/video/7205609528564518190

Current Crazes



<https://www.tiktok.com/@nationalgallerylondon/video/7225927997365259547>

Round Ups

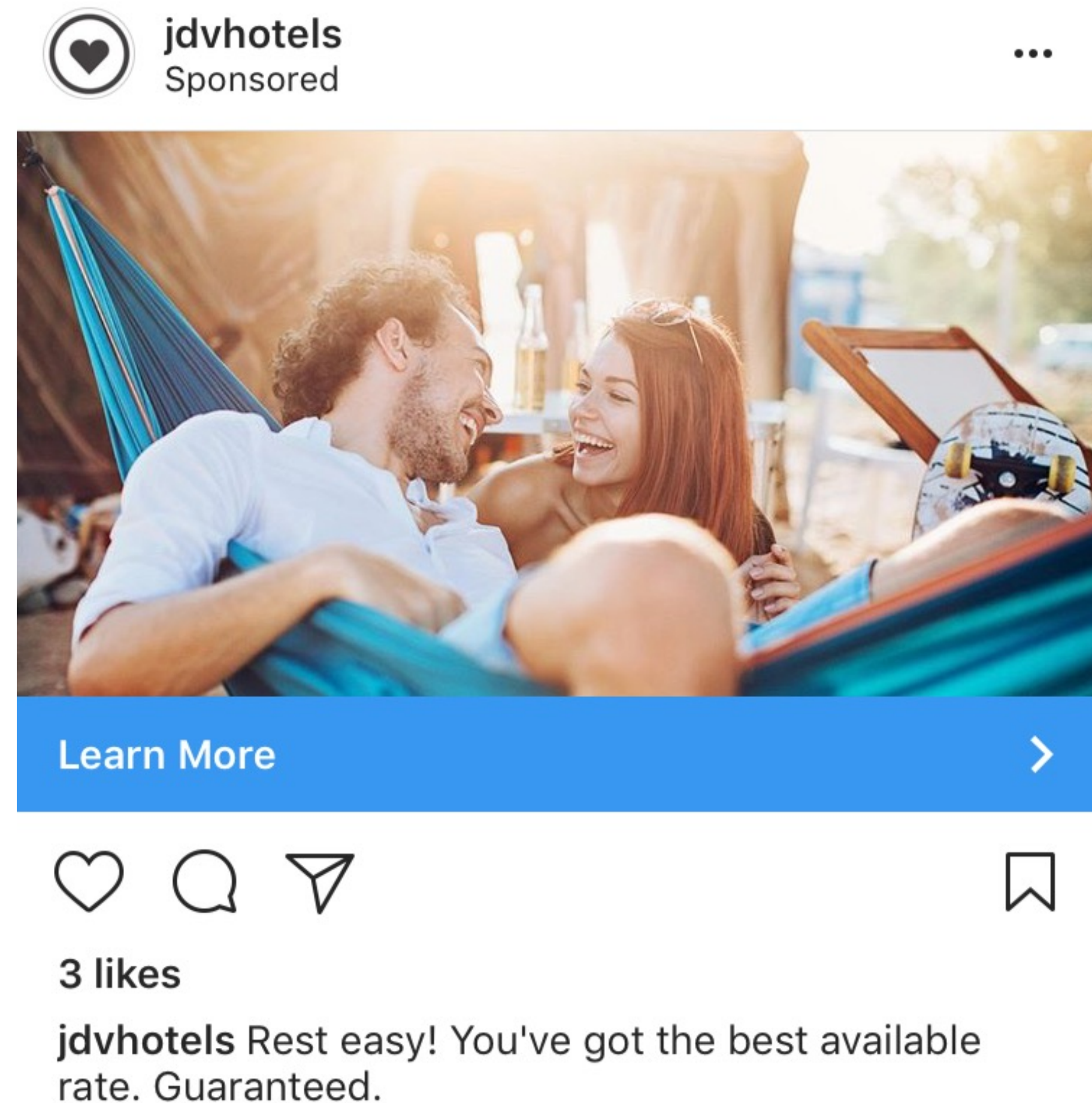


<https://www.tiktok.com/@travelinginstyle/video/7053868571461602606>

PAID SOCIAL CAMPAIGN CONSIDERATIONS

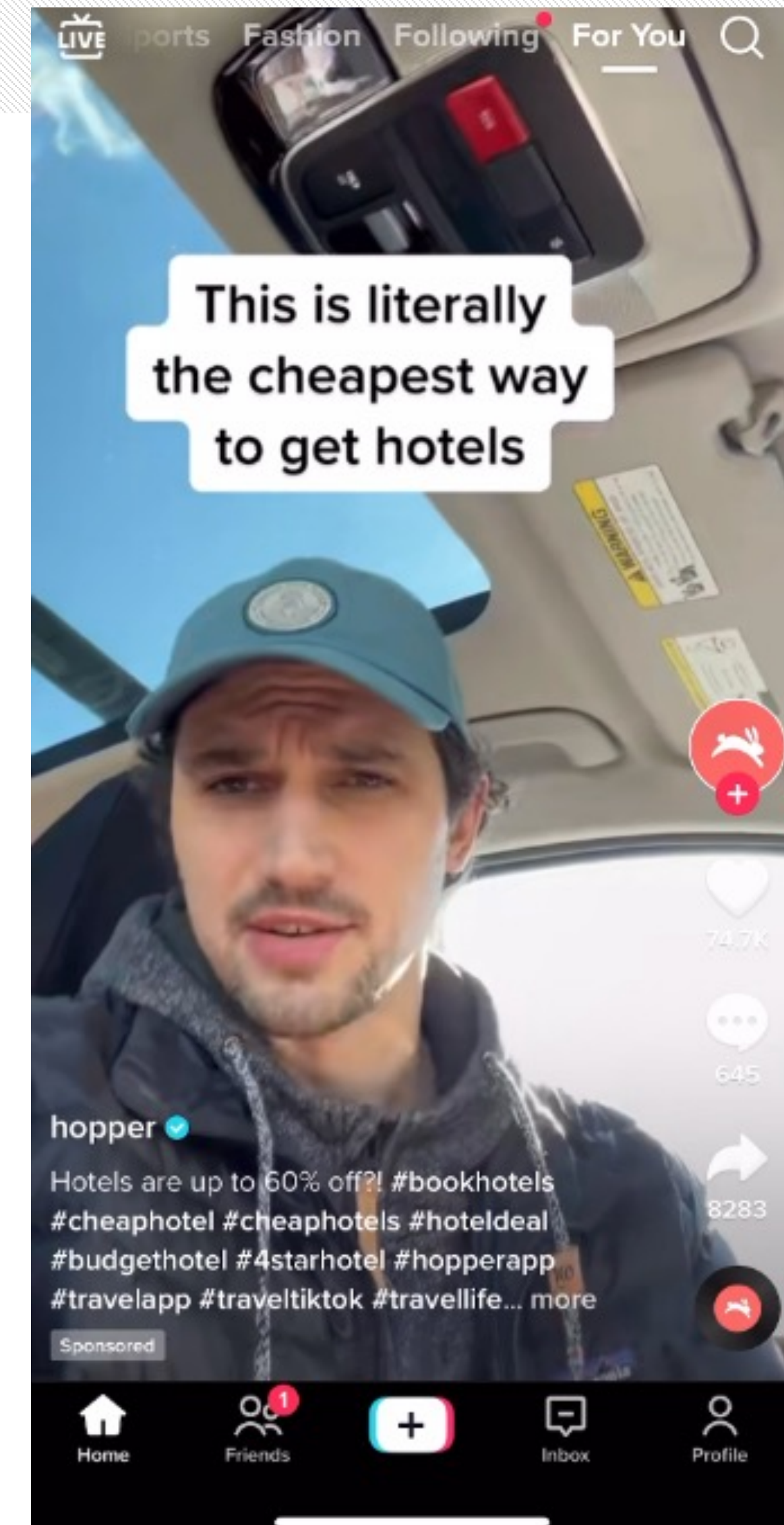
TARGET AUDIENCE

- Same applies to organic as ads
- Who is this ad being shown to?
 - People who've visited the website
 - People who've interacted before
 - People who live in Ohio
 - People who are 43
 - People who identify as women



CAMPAIGN GOAL

- Reach
 - Getting your content in front of as many people as possible
- Consideration
 - Gets people to click-thru to view your content and learn more.
- Conversion
 - Encourages people to buy or use your product/service.



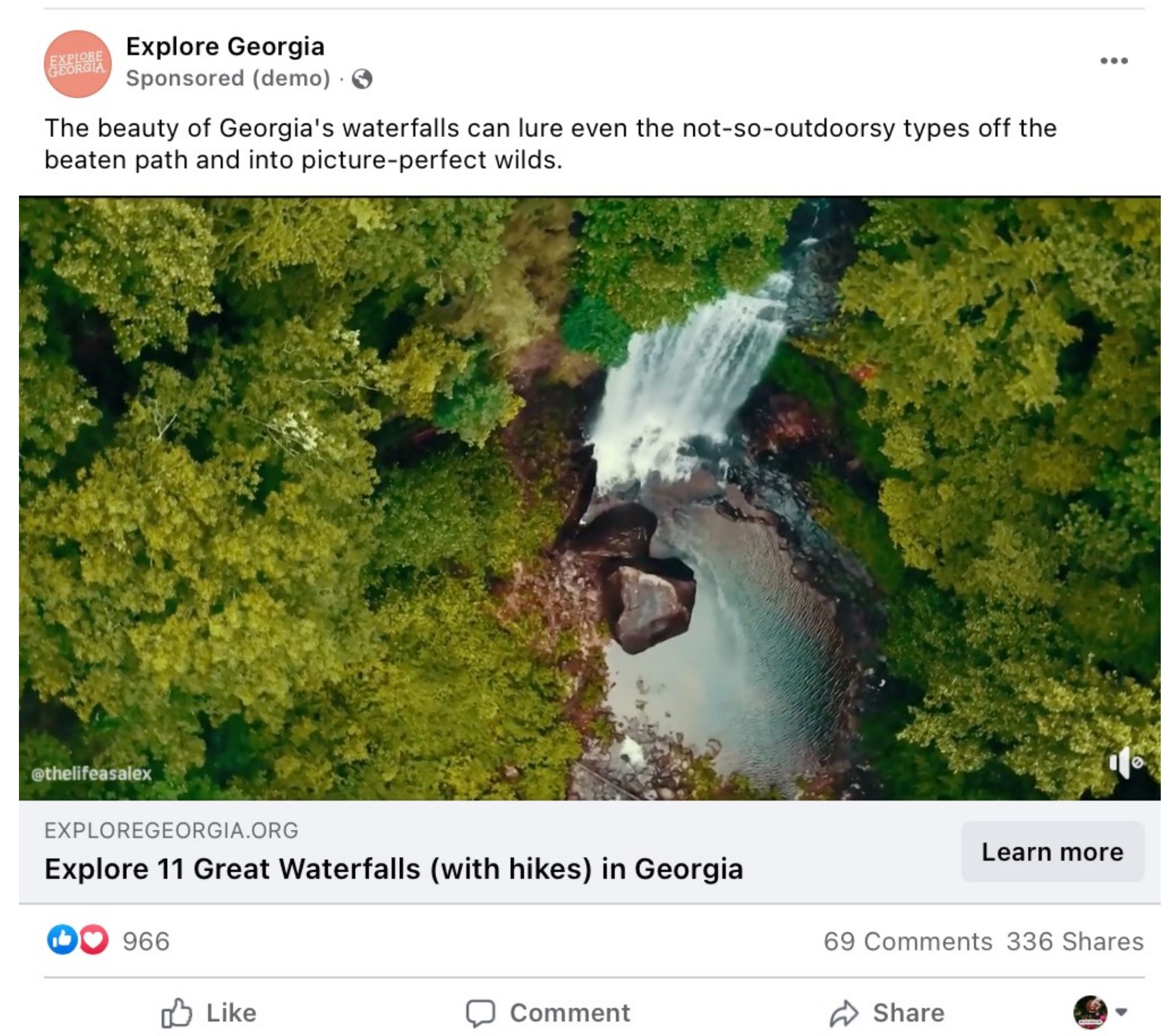
CONTENT

Creation

- Specifically meant for the campaign being run.
- Has language in it for the time period the ad is running.
- Budget bigger, can use videographer/photographer.
- Focus on exactly what you want to say.

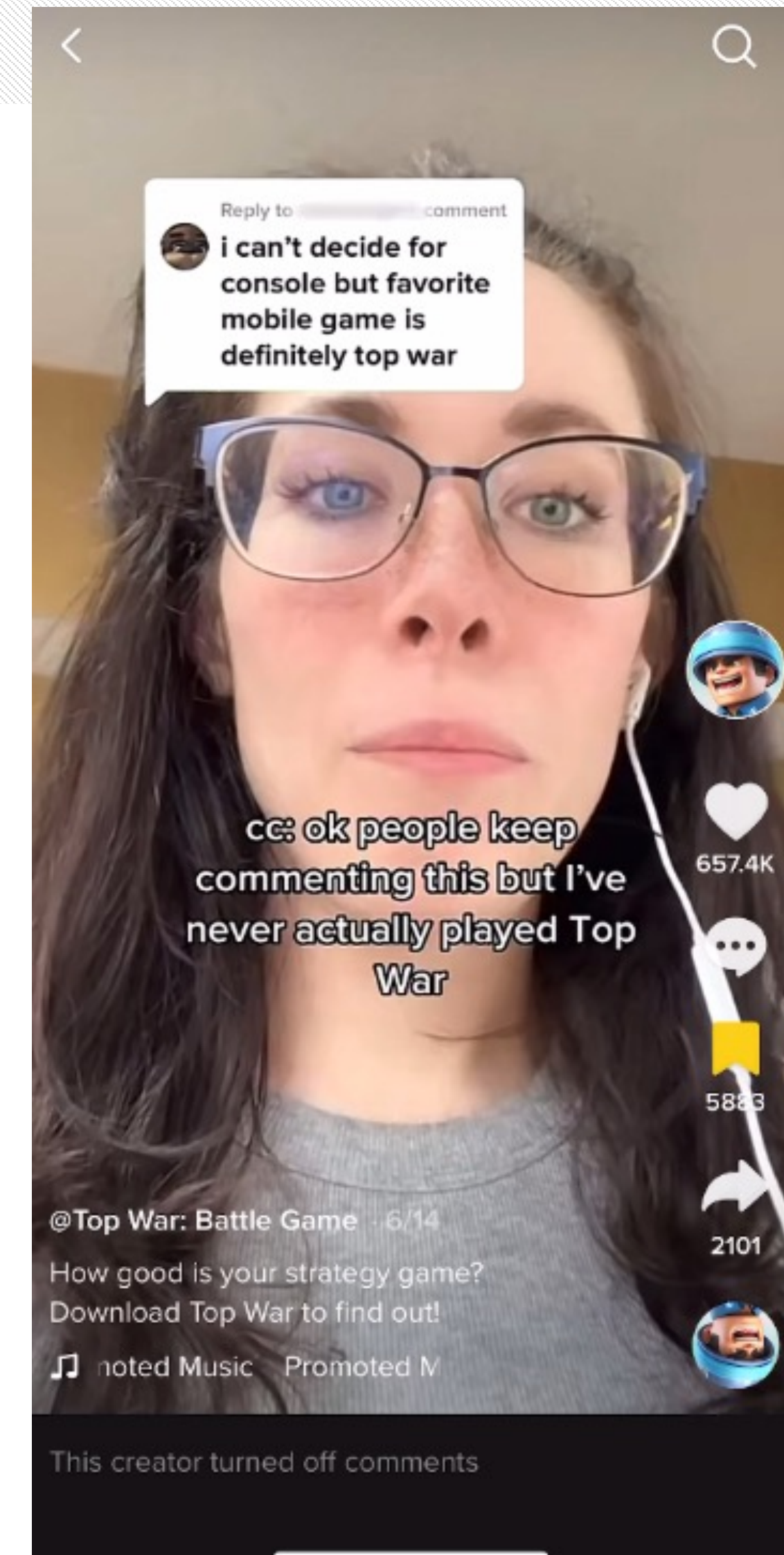
Boosted

- Takes organic content & makes it an ad.
 - Makes it look native to the platform.
- Lifts overall organic reach
- Pick content that performed best and boost that.



PLATFORM & SPEND

- Just like with organic you'll use the previous three indicators to decide which platform to use.
- Each platform requires a different kind of spend, so that is dependent upon your target audience, campaign goal and the content you have.
 - Showcasing a vertical video for 20 somethings' inspirational travel — TikTok
 - Getting 45-year-olds to book a hotel stay — Facebook



LET'S TRY



EXERCISE

- Turn to your neighbor
- Storyboard your first vertical video
 - What platform are you using?
 - What are you featuring?
 - Using an influencer?
 - What imagery do you need? Music choice?



KEY TAKEAWAYS

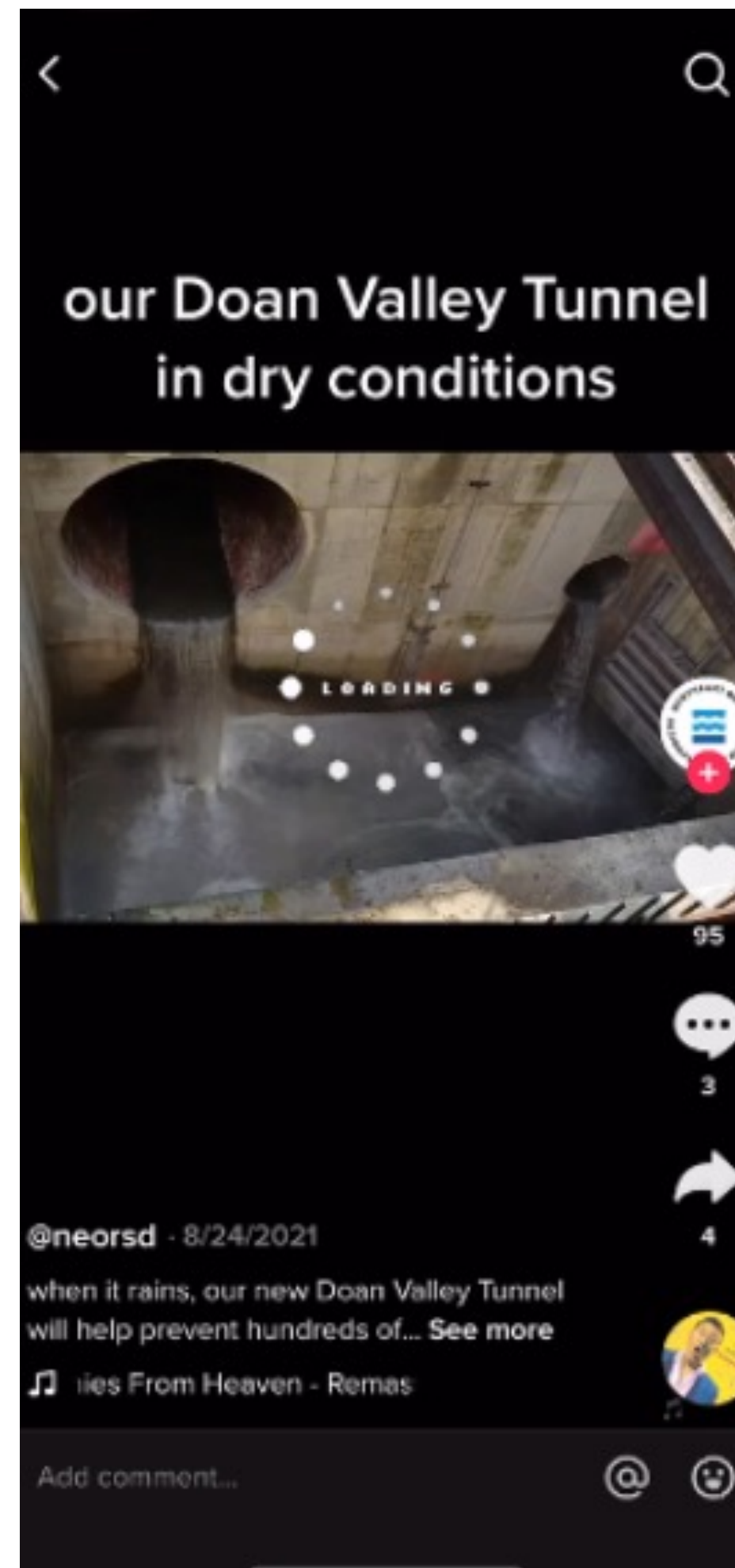


key takeaways

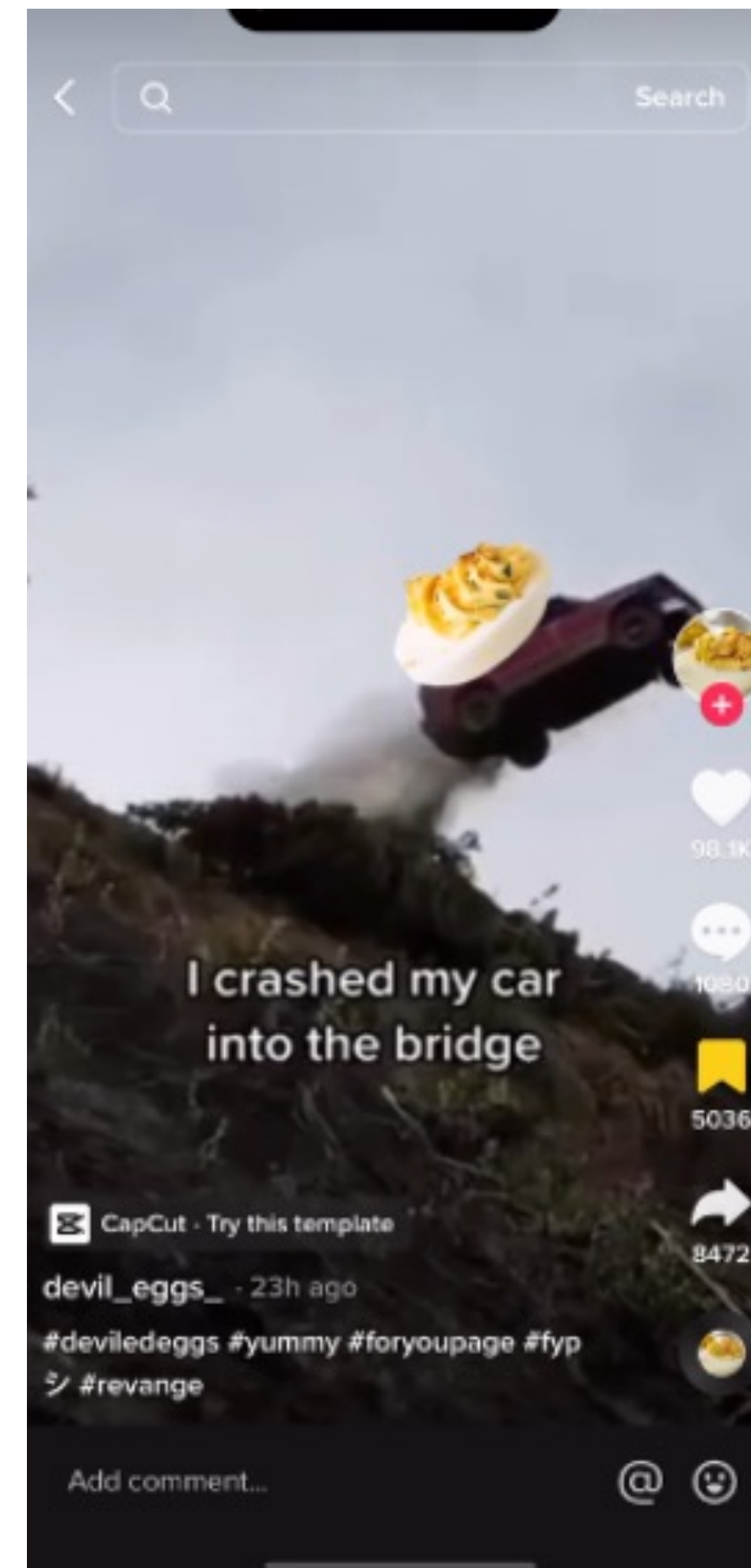
1. Spend time on the platforms & pay attention.
2. Social media is valuable, but don't overdue it — pick what you're good at and go forth.
3. Vertical video is the move right now, but don't forget other content too.
4. Experimentation is a good thing!

BONUS TAKEAWAY: HAVE FUN!

You might be intimidated after watching some of those examples, but we'll leave you with these:



<https://www.tiktok.com/@neorsd/video/7000024494781779205>



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