

USING VIDEO EFFECTIVELY IN HIGHER ED MARKETING

#AItraining



Lindsay Nyquist | Fort Lewis College | Nyquist_L@fortlewis.edu
Christina Munoz Madsen | University of Central Arkansas | christinam@uca.edu



LEARNING OUTCOME

After participating...

...you will be able to use video more strategically across your institutional marketing channels.



AGENDA

- Video as a strategic marketing tool
- Video production considerations
- Effective use of video: Institutional examples

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VIDEO AS A STRATEGIC MARKETING TOOL

WHY VIDEO?



- 86% of colleges and universities have a YouTube channel
- But why?

Hubspot, 2016

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DWINDLING ATTENTION SPANS

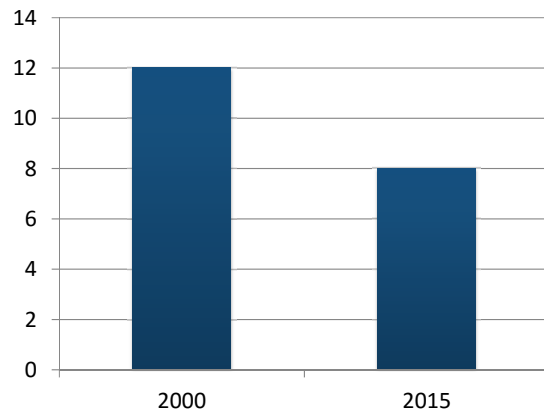


The human attention span is now shorter than that of the goldfish!

Microsoft Corp, 2015

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DWINDLING ATTENTION SPANS



The human attention span has dropped to eight seconds (down from 12 seconds 15 years ago).

Microsoft Corp, 2015

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DWINDLING ATTENTION SPANS



The descent of the attention span matches the beginning of the mobile revolution and the video revolution

Microsoft Corp, 2015

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IMPRESSIONS 8

SMARTPHONE MARKET PENETRATION

Today about half the adult population owns a smartphone; by 2020, 80% will.



The Economist, 2015

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MILLENNIAL RELIANCE ON PHONES



"When nothing is occupying my attention, the first thing I do is reach for my phone."

Microsoft Corp., 2015

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IMPRESSIONS 10

MILLENNIAL RELIANCE ON PHONES



Microsoft Corp., 2015

"When nothing is occupying my attention, the first thing I do is reach for my phone."

77% of 18-24 year olds agree

10% of 65+ agree

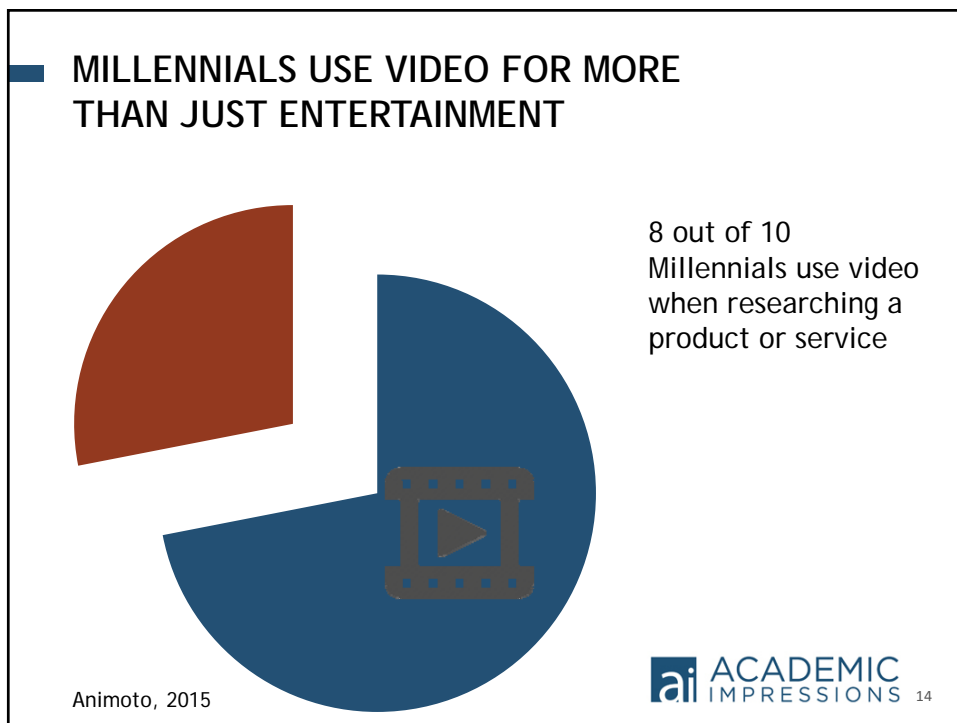
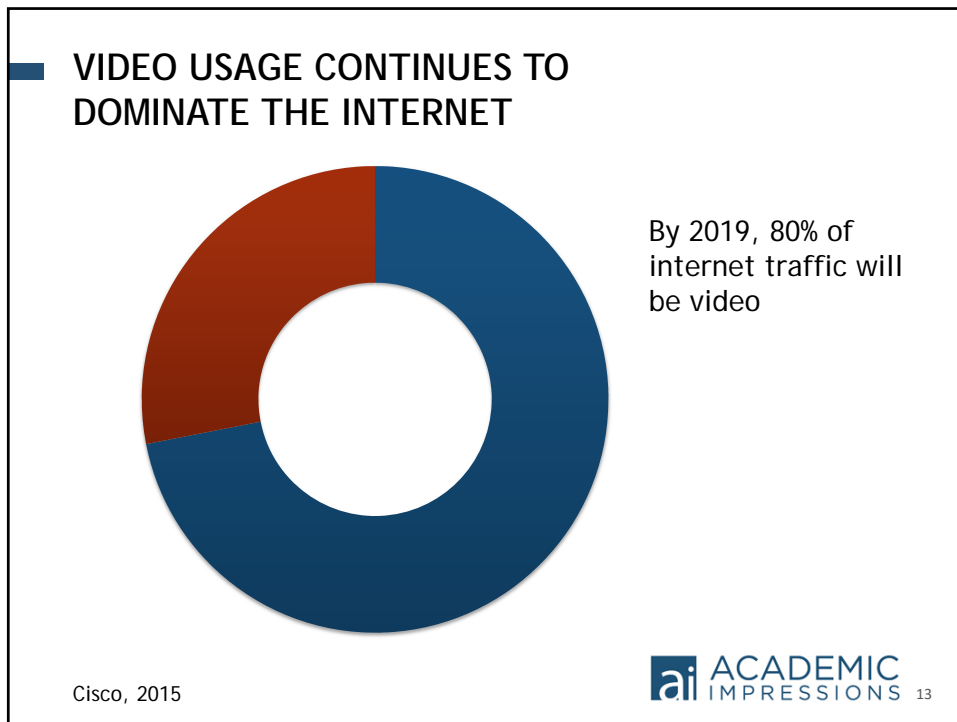
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IMPRESSIONS 11

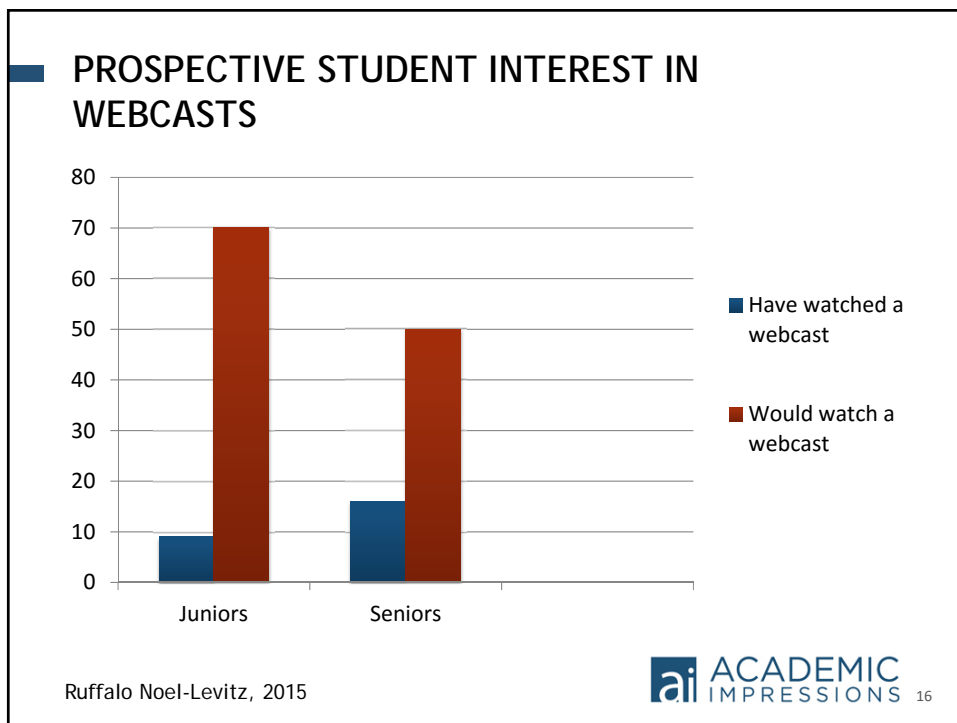
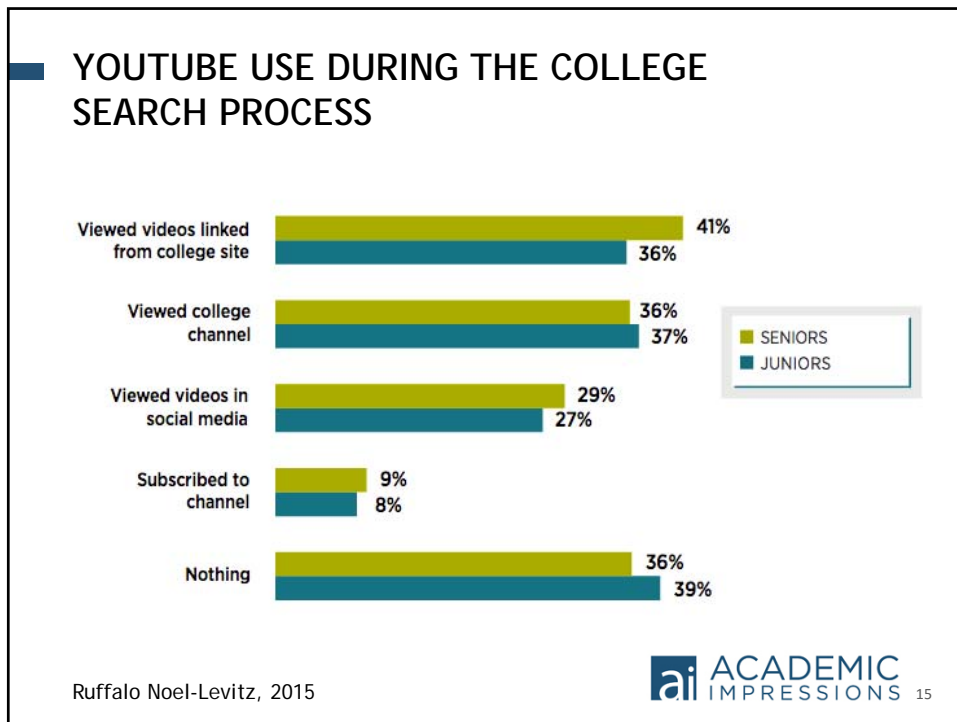
WEEKLY TIME SPENT WITH SELECT MEDIA AMONG US CONSUMERS

	18-24	25-34	35-49	50-64	65+
Watching on traditional TV	18:33	24:52	32:24	42:31	50:00
Using the internet on a computer	4:45	5:51	7:13	5:37	3:07
Using a game console	4:09	2:56	1:06	0:22	0:07
Watching time-shifted TV	1:42	3:20	4:11	4:16	3:36
Watching video on internet	1:41	1:52	1:45	1:10	0:29
Using DVD/Blu-ray device	0:55	1:18	1:12	1:02	0:38
Watching video on a mobile phone	0:26	0:17	0:13	0:07	-

E-Marketer, 2014

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Does great video exist
if no one sees it?



■ INTEGRATING VIDEO INTO YOUR MARKETING PLAN

CONSISTENCY IS KEY

- Offer video all year long
- Keep to 2 minutes or less (with some exceptions)
- Can't do too many right now (with some exceptions)



■ INTEGRATING VIDEO INTO YOUR MARKETING PLAN

INCLUDE IT IN YOUR PLAN

- Discuss with videographer and creative team on content (Must be VISUAL ideas)
- Come up with a minimum number (ex: 2 per month) but be open to doing additional
- What are president (exec staff) requests/expectations?




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VIDEO PRODUCTION CONSIDERATIONS



■ OUTSOURCE OR IN-HOUSE VIDEOGRAPHER

OUTSOURCE	IN-HOUSE
<ul style="list-style-type: none">• More expensive but higher quality• Access to advertising channels• More strategic• Better for big campaigns• Almost always for animated videos	<ul style="list-style-type: none">• More cost effective but less quality• Better for day-to-day video needs• Event coverage• Editing software and gear is getting cheaper and more accessible (everyone is a videographer)

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■ VIDEO GEAR

CURRENTLY USE	NEW EQUIPMENT
Nikon D750 Camera Nikon 24-70mm Lens Nikon 50mm Prime Lens Nikon 70-200mm Lens Sennheiser EW 100 G3 Lav Microphone Rotolight (if necessary) Manfrotto 547B Tripod	Manfrotto Digital Director Glidecam HD2000 Stabilizer System iOgrapher Helder Wide Angle Lens iPhone 6+ Rode VideoMicro Microphone Manfrotto Compact Action Tripod

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VIDEO GEAR



Student worker with our new gear:

Total cost: **\$173.94**
(without iPhone)
(Not pictured is a tripod that was \$75)



SCRIPTED OR UNSCRIPTED?

YES!

- Who is the audience
- Who is your talent (what are their abilities)
- Let's talk about VOICE
- Authenticity does not necessarily mean unscripted



SCRIPTING V. AUTHENTICITY



Get the right actors or models

- Articulate
- Represent the diversity of our campus
- Passionate about the topic
- Comfortable on camera



Choose the right locations

- Accurately but positively represent the program or facility



SCRIPTING V. AUTHENTICITY



USING STUDENTS



- It has to be the right student
- Let them do as much as possible
- But hold their hand
- Snapchat example



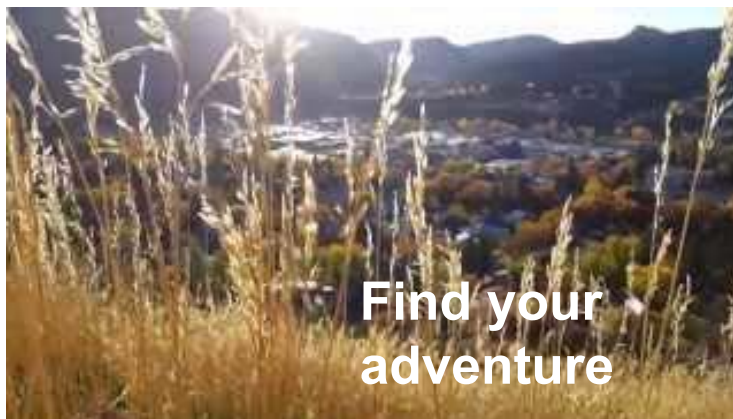
WORKING WITH CURRENT STUDENTS



WORKING WITH CURRENT STUDENTS



WORKING WITH CURRENT STUDENTS



DISTRIBUTING CONTENT



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DISTRIBUTING CONTENT: YOU TUBE



- Keyword-load the title
- Complete the notes
- Add tags
- Create custom thumbnail
- Add to playlist
- Complete Advanced Settings
- Transcribe or upload a transcript

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■ DISTRIBUTING CONTENT: VIMEO



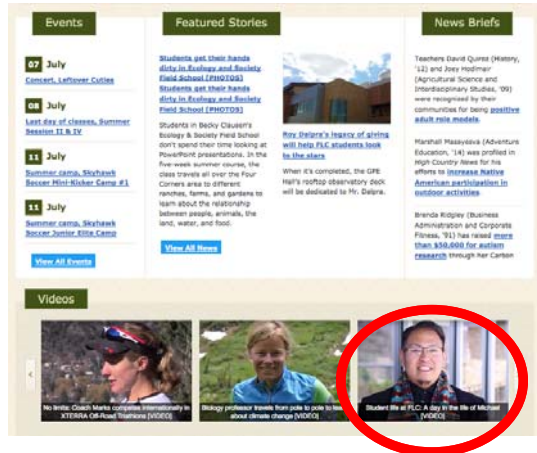
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 POLL

How does your institution
display video?

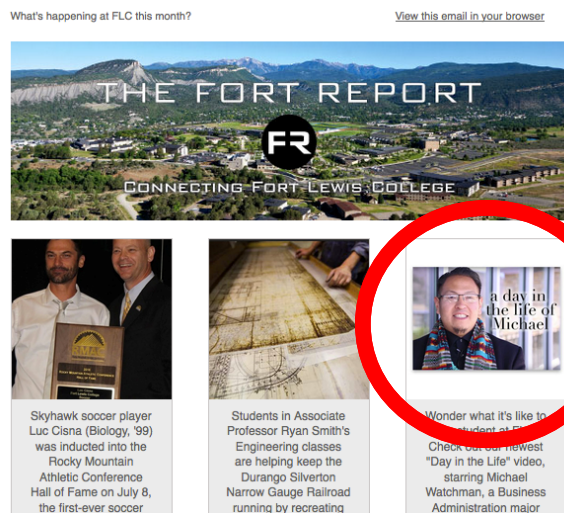
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DISTRIBUTING CONTENT: WEBSITE



- Add to news library
- Add to relevant sites
- Add to homepage

DISTRIBUTING CONTENT: EMAIL



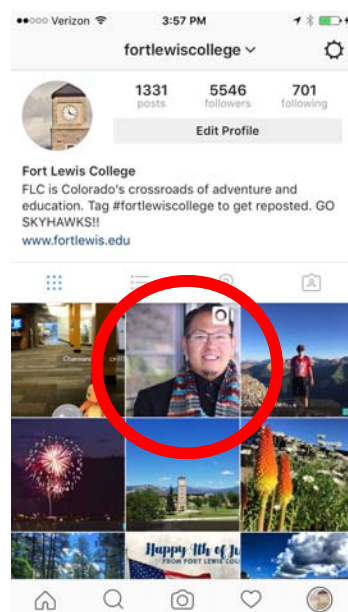
Include in your email communication with constituents.

DISTRIBUTING CONTENT: FACEBOOK



- Upload native video files directly to Facebook whenever possible.
- Facebook counts a view after 3 seconds; YouTube counts at 30 seconds.

DISTRIBUTING CONTENT: INSTAGRAM



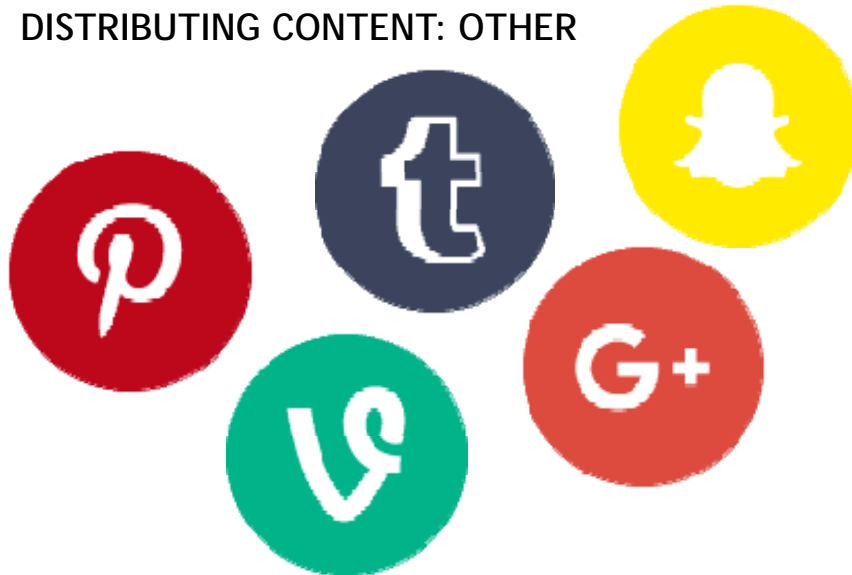
Video length has increased from 15 to 60 seconds

DISTRIBUTING CONTENT: TWITTER




Video can be up to 2:20

DISTRIBUTING CONTENT: OTHER



■ DISTRIBUTING CONTENT:
SCATTERED VIEWS


**104 + 65 + 76 +
232 + 44 ...**


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■ ADA COMPLIANCE

“Under the Americans with Disabilities Act, publicly available videos, whether for entertainment or informational use, must be made accessible to individuals with disabilities.”


The Rehabilitation Act (Sections 508 and 504) specifically addresses online video content.


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IMPRESSIONS 42

 **ADA COMPLIANCE**

FCC quality standards for captioning:


- Accuracy
- Time Synchronization
- Program Completeness
- Placement



 **ADA COMPLIANCE**

Closed captioning options:

- Upload a transcript
- Transcribe the video live
- Hire a third-party service to transcribe it



ADA COMPLIANCE

View published subtitles and CC: English

Exit Edit

Actions

0:03.6 Hello, my name is Michael Watchman,
0:07.8 and this is a day in my life.

0:08.4 I am an early riser, so every day I wake up
0:14.4 early and head on over to my 8am class
studying business administration.

0:14.4 After my 8am class, I head on over to the
0:20.8 Office of Admission. At the Office of
Admissions, I am a student

0:20.8 ambassador, so I give tours and do minor
0:25.2 office work. When I give tours, I really
enjoy getting

0:25.2 potential students really excited about
0:31.2 attending Fort Lewis- this is a wonderful,
beautiful

0:31.6 campus full of diversity.
0:32.9

0:34.7 After my shift at the Office of Admission...

Student life at FLC: A day in the life of Michael



my name is Michael
Watchman, and this is a day in my
life.

I am an early riser, so every day I wake up early and
head on over to my 8am class studying business
administration.

After my 8am
Admission. A

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EFFECTIVE USE OF VIDEO: INSTITUTIONAL EXAMPLES

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UNIVERSITY OF CENTRAL ARKANSAS



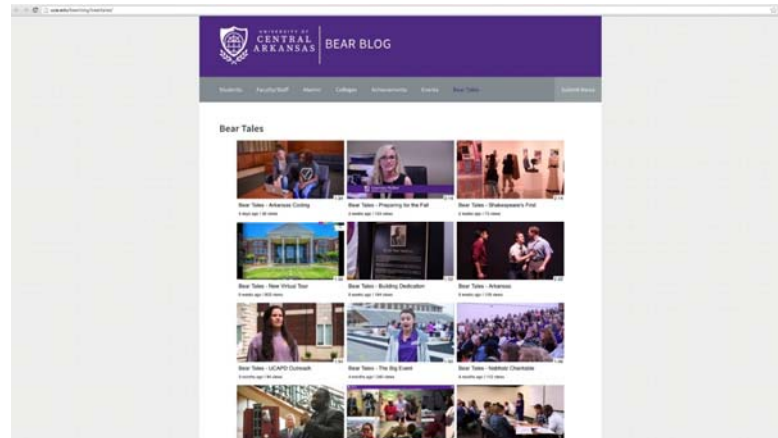
■ WHAT KIND OF VIDEOS?

- 90-second to 2-minutes "Bear Tales"
- Alumni Spotlight
- 30-second TV Commercials
- 30-second animated video
- 2 minute videos about campus life on microsite
- Long form videos to recap/review school year
- Campus Happenings



EXAMPLES OF VIDEOS

UCA.edu/beartales



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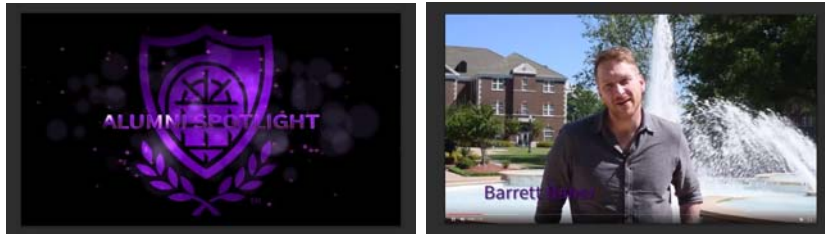
BEAR TALES VIDEO: PREPARING FOR FALL

<https://youtu.be/AL0Ebb4g6zI>



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ALUMNI SPOTLIGHT VIDEOS



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TV COMMERCIAL



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30-SECOND ANIMATED VIDEO

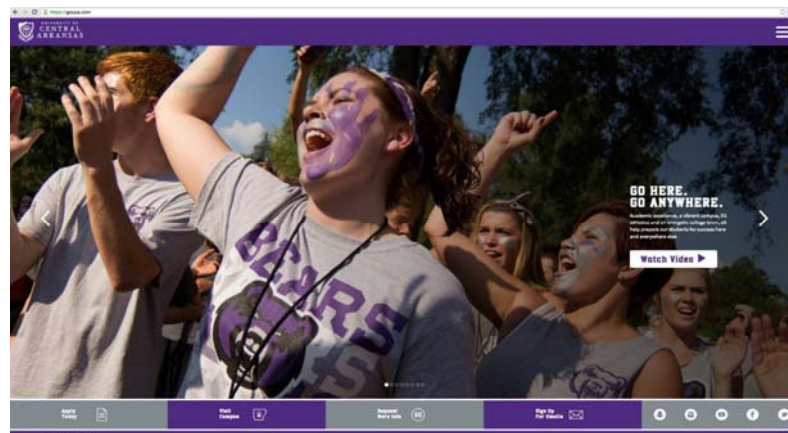
Go Here



Whether you are just beginning your journey toward your degree, or you are looking to pick up where you left off, the University of Central Arkansas has the right option for you! With three options available, we offer classes to fit your schedule.

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EXAMPLES OF VIDEOS: GoUCA.com



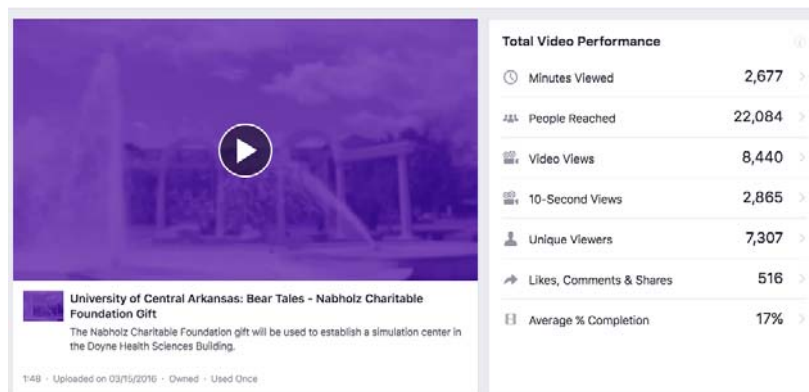
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MICROSITE: GoUCA.com



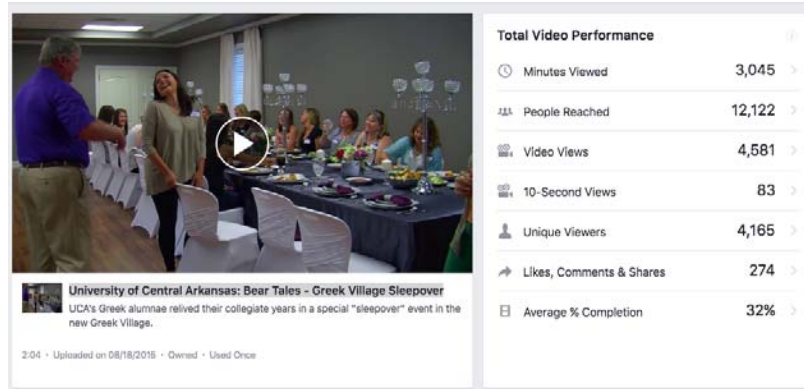
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VIDEO ON SOCIAL MEDIA



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VIDEO ON SOCIAL MEDIA



FORT LEWIS COLLEGE

HISTORY OF VIDEO AT FORT LEWIS COLLEGE



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HISTORY OF VIDEO AT FORT LEWIS COLLEGE

First true series

- Top ranked programs
- Varsity sports
- Mountain town lifestyle
- Clubs and organizations
- Campus housing and dining
- Career preparation
- Personal attention from faculty
- Eye-opening experiences
- Cycling
- Alumni testimonials

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What do students want to see?

HISTORY OF VIDEO AT FORT LEWIS COLLEGE

What do students want to see?



■ FLC VIDEO SERIES:
HOUSING TOURS



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■ FLC VIDEO SERIES:
DAY IN THE LIFE



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HISTORY OF VIDEO AT FORT LEWIS COLLEGE

What do students want to see?

Parents
Faculty
Administration



FLC VIDEO SERIES: ACADEMIC SPOTLIGHTS



HISTORY OF VIDEO AT FORT LEWIS COLLEGE

What do students want to see?

Parents
Faculty
Administration
Alumni
Community
Donors

FLC VIDEO SERIES: EVENTS



FLC VIDEO SERIES: FLC VOICES



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FLC VIDEO SERIES: FORTIFACT MICRODOCUMENTARIES



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HISTORY OF VIDEO AT FORT LEWIS COLLEGE

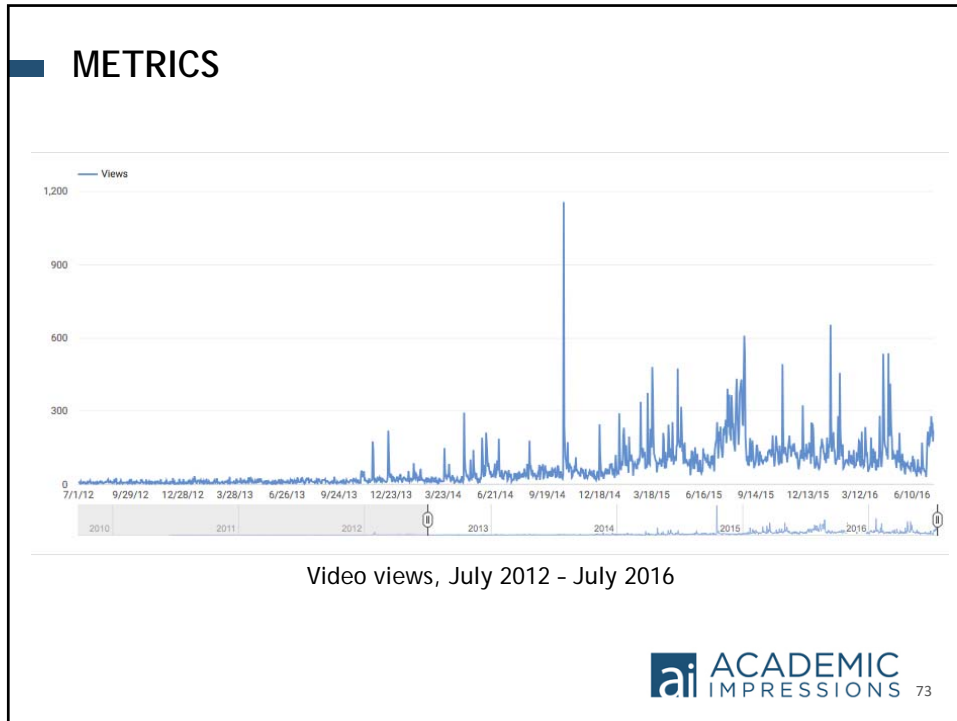
What do students want to see?

Parents
Faculty
Administration
Alumni
Community
Donors
The whole country



FLC VIDEO: OVERALL COMMERCIAL





DON'T UNDERESTIMATE LIVE STREAMS

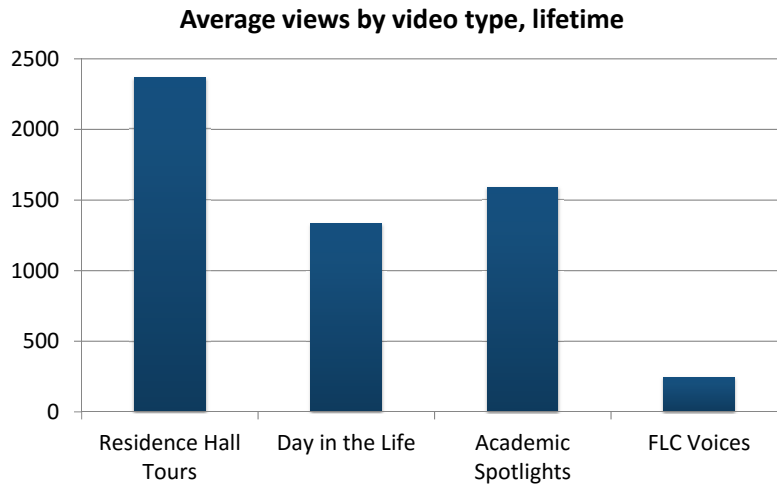
Top 10 Videos [Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views
Fort Lewis College Spring Commencement	1,419 13%	224 5.5%
Fort Lewis College Spring Commencement	1,064 9.6%	177 4.4%
S3E4 FORTIFACT: Up From The Sage...	852 7.7%	114 2.8%
Estler Emeritus	712 6.4%	236 5.8%
Residence Hall Tours at Fort Lewis C...	486 4.4%	210 5.2%
Dodds Emeritus	485 4.4%	181 4.5%
Fort Lewis College Undergraduate R...	459 4.1%	25 0.6%
Fort Lewis College Choir Concert	363 3.3%	66 1.6%
Student life at FLC: A day in the life o...	362 3.3%	279 6.9%
Fort Lewis College Choirs Present "...	357 3.2%	56 1.4%

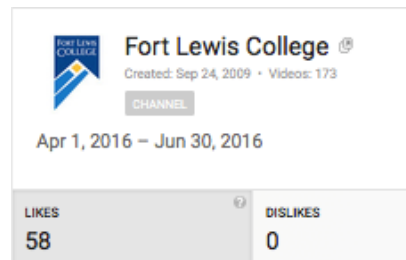
Video views & watch time, May 2016

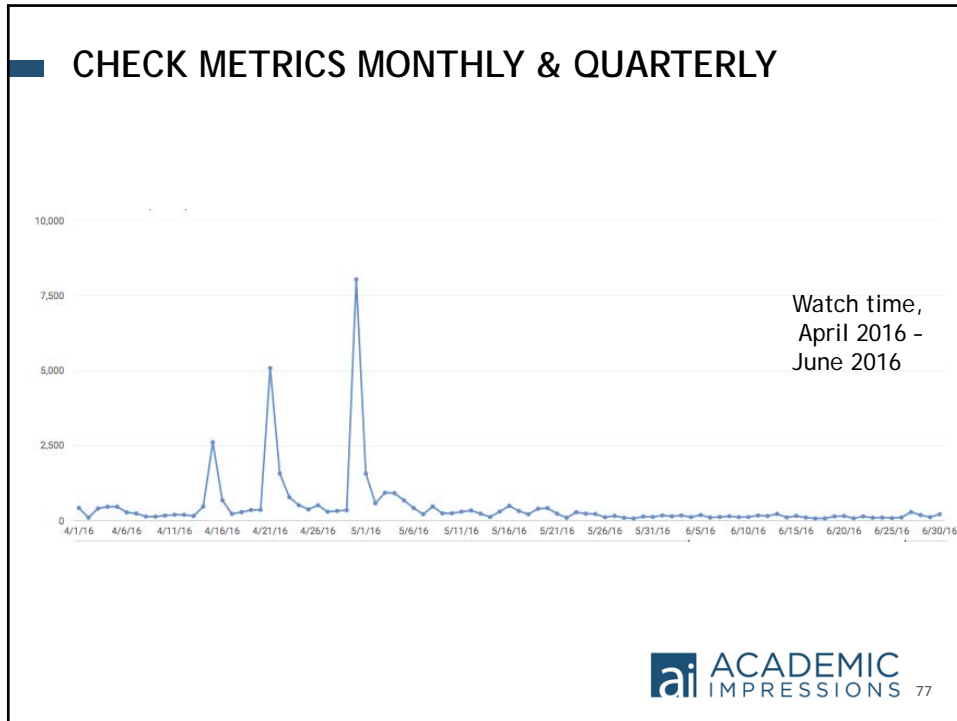
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SET REASONABLE GOALS FOR VIDEO VIEWS



DON'T EXPECT ENGAGEMENT





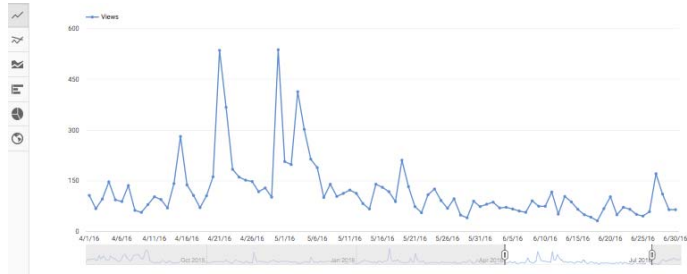
CHECK METRICS MONTHLY & QUARTERLY

Video	Watch time (minutes) ⌵	Views ⌵
Fort Lewis College Spring Commencement 20...	4,883 (12%)	419 (3.8%)
Fort Lewis College Spring Commencement 20...	5,383 (13%)	410 (3.8%)
Student Life at Fort Lewis College: Find your a...	273 (0.7%)	403 (3.7%)
Student life at FLC: A day in the life of Michael	479 (1.2%)	376 (3.4%)
Residence Hall Tours at Fort Lewis College: Co...	856 (2.1%)	367 (3.4%)
Residence Hall Tours at Fort Lewis College: W...	671 (1.6%)	365 (3.3%)
Fort Lewis College Choirs Present "Music of th...	3,755 (9.1%)	348 (3.2%)
Residence Hall Tours at Fort Lewis College: An...	617 (1.5%)	338 (3.1%)
Fort Lewis College Band Concert - April 2016	3,470 (8.4%)	327 (3.0%)
Electronics, mechanics, & robotics: Engineerin...	496 (1.2%)	294 (2.7%)
S3E1 Fortifac: A Razor Sharp Pen: The Evoluti...	645 (1.6%)	276 (2.5%)
Residence Hall Tours at Fort Lewis College: Cr...	429 (1.0%)	264 (2.4%)
Fort Lewis College Undergraduate Research & ...	2,535 (6.1%)	259 (2.4%)
Estler Emeritus	755 (1.8%)	255 (2.3%)
Fort Lewis College Undergraduate Research & ...	1,252 (3.0%)	239 (2.2%)
Think Fort Lewis College!	104 (0.3%)	233 (2.1%)

Watch time,
April 2016 -
June 2016

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CHECK METRICS MONTHLY & QUARTERLY



Video views,
April 2016 –
June 2016

Video	Watch time (minutes) (↓)	Views (↓)	YouTube Red watch time (minutes) (↓)	YouTube Red views (↓)	Average view duration (↓)
Fort Lewis College Spring Commencement 20...	5,383 (13%)	410 (3.8%)	2 (1.0%)	3 (3.8%)	13:07
Fort Lewis College Spring Commencement 20...	4,883 (12%)	419 (3.8%)	1 (0.5%)	1 (1.3%)	11:39
Fort Lewis College Choirs Present "Music of th...	3,755 (9.1%)	348 (3.2%)	30 (1.5%)	2 (2.5%)	10:47
Fort Lewis College Band Concert - April 2016	3,470 (8.4%)	327 (3.0%)	0 (0.2%)	1 (1.3%)	10:36
Fort Lewis College Undergraduate Research & ...	2,535 (6.1%)	259 (2.4%)	13 (6.5%)	1 (1.3%)	9:47
Fort Lewis College Undergraduate Research & ...	1,252 (3.0%)	239 (2.2%)	0 (0.0%)	0 (0.0%)	5:14
Morning Session: Fort Lewis College Undergra...	1,189 (2.9%)	83 (0.8%)	0 (0.0%)	0 (0.0%)	14:19
SSE4 FORTIFACT: Up From The Sagebrush- Th...	1,014 (2.5%)	136 (1.2%)	16 (7.9%)	1 (1.3%)	7:27
From Dirks to dynasty: Soccer at Fort Lewis C...	997 (2.4%)	218 (2.0%)	0 (0.1%)	1 (1.3%)	4:34
SSE3 FORTIFACT: Indian is in your heart: The h...	975 (2.4%)	204 (1.9%)	37 (19%)	7 (8.8%)	4:46

? QUESTIONS



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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