

Dear Gyles,

Thank you for your brief on Facebook and social video best practices. Here, we offer guidance on using video, live-streaming, and optimising creative on Facebook and other social channels.

Summary:

- Studies show it's important to grab viewers' attention within the first few seconds. For Facebook click-to-play, the initial frame and introductory text should be engaging and encourage viewing. At the same time, the ad itself needs to deliver on the promise of the introduction.
- Marketers are advised to showcase the brand early on. Early branding can support retention on Facebook in cases where viewers have a pre-existing interest in the brand. This does not mean simply displaying the brand name or logo, but rather having the brand play a role in the execution. However, others industry commentators argue not to open with the brand.
- When it comes to live video it's important to ask - will the content be exclusive or newsworthy enough to attract a live audience? Will it require a level of interaction with viewers? Telling the brand story in a way that matches the platform and the audience, and use online and offline channels to cross-promote and drive attention is advised.
- Measuring the success of digital video marketing is challenging. As such, it's important to select the right format and delivery channel for video ad campaigns, and which metrics to use to measure awareness, engagement and conversions.

A good place to start is our topic page on [Social media](#) and [Facebook](#).

The full articles are available via the hyperlinks.

[What we know about marketing on Facebook](#)

We start with this overview about marketing on Facebook. The platform offers different objectives that advertisers can select for their campaigns, including brand awareness, reach, conversions, and video views. Its huge user base offers broadcast reach as well as granular targeting capabilities. There is a growing shift towards mobile, edited content, and visual media. It's important to note that Facebook has been criticised for developing its own metrics, some of which have been 'miscalculated' and 'misallocated,' and so in recent months it has announced a host of third party data measurement partnerships.

Social video**[Best practices for social video](#)**

This webinar highlights the success of social video, and offers strategies for effectively leveraging this platform. Among the best practices identified are:

- Understand why people share
- Partner with those who create great content
- Be willing to embrace new formats such as live video and 360

[Social video success: Six lessons from the world's best social campaigns](#)

It's becoming harder to create a viral video however ad tech firm Unruly propose six guidelines for online video creative. These include:

- Set clear campaign goals
- Be authentic i.e. ensure the strategy fits the brand
- Make an emotional connection
- Be personal and relatable
- Empower consumers
- Be agile

Five steps to social video success

For brands that want their video content to ‘go viral’ it’s important to note that the top two factors driving shareability are **psychological responses** and **social motivations**. Successful campaigns such as Always’ Like a Girl are able to combine emotional responses with social motivations. Companies in a vertical tend to show the same type of content, so to stand out brands should evoke a different response from their competitors.

Content in 2017: How video is transforming social marketing

Facebook leads in the broadcast model of social media, with high reach and popularity. While brands are investing in paid distribution, sharing remains an important indicator of user engagement. One CPG firm advises brands to make fewer, better posts, and avoid bombarding consumers with inconsistent, irrelevant messaging.

Optimising creative

How to optimise video creative across screens

Early branding can support retention on Facebook for viewers driven by a pre-existing interest in the brand. While in general responses to full exposure of video ads are consistent across contexts, nuances related to the creative, may yield differences in performance. For example, viewers may have a different response to content on mute when audio is critical to the narrative, although brands should note Facebook’s recent announcement that sound will be automatically enabled.

Optimising video: Learnings from YouTube, Facebook, and Videology

Brands need to grab viewers’ attention in the first few seconds, especially in the mobile environment where people are typically scrolling through their newsfeeds and need a reason to stop. Research underscores this point - the bulk of the impact on ad recall, brand awareness, and purchase intent is happening in the first ten seconds. Text and logos can be used to draw people in.

Millward Brown Ad Reaction: Video creative in a digital world

This report looks at global habits on video viewing, and identifies best practices for video creative. Consumers prefer skippable pre-roll and social click-to-play formats. Even with highly engaging ads, many viewers skip away as soon as they can. As such, brands are advised to feature the brand in the first few seconds. The initial frame and introductory text should be engaging, and the ad itself needs to deliver on that introduction.

Five tips to develop effective digital video creative

Research from Ipsos indicates that long form ads are not necessary on Facebook, as most attention is captured within the first ten seconds. During this time, the brand should not just be displayed, but have a role to play in the early part of the execution. As most Facebook ads are watched without sound, visual aids and subtitles can be used to deliver the message effectively even when the ad is on mute.

Live streaming

How to use Facebook Live

There are two broad types of live streaming on social media – user-generated amateur content on Snapchat and Instagram, and more professional video from celebrities and influencers on Facebook. The article offers three principles for brands that want to take advantage of live streaming.

1. The brand story should be told in ways that fit live video and match the platform and audience
2. Content needs to work with distribution strategies to help users discover and share. Influencer partners and established publishers can help to spread the story
3. Use other online and offline channels to drive attention and cross-promote.

The evolution of social: learnings from VaynerMedia, Facebook and GE

General Electric (GE) is successfully using social channels to build its brand through stories. To enhance its innovation credentials and so it partnered with Sam Cossman, an adventurer and filmmaker, and the Nicaraguan government, to connect one of Nicaragua's most active volcanoes to the internet. Cossman descended into the mouth of a volcano to install wireless sensors which would enable GE to gather data to improve predictions of when a volcano will erupt. GE shared this fascinating journey on its social channels, most notably via Snap Ads, Instagram and Facebook Live.

MGM Resorts cracks Facebook code with online video

MGM Resorts International found video content was driving greater engagement for the brand. To use video successfully it had to build its narrative, and used the platform to share stories of guests at various properties. It partnered with social media influencers and in-house personalities to produce content for Facebook Live. While the brand still invests in paid Facebook targeting, it is able to maximise organic exposure through interesting video content.

Final thought...

How to measure the performance of video marketing campaigns

Of course, once you embark upon a social video campaign it's important to know how to measure success. Inconsistent metrics definitions can lead to difficulties in normalising and comparing data. As such it's advisable to:

- Set KPI's against brand goals
- Invest in varied video production to create and deliver the most relevant versions of ad creatives for different audience segments
- Choose the right ad format (standard pre-roll, interactive interstitials or native video) and the right delivery methods (VAST, VPAID or MRAID) to best support a brand's goals.
- Watch out for common pitfalls such as unscalable performance campaigns, varying understanding of viewability, poor data from blanket metrics, inaccurate insights from platforms

We hope that this has been a useful response to your brief.

With kind regards,
The WARC Plus team