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International Science Council

Module 4: Using Video to Communicate Science

12th March 2025

James Fitzgerald, SMK Executive Director of Programming

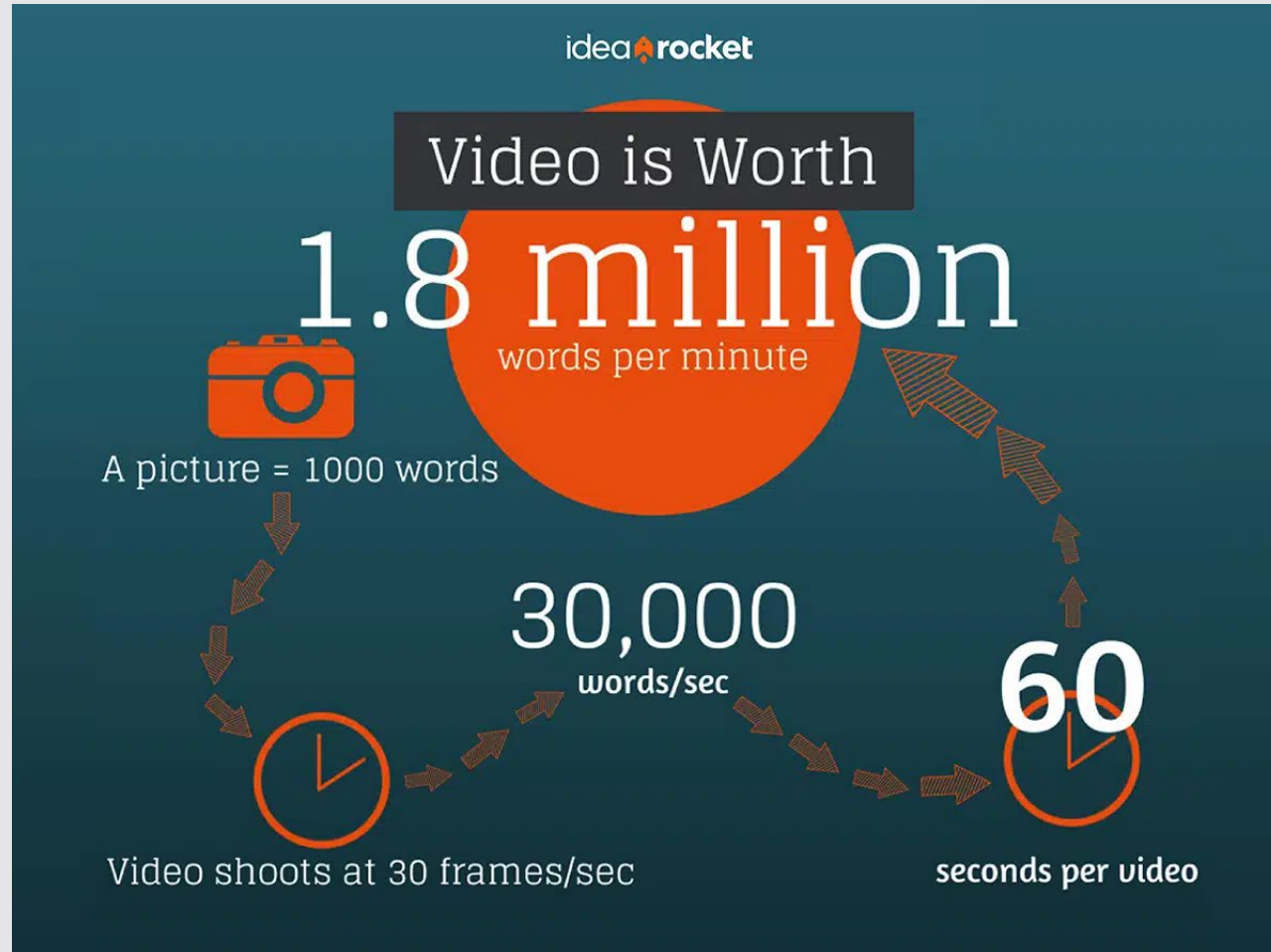


Session overview



1. Thinking strategically about video
 - Align video goals with marketing objectives
 - Why a bottom-up approach works best
2. Why do TikTok & YouTube hold the key to video success
 - User trends and consumption
3. Understanding what viewers want
 - Entertainment
 - Relatability
 - Community generated entertainment (CGE)
4. Watch time
5. Video discoverability
 - SEO and copywriting
6. Useful tools

Better video marketing



Video in science comms



- Science is more important than ever in shaping our world, from tackling climate change and advancing medical breakthroughs to exploring the universe and developing cutting-edge technology.
- **However, scientific knowledge is often complex, technical, and difficult for non-experts to grasp.**
- **This is where video comes in, a powerful tool that can make science more accessible, engaging, and impactful.**
- The way people consume information has changed dramatically over the past decade.
- With the rise of digital platforms, social media, and short-form content, video has become one of the most effective ways to communicate ideas.
- Studies show that people retain 95% of a message when they watch it in a video compared to just 10% when reading text.

Short form video explosion



Instagram

- Home
- Search
- Explore
- Reels
- Messages
- Notifications
- Create
- Profile
- Threads
- More

csirogram • Follow
Original audio

csirogram We moustache you a question: are you ready for these dolphin facts? 🐬

March is Dolphin Awareness Month, so we're here to arm you with flipping fin-teresting facts to drop at social gatherings for the next 30 days (or years, dolphins are always amazing).

Find out more about these facts at the link in our bio. 🔗

#MoustacheYouAQuestion #DolphinatelyTheCoolest #DolphinFacts #CSIRO #WeLoveScience

1w

wing_dawn omg such an eloquent and humorous speaker 🌟
6d Reply
View replies (1)

pantsiswithwolves All Dolphins are Whales? Amazing.
1w 2 likes Reply

youcancallmebettyyeah @_whippy dolphinately more fun than "where do you see yourself in 5 years?"
1w Reply

kyle.j.opie @ziniaking
3d Reply

Liked by **cassie_howell_** and others
March 2

Add a comment... Post

Struggle with small talk?

Easy and accessible storytelling



- **Video's combination of visual storytelling, animation, and sound makes it easier to explain abstract concepts, demonstrate scientific processes, and connect with audiences emotionally.**
- For scientists and institutions, leveraging video can enhance public understanding of research, build trust in science, and foster engagement with key stakeholders. A well-produced video can:
 - **Educate and inspire** the next generation of scientists.
 - **Communicate research findings** to funders, policymakers, and the media.
 - **Engage the general public** and dispel misinformation.
 - **Promote collaboration** within the scientific community.
 - **Attract funding and support** for new projects.

But, video requires the right approach



- **Yet, despite the clear benefits, many scientists and institutions struggle with video production due to limited time, resources, or experience in digital storytelling.**
- The good news is that creating high-quality science videos no longer requires expensive equipment or professional filmmaking expertise.
- With a clear strategy, the right tools, and an understanding of best practices, anyone can produce engaging video content that makes science more accessible and impactful.



Thinking strategically



- Video marketing has become one of the most effective ways to engage audiences, convey brand messages, and drive conversions.
- When executed correctly, videos can deliver memorable, impactful storytelling that resonates with viewers and achieves measurable business goals.
- **However, creating effective video content is not without its challenges.**
- **Deciding what type of video to make, addressing perceptions around cost, and finding the right resources to produce content often pose significant hurdles for marketers.**
- Additionally, considerations such as producing videos at scale, ensuring they are compelling enough to capture and retain attention, and distributing them effectively across channels are crucial factors that can make or break a campaign's success.

Video is just a format



The screenshot displays the Facebook Ads Manager interface for a new ad. The left sidebar shows a hierarchy: New campaign > New ad set > New ad. The main area is divided into several sections:

- Ad setup:** Includes a 'Create Ad' dropdown, a 'Dynamic formats and creative' section (disabled), and a 'Format' section with three options: 'Single image or video' (selected), 'Carousel', and 'Collection'. Below this is a 'Full-screen mobile experience' section with an 'Add an Instant Experience' checkbox.
- Ad creative:** A section for selecting media, text, and destination for the ad.
- Media:** A list of 15 placements, including 'Feeds, In-stream videos' (7 placements), 'Stories, Apps and sites' (5 placements), and 'Right column, Search results, Instant Articles'.
- 15 placements:** A preview area showing the ad in various contexts like Facebook Feeds and Stories. A red arrow points to the video player in the main preview.

Four red arrows on the left point to the 'Single image or video' option, the 'Carousel' option, the 'Collection' option, and the 'Add an Instant Experience' checkbox. A red arrow on the right points to the video player in the main preview.

Most video is poorly thought through



- Before tackling these challenges, it's essential to take a strategic step back.
- **Clarifying the purpose of your video, identifying your target audience, and aligning the content with your overall marketing goals are critical first steps.**
- These foundational decisions not only guide creative and technical efforts but also ensure resources are allocated efficiently.
- By addressing these early considerations, brands can avoid common pitfalls and set the stage for impactful video comms that deliver value to both the audience and producer alike.



Video can be quite nuanced



- Not all videos are created equal when it comes to platform performance.
- **Certain types of videos naturally align better with specific channels due to audience preferences and platform-specific content styles.**
- For example, short, engaging, and trend-driven videos thrive on TikTok, while in-depth tutorials or product reviews perform better on YouTube.
- Formatting also plays a critical role, as each platform has unique requirements, such as vertical formats for Instagram Reels and TikTok versus widescreen for YouTube.
- These nuances highlight the importance of tailoring your video content not only to the message but also to the medium.

Performance varies widely



- **Additionally, what works well on one platform may fall flat on another due to differing ranking algorithms and user behaviours.**
 - For instance, Facebook prioritises videos that drive interaction, while LinkedIn favours content that adds professional value.
- User experience expectations, such as accessibility features like captions or autoplay settings, can also vary widely between channels.
- To succeed, marketers must adapt their video strategy to meet these diverse demands, mindful of the unique characteristics of the platform and its audience.



Planning your videos



Raising awareness

Drive student enrolments

Drive footfall

Website traffic

Behaviour change

Some kind of action?

Who is your audience?



- **Different audiences require different levels of scientific detail and presentation styles. Identifying the primary viewers will shape the tone, language, and depth of your video.**
 - General public – Use plain language, engaging storytelling, and real-world applications.
 - Students and educators – Benefit from step-by-step explanations, animations, and interactive elements.
 - Industry professionals – Require technical insights, in-depth discussions, and data-driven content.
 - Policymakers – Need concise, persuasive content focused on societal impact and actionable takeaways.
- For example, a video on climate change for high school students may feature animations and simplified explanations, while a version for policymakers should include data-driven arguments and clear policy recommendations.

Setting clear objectives



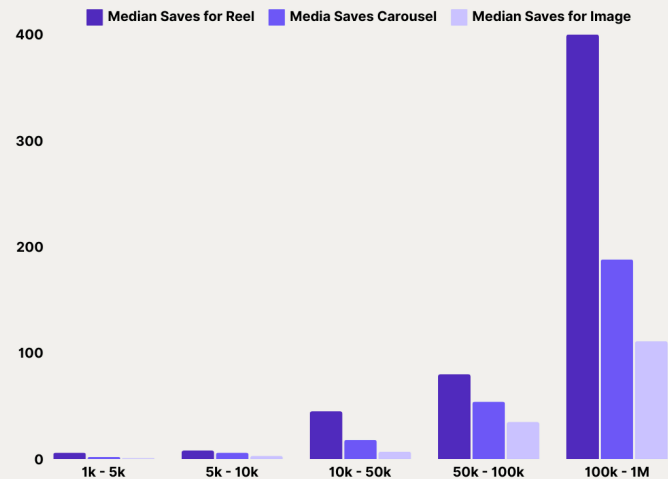
- Before creating your video, define its purpose. Ask: *What is the goal of this video?*
 - **Educating** – Explaining complex topics simply (e.g., "How CRISPR Works").
 - **Inspiring** – Showcasing scientific discovery (e.g., "Behind the Scenes of Mars Rover Missions").
 - **Advocating** – Influencing policy or public opinion (e.g., "The Urgent Need for Ocean Conservation").
 - **Engaging** – Encouraging audience interaction through comments, Q&A, or live discussions.
 - **Recruiting** – Attracting talent, students, or collaborators to research projects.
- Having a clear objective ensures that your content remains focused and impactful.

Viewers love valuable content



Median saves on Instagram

Reels get the highest number of saves.



Source: Socialinsider data
Data range: Jan 2023 - Mar 2024

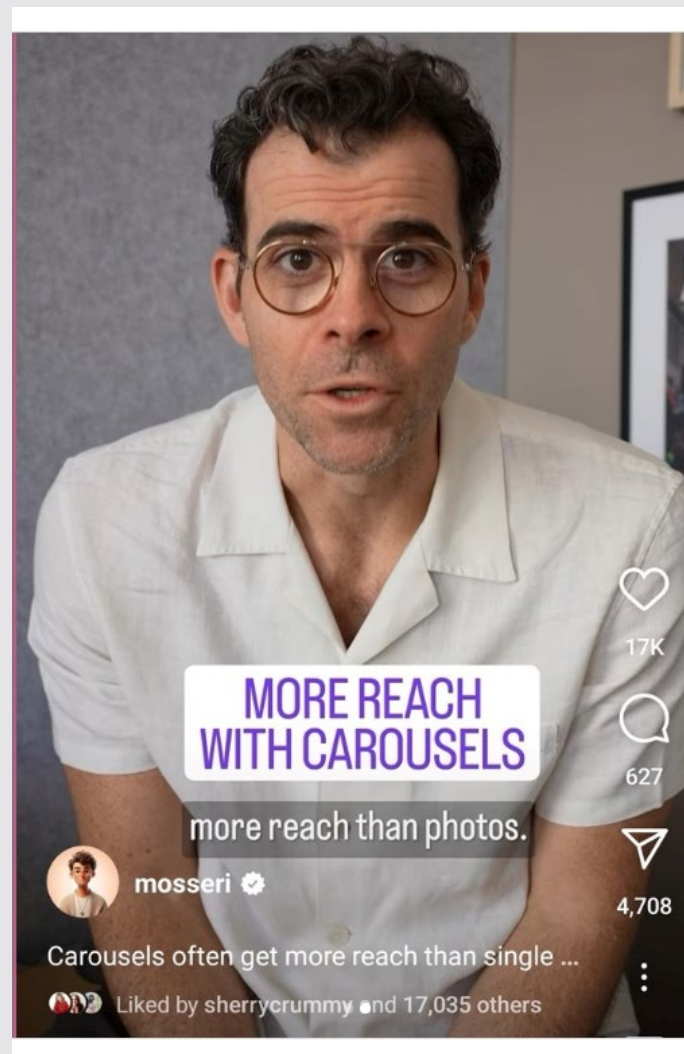
socialinsider

Choosing the right video format



- **Explainer Videos**
 - Short, visually engaging videos that break down complex topics using animations or real-world analogies.
 - **Example:** NASA's "*We Asked a NASA Expert*" series uses simple animations and interviews to explain space topics.
- **Expert Interviews & Thought Leadership**
 - Featuring researchers discussing their work in an accessible, conversational way.
 - **Example:** A scientist explaining COVID-19 vaccine development in a Q&A format.
- **Live Q&A Sessions and Webinars**
 - Engaging audiences in real-time through interactive discussions.
 - **Example:** A marine biologist answering public questions during Shark Week.

Videos also work well in carousels



Choosing the right video format



- **Documentary-Style Storytelling**
 - Using narratives to connect audiences emotionally with science.
 - **Example:** *Netflix's "Our Planet"* uses stunning visuals and expert narration.
- **Lab Tours and Fieldwork Diaries**
 - Providing behind-the-scenes insights into research labs or field expeditions.
 - **Example:** A geologist documenting a volcanic expedition with a GoPro.
- **Short-Form Social Media Clips**
 - Bite-sized content optimised for viral reach on TikTok, Instagram Reels, and Twitter.
 - **Example:** A 30-second physics trick demonstrating air pressure principles.

Video leaders



JAN
2024

TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT GLOBAL USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



TIKTOK

34H 00M

YOUTUBE

28H 05M

FACEBOOK

19H 47M

WHATSAPP MESSENGER

17H 06M

INSTAGRAM

15H 50M

LINE

8H 14M

X (TWITTER)

4H 40M

TELEGRAM

3H 45M

SNAPCHAT

3H 33M

FB MESSENGER

3H 21M

1H 49M

PINTEREST

0H 51M

LINKEDIN

238

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](#). NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023. FIGURES DO NOT INCLUDE DATA FOR CHINA, SO FIGURE FOR TIKTOK DOES NOT INCLUDE DOUYIN. COMPARABILITY: WORLDWIDE, ROUGHLY 70% OF CONNECTED SMARTPHONES RUN THE ANDROID OPERATING SYSTEM.

we
are
social

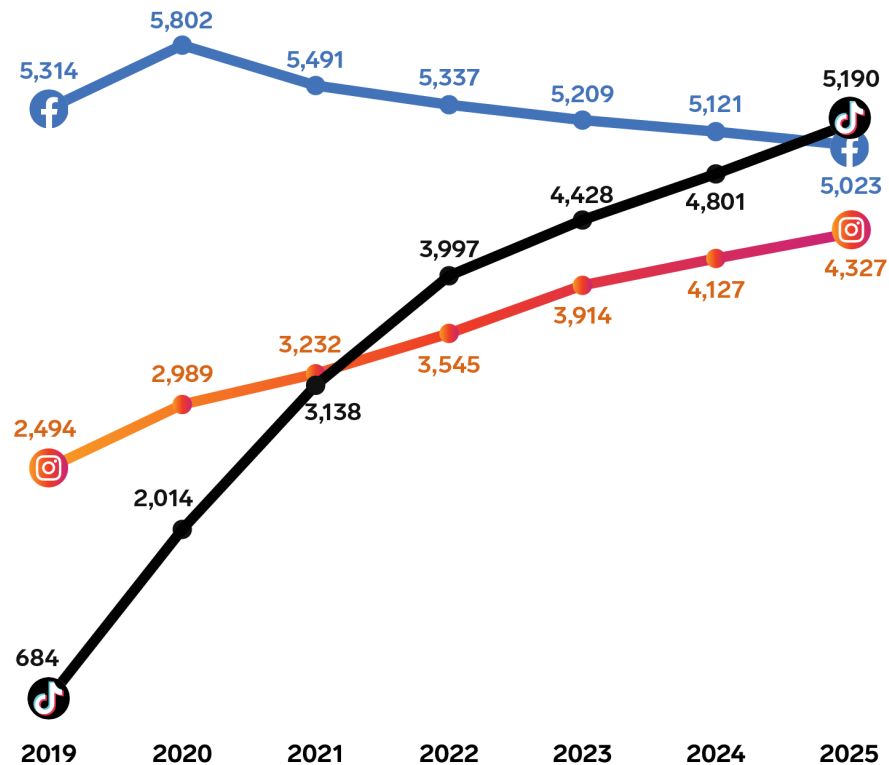
Meltwater

TikTok is top dog



TikTok Passed Instagram in Total Daily Minutes in 2022 and Will Pass Facebook in 2025

millions of minutes per day among the US adult population



Note: ages 18+; includes all time spent via any device
Source: Insider Intelligence | eMarketer, June 2023

350380

Insider Intelligence | eMarketer

60% of social time spent is watching videos



Debra Aho Williamson, eMarketer Analyst August 2023

“Social users in the US will spend more than half their daily social time watching videos in 2023—up from one-third pre-pandemic. But social video’s growth is slowing, suggesting there’s a limit to the amount people want to consume daily.

Video’s share of daily social user time will rise more slowly than previously. Between 2019 and 2022, that share rose by more than 20 points, reaching 53.3%, per Insider Intelligence forecasts.

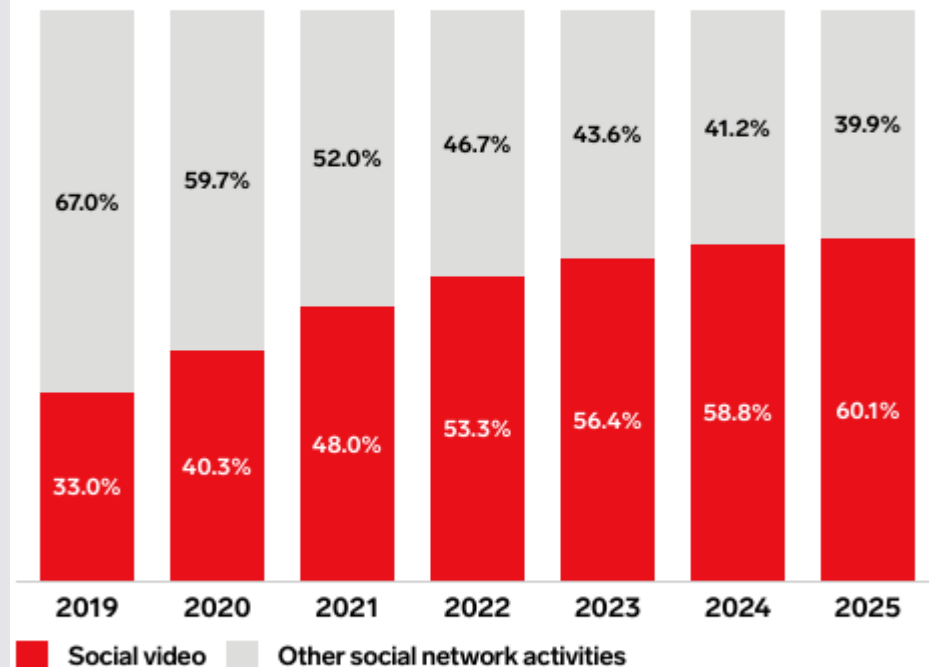
But users will add successively fewer social video minutes between 2023 and 2025: 4.5 in 2023, 3.0 in 2024, and just 1.7 in 2025, to reach 65.3 minutes per day.”

Video time spent will plateau



Video's Share of Average Daily Social Network Time Is Huge but Approaching a Plateau, 2019-2025

% share among US adult users



Note: ages 18+; social video time includes all time spent with online video activities on social network platforms; includes usage via any device; does not include YouTube time
Source: Insider Intelligence | eMarketer, June 2023

350388

Insider Intelligence | eMarketer

Reels hasn't helped Meta close the gap



Debra Aho Williamson, eMarketer Analyst August 2023

“TikTok’s average daily time among users is rising slower than expected. We’ve adjusted our forecast for growth down since our last estimate. Data from Sensor Tower cited in a July note from investment bank JMP Securities supports this view: It found that US time spent fell on a YoY basis in Q1 2023 before recovering to grow in the low single digits in Q2.

Time spent on other types of social video hasn’t kept up with TikTok. Snap Originals, Instagram’s IGTV, and Facebook Watch all struggled to capture user interest, leading to their subsequent abandonment. (Facebook recently rebranded its Watch tab to Video, in fact).

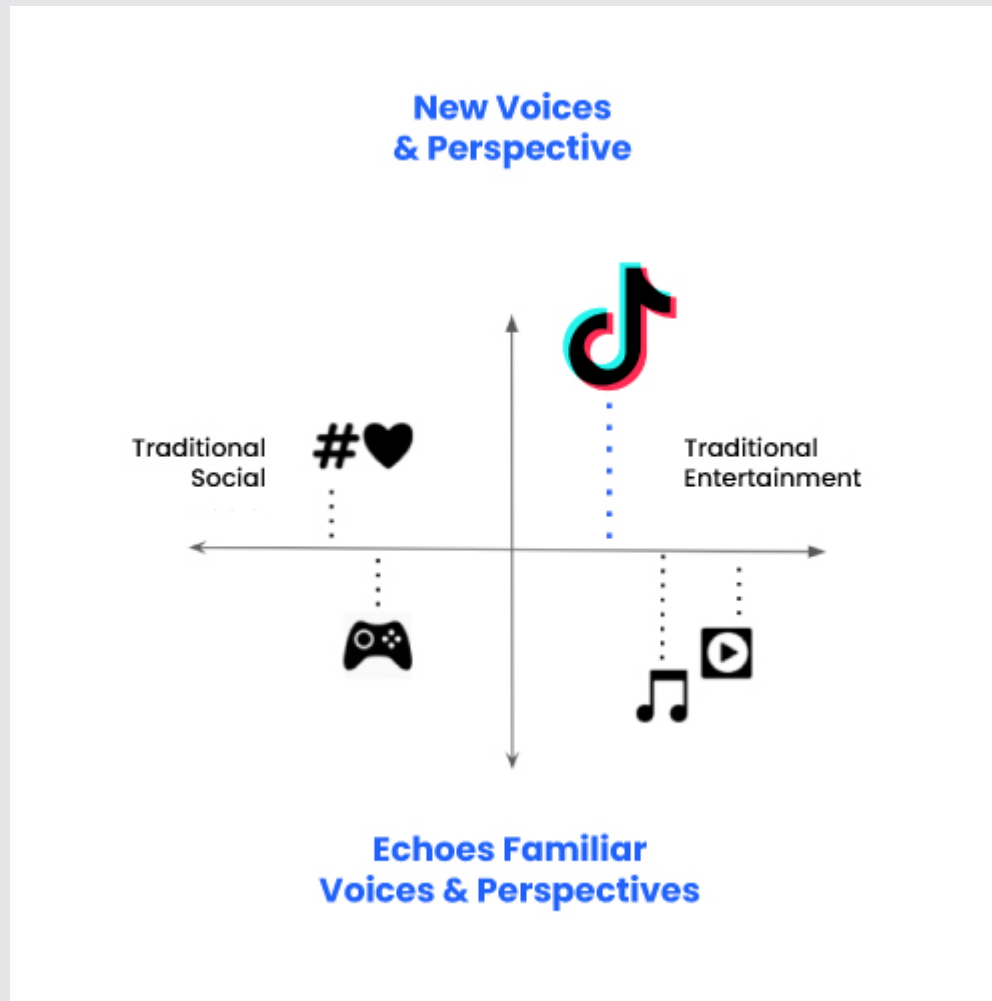
Reels hasn’t helped Instagram and Facebook close the gap with TikTok in daily time. Only YouTube (whose time isn’t included in our social video forecasts) comes close.”

Understanding TikTok & YouTube is key



O.G.
Original Gangster

TikTok differs from most social channels



Source: TikTok

TikTok aligns more with entertainment brands



TikTok for Business

“When it comes to discovering new ideas, **TikTok lives further away from social than you’d expect, and much closer to entertainment brands and platforms.**

The study shows that users are 1.3x more likely to agree that TikTok helps them hear different perspectives than they normally hear vs. other entertainment and social brands. And, the fact that **TikTok is more likely to inform a given person about new perspectives and voices is part of why it shapes culture in such a powerful way.**”

Sparked a social media paradigm shift



Everyone is mimicking TikTok



The Economist, 21st March 2023

“TikTok’s success has prompted its rivals to reinvent themselves. Meta, which owns Facebook and Instagram, has turned both apps’ main feeds into algorithmically sorted “discovery engines” and launched Reels, a TikTok clone bolted onto Facebook and Instagram.

Similar lookalike products have been created by Pinterest (Watch), Snapchat (Spotlight), YouTube (Shorts), and even Netflix (Fast Laughs). The latest TikTok-inspired makeover, announced on March 8th, was by Spotify, a music-streaming app whose homepage now features video clips that can be skipped by swiping up.”



**SAME
SAME
BUT
DIFFERENT**

Understanding the TikTok user mindset



Our research gives us some key info about what makes TikTok different for users from competitor platforms. Most of the community falls into a combination of four core mindsets:

- ENTERTAIN ME
- PARTICIPATE
- UPLIFT
- DISCOVER



A massive **75%** of people come to TikTok to be **Entertained**. They want to laugh, smile, and not take things too seriously.

People with the **Uplift** mindset want to stop doomscrolling and relax for a minute, while those with the **Discover** mindset are looking for something new or interesting.

TikTok users with a **Participate** mindset want to share with others and be part of a community. These people are **83% more likely to respond to branded content on-platform**, compared to **59%** on average.

Source: TikTok

Entertainment, Entertainment, Entertainment



TikTok for Business

“**TikTok sits on this path between entertainment and culture**, and it’s moving so fast because we connect both incredibly well. People are 20% more likely to say TikTok is more entertaining than entertainment and social brands.

TikTok's unique ecosystem has also changed how brands can grow their businesses. **On TikTok, brands are not only able move an audience through the purchase funnel and beyond, they can also build trust and relevancy through entertainment.** And that's because TikTok is a new era of entertainment. TikTok is many things, all working together to create an engaging and joyful creative platform.”

Entertainment > attention > outcomes



AU Kantar Brand Lift Study Meta Analysis

TikTok AU
Kantar Brand Norms AU

Ad Recall

Awareness

Source: Kantar Brand Lift Study Meta Analysis, AU, Jan 2022

Source: TikTok

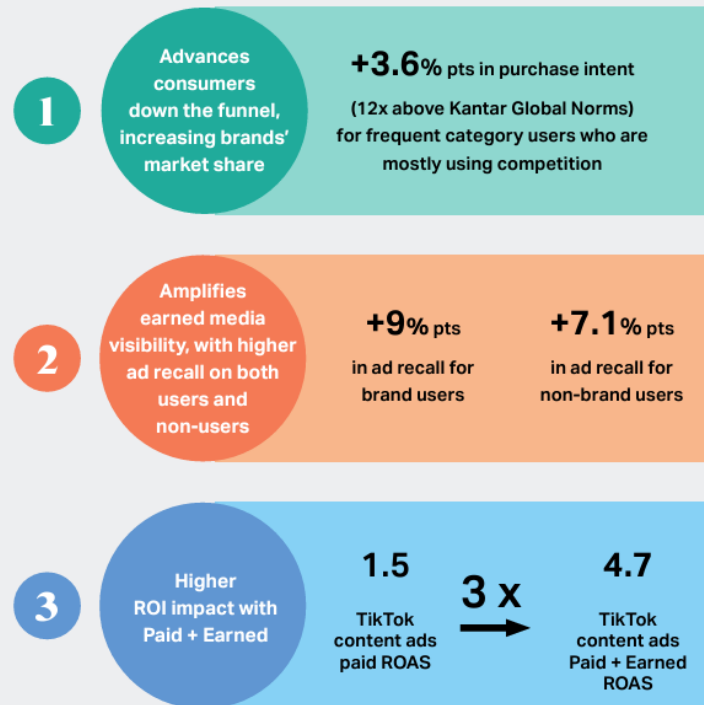


Entertainment drives memorability and action



WARC

The effectiveness of content ads



Source: TikTok Marketing Science, Content Ads Ad Effectiveness Meta Study (SEA results), 2021, conducted by Kantar

☰ 25

Source: WARC and TikTok, 2023

Education is very popular



Source: TikTok

Entertainment as a strategy



Hootsuite, 2025 Social Media Trends Report

“Last year, our trends survey revealed that above all else, people want to be entertained on social media. But brands weren’t meeting those expectations, and struggled to demonstrate ROI because of it.

Since then, organizations have stepped up their entertainment game. Nearly half of our survey respondents said that more than 60% of their social content aims to entertain, educate, or inform without directly promoting themselves, their products, or services.

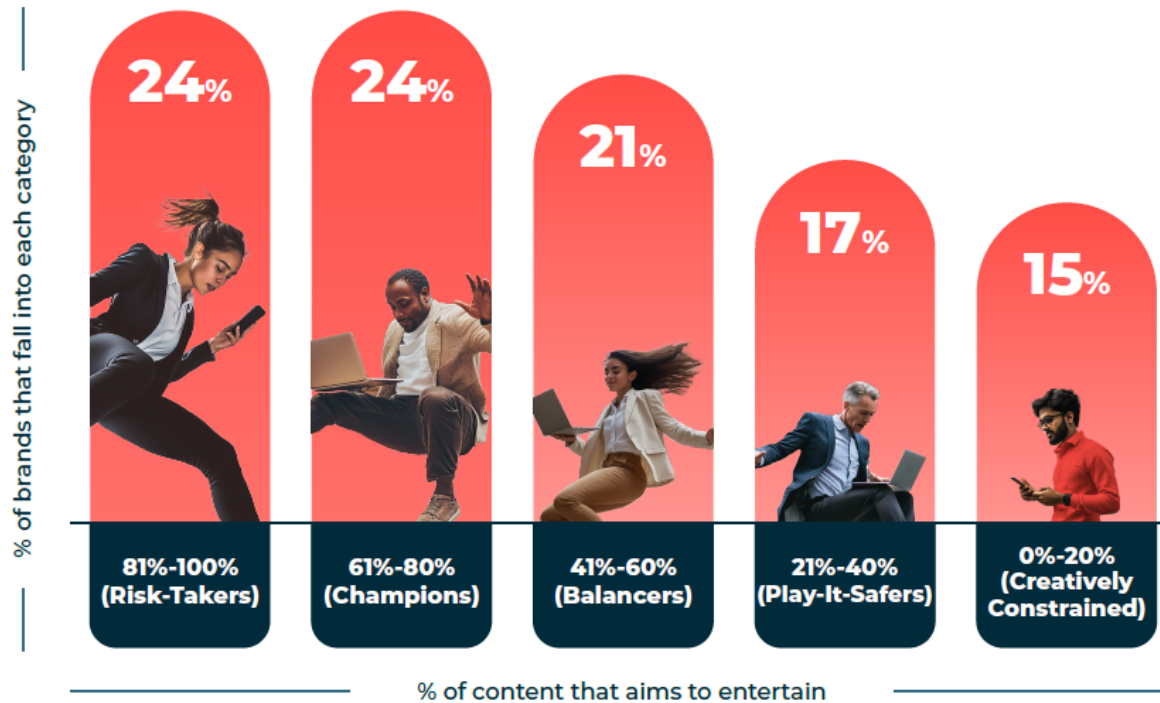
And for a quarter of brands — the ones we’ve dubbed Creative Risk-Takers — a whopping 81% to 100% of content is entertainment-driven.”

Entertainment first



Entertainment steals the show for almost half of brands

Percentage of social posts that aim to entertain, educate, or inform without directly promoting their organization/products/services



Sample: 3,757 respondents
Source: Hootsuite Social Media Trends 2025 Survey

Joining the conversation, not trying to control it



Hootsuite, 2025 Social Media Trends Report

“This boost in entertaining content is in line with TikTok’s 2024 trends prediction about “creative bravery” — that brands and creators would go bigger and bolder than ever in 2024, setting an even higher standard for entertainment and creativity on social media. And they sure did.

In fact, 43% of organizations have tried out a new tone of voice, personality, or persona on social in the last year. And the most adventurous brands have tested tones and personas so distinct that their social content barely resembles their brand personality on other marketing channels.

And in doing so, they’re blending into the specific cultures of each social platform as if they were locals, joining the conversation rather than trying to control it. It’s advice we’ve been giving for years, but brands haven’t pulled it off quite as successfully as they are now.”

Maximising relevancy



TRYING TO FIT IN

There's nothing more important than sharing & caring



TikTok for Business, November 2021

“Every time TikTok is opened, entertainment is guaranteed. **TikTok's #ForYou Page serves content that is hyper-relevant to who you are, what you love, and how you spend your time.** This also means that every single time a TikToker opens the app, CommunityToks that align with who they are, what they love, and how they spend their time are guaranteed as well.

If you're a bookworm, it's only a matter of time before you find yourself amongst the inspiring recommendations and commentary of #BookTok. If your favorite way to wind down is to strum a few chords on the guitar, or turn it all the way up and rip a solo, you'll soon be learning new tricks and duetting with musicians halfway around the world on #GuitarTok.

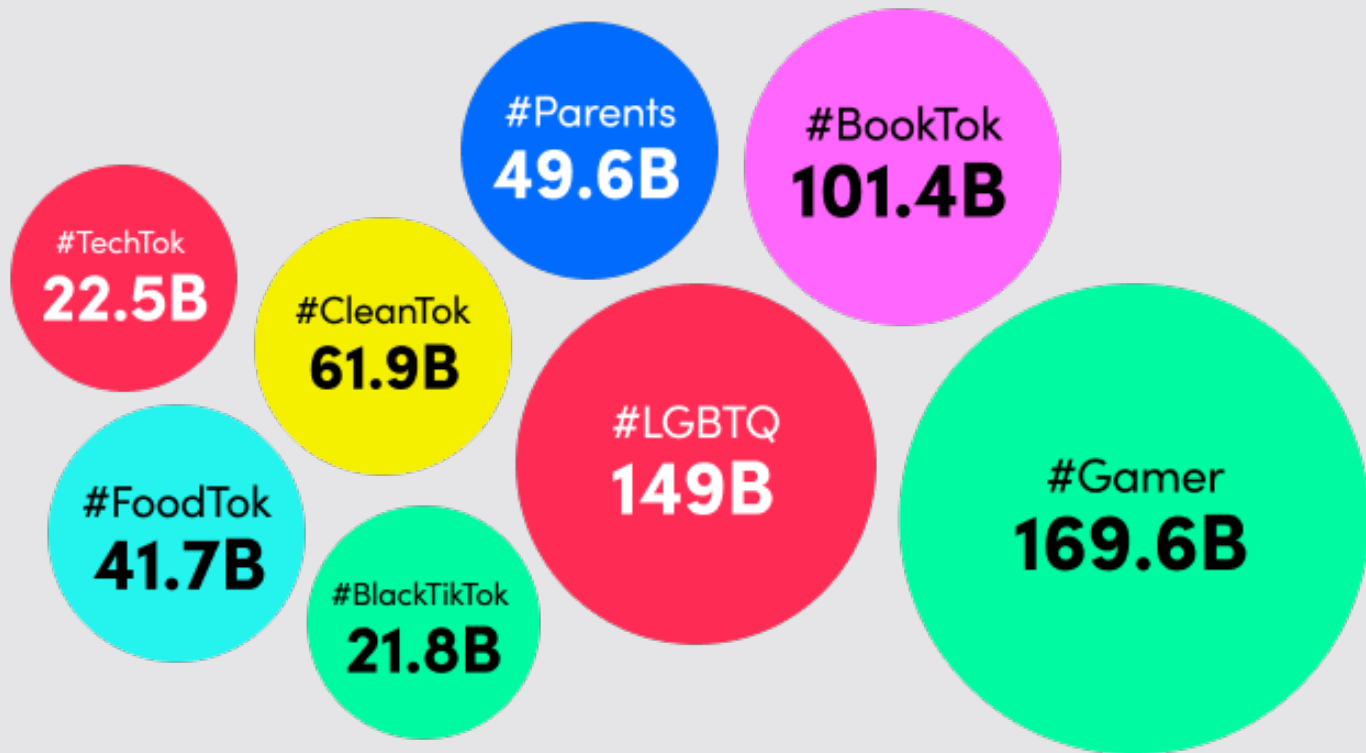
When TikTokers see others passionately creating content around who they are and what they love—either scrolling their #ForYou feeds or exploring trends on the Discovery page—they're inspired to join in.”

Understanding CommunityToks



- Communities that form on TikTok span a diverse range of interests, affinities, locations, and lifestyles
- TikTok refers to these groups as **CommunityToks**
- **These shared spaces are the perfect setting for Community Generated Entertainment**, a new form of entertainment, powered by Creators and their communities on TikTok

Embrace communities and their subcultures



Source: TikTok Internal Data, January 2023

Authentic, community centric content wins



- **Community-Generated Entertainment (CGE), as conceptualised by TikTok, represents a new paradigm in content creation where entertainment is co-created by users and shaped by collective participation.**
- Unlike traditional media, which is often produced by professionals and pushed to passive audiences, CGE thrives on active involvement, authenticity, and community-driven dynamics.
- This approach is central to TikTok's success and resonates strongly with modern audiences.

Drill down into relevant niches



TikTok

Search

- For You
- Explore
- Following
- Friends
- Upload
- Activity
- Messages
- LIVE
- Profile
- More

Following accounts
Accounts you follow will appear here

Company
Program
Terms & Policies
© 2025 TIKTOK

#science
6.4M posts

Welcome to #Science TikTok.

My tiny humans are loving Avondale Spider! #snake #evolution #stitch with Things Scientists Still Can't Explain So we had a little Burning Steel Wool gets Teaching my kids about

The scientists involved Spend the day in lab with Reply to @silliiii let's talk You asked, and im Reply to SKKN by Kim Ingredient Breakdown maramacologis12 Lithium is dangerous Kepler-186f. Where the The relativistic jet of the

Due to the laws of physics, the ball will continue loop for the rest of eternity. Pillars!? were Scientists Ariel Carb Stone

Why CGE Matters



- CGE has redefined how users consume and engage with content.
- **TikTok's unique algorithm, which prioritises content discovery based on interests rather than social connections, ensures that creators can reach broad audiences without needing an extensive follower base.**
- This model amplifies content that is not only entertaining but also culturally relevant and tailored to specific community interests.
- Creators leveraging CGE can tap into:
 1. **Increased Authenticity:** Content feels genuine because it is created for and by users who understand the cultural nuances of their communities.
 2. **Higher Engagement:** Community-driven content invites participation, whether through challenges, duets, or remixes.
 3. **Improved Reach:** Authentic integration into trends allows scientists to connect with audiences in a relatable manner.

Use search functionality for research



Search [X]

science [X]

- science experiment for kids
- science experiments
- science facts
- science activities for kids
- science project ideas
- science and technology
- science activities for presc...
- science project

View all results for "science "

Search [X]

marine bio [X]

- marine biology
- marine biology journal
- marine biologist
- marine biologist day in the ...
- marine biologist journal
- marine biology life
- marine biology student
- marine biology book

View all results for "marine bio"

Deep dive by search term or hashtags



The screenshot shows a TikTok search interface for the term "chemical engineering". The search bar at the top left contains the text "chemical engineering |". Below the search bar, a list of suggested search terms is visible, including "chemical engineering", "chemical engineering austr...", "chemical engineering jobs", "chemical engineering stud...", "chemical engineering proje...", "chemical engineering day i...", "chemical engineering salary", and "chemical engineering aest...". A button labeled "View all results for 'chemical engin..." is located at the bottom of this list.

The main content area displays a grid of video thumbnails. The top row includes:

- A video titled "Manifesting ..." by user "lukethebook" (2024-8-15) with 16.3K likes.
- A video titled "If ure asking me which uni i ..." by user "pcfgstudy" (2023-7-6) with 12.9K likes.
- A video titled "Still have no idea what fugac..." by user "mackharris..." (2024-12-16) with 43K likes.

The second row includes:

- A video titled "Chemistry vs. Chemical Engineering" by user "cheggchem..." (2023-12-13) with 2958 likes.
- A video titled "The ART of PROCESS DESIGN" by user "forwardobs..." (2023-9-11) with 29.5K likes.
- A video titled "Top Paying Engineering Jobs (According to Forbes)" by user "weareallen..." (2024-6-11) with 5054 likes.

The third row includes:

- A video titled "What are you going to do with your chemical engineering degree?" by user "weareallen..." (2024-6-11).
- A video titled "What jobs can you get with a chemical engineering degree" by user "weareallen..." (2024-6-11).
- A video titled "POV Chemical Engineering" by user "weareallen..." (2024-6-11).

On the right side of the search results, there is a section titled "Others searched for" with a list of related search terms: "life of chemical engineer", "electrical engineering", "software engineering", "civil engineer", "electrical engineer", "civil engineering", "software engineer", "aeronautical engineer", "aerospace engineers", and "biomedical engineer".

Examples of CGE



- **Collaborative Science Challenges**
 - Scientists or institutions launch a science-based challenge, encouraging users to recreate experiments or share their interpretations.
 - **Example:** NASA's #MoonPhaseChallenge invited users to share their views of the moon's phases using creative visuals.
- **Duet and Stitch Reactions**
 - Scientists can "duet" or "stitch" viral TikTok videos to provide scientific explanations or fact-check claims.
 - **Example:** A biologist reacts to a trending wildlife video, explaining the science behind an animal's behaviour.
- **User-Generated Science Experiments**
 - Encouraging audiences to conduct at-home experiments and share their results.
 - **Example:** A chemistry professor asks followers to mix different household ingredients to explore chemical reactions.
- **Educational Memes and Trends**
 - Using trending audio and memes to simplify complex topics.
 - **Example:** A physicist explains relativity using a trending dance and text overlays.

CGE is a creative ripple effect



Impact of CGE beyond TikTok



- **Community-Generated Entertainment (CGE) extends far beyond TikTok, influencing how content is created, shared, and consumed across multiple digital platforms.**
- Its principles of authenticity, community involvement, and participatory creativity resonate with audiences across social networks, streaming platforms, and even gaming environments.
- The CGE model has redefined entertainment, shifting power from traditional media producers to communities of creators and their audiences. For example:
 - YouTube fosters CGE through its creator-driven ecosystem.
 - From collaborative video series to viral trends, YouTube enables communities to create and share entertainment tailored to niche interests.
 - Instagram has embraced CGE through Reels and collaborative features like "Add Yours."

Reverse engineer content from audience niches



LinkedIn video creation up 2x



Lakshman Somasundaram, Product Director at LinkedIn, Feb 2025

“Now, one trend is reshaping the platform in a way that’s impossible to ignore: video. So I’m excited to build on that momentum and help shape its next chapter.

Video isn’t just growing on LinkedIn — it’s booming. Our video team has already been hard at work over the last year: video on LinkedIn is being watched 36% more year over year, with video creation growing at 2x the rate of other original post formats.”

LinkedIn vertical feed



10:47

Videos for you

Dale W. Harrison commented on this ... X

Prof. dr. Koen Pauwels · Following
Top AI Leader 2024, best marketing academic on the...
8h ·

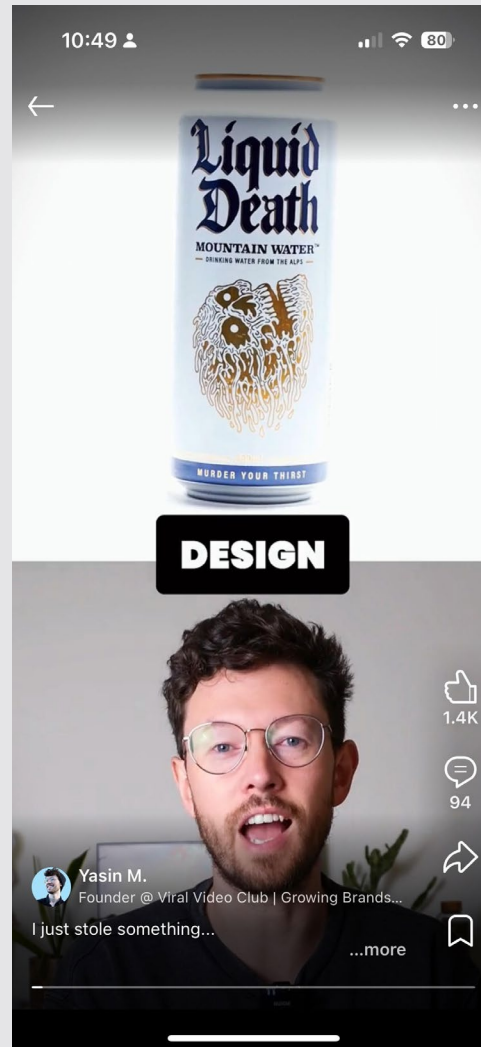
Rate [#chatgpt](#) comparing my view with [Byron Sharp](#) and [Mark Ritson](#) on [#differentiation](#) and [#distinctiveness](#) :-)

Summary of Differences:

Aspect	Koen Pauwels	Byron Sharp	Mark Ritson
Differentiation's Role	Essential for long-term loyalty; complementary to distinctiveness.	Downplayed; brands compete largely on salience and availability.	Crucial; provides the foundation for brand strategy.

Home
 Video
 My Network
 Notifications
 Jobs

LinkedIn videos now have a TikTok aesthetic



LinkedIn's TikTok-ification is well underway



- For users, LinkedIn's vertical video feed **caters to professionals seeking concise, informative content.**
- It supports **authentic storytelling**, helping businesses and individuals showcase their **brand personality, thought leadership, and behind-the-scenes insights.**
- Additionally, it appeals to **younger generations like Gen Z and Millennials**, who are accustomed to short-form content on other platforms.
- Early observations show **high reach and viral potential**, as LinkedIn's algorithm prioritises video.
- However, while impressions are strong, **meaningful engagement like comments and discussions remains tied to text-based content.**
- Overall, LinkedIn's vertical video feed represents **a major shift toward more dynamic, creative, and engaging content**, ensuring it remains relevant for modern professionals.

LinkedIn short-form video features

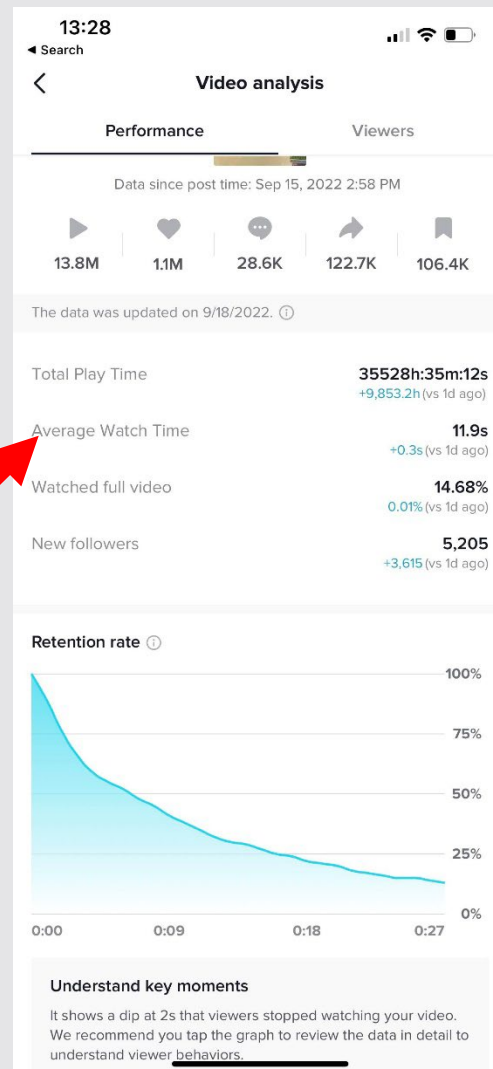


- LinkedIn is experimenting with how videos are displayed, and here's what's available so far:
 1. **Videos for You Feed:** Curated videos appear at the top of the LinkedIn app, offering a personalised viewing experience.
 2. **Dedicated Video Tab:** Found in various app sections, this tab allows users to explore videos uninterrupted.
 3. **Endless Vertical Scroll:** Mimicking TikTok and Instagram Reels, this feed lets users swipe through video after video in a full-screen vertical format.
- **Key Video Details**
 - **Aspect Ratio:** Best performance is achieved using a 9:16 vertical format, optimised for mobile viewing.
 - **Supported Lengths:** Videos can range from a few seconds to several minutes, though shorter is generally more effective.
 - **Editing Options:** LinkedIn's in-app editing allows trimming, adding captions, stickers, and text overlays.

Video ranking signals



Watch time is key



Meta Business Suite offers similar



Content
Schedule, publish and manage posts and stories, and more.

Content ^

Posts and reels

- Stories
- A/B tests
- Feed and grid
- Mentions and tags
- Clips
- Unlabelled content
- Collections ^
- Creative assets ^

Published | Scheduled | Drafts | Expiring | Expired

Videos and Reels | Filter | Clear | Search by ID or caption

Title	Date published	Status	Minutes viewed	Average minutes...	Reach
View Insights ...	25 April 08:01	CC [Icons]	18 Minutes viewed	0:05 Average minutes viewed	308 Accounts Centre accou...
View Insights ...	17 April 08:15	CC [Icons]	94 Minutes viewed	0:13 Average minutes viewed	526 Accounts Centre accou...
View Insights ...	10 April 09:14	CC [Icons]	89 Minutes viewed	0:14 Average minutes viewed	471 Accounts Centre accou...
View Insights ...	28 March 19:47	CC [Icons]	82 Minutes viewed	0:11 Average minutes viewed	572 Accounts Centre accou...
View Insights ...	19 March 16:45	CC [Icons]	71 Minutes viewed	0:08 Average minutes viewed	631 Accounts Centre accou...
View Insights ...	10 March 15:56	CC [Icons]	76 Minutes viewed	0:12 Average minutes viewed	499 Accounts Centre accou...
View Insights ...	8 March 12:15	[Icons]	--	--	810 Accounts Centre accou...

Individual Reels offer retention style metrics



The screenshot displays the Facebook Content Manager interface for a video post. The left sidebar shows navigation options like 'Content', 'Posts and reels', 'Stories', 'A/B tests', 'Feed and grid', 'Mentions and tags', 'Clips', 'Unlabelled content', 'Collections', and 'Creative assets'. The main content area is titled 'Post details' and includes a 'Post overview' tab, a 'Retention' section, and a list of actions such as 'Edit post', 'New post with video', 'Copy post link', 'Copy Post ID', and 'View on Facebook'. The 'Viewer activity' section shows a line chart of cumulative views from Apr 24 to Apr 27, with a red arrow pointing to the start of the chart. Key metrics include 67 3-second video views, 0 1-minute video views, 0:05 average minutes viewed, and 2 reactions. Below the chart, it shows 17 15-second video views, 308 people reached, 17 3-second viewers, and 66 3-second viewers. The 'Audience retention' section shows a line chart of audience retention over time, with a note that most of the audience dropped off at the 0:19 mark and the average watch time is 0:05. A 'Distribution summary' section provides context, stating that the average performance is as good as other posts within 2 days and 18 hours of publishing, but with a 1.6x lower average view time. It also notes that 'Average minutes viewed' is the metric that probably has the biggest effect on the distribution of this post.

Viewer activity
How the post has performed since being published.

67
3-second video views

0
1-minute video views

0:05
Average minutes viewed

2
Reactions, comments, shares

17
15-second video views

308
People reached

17
3-second viewers

66
3-second viewers

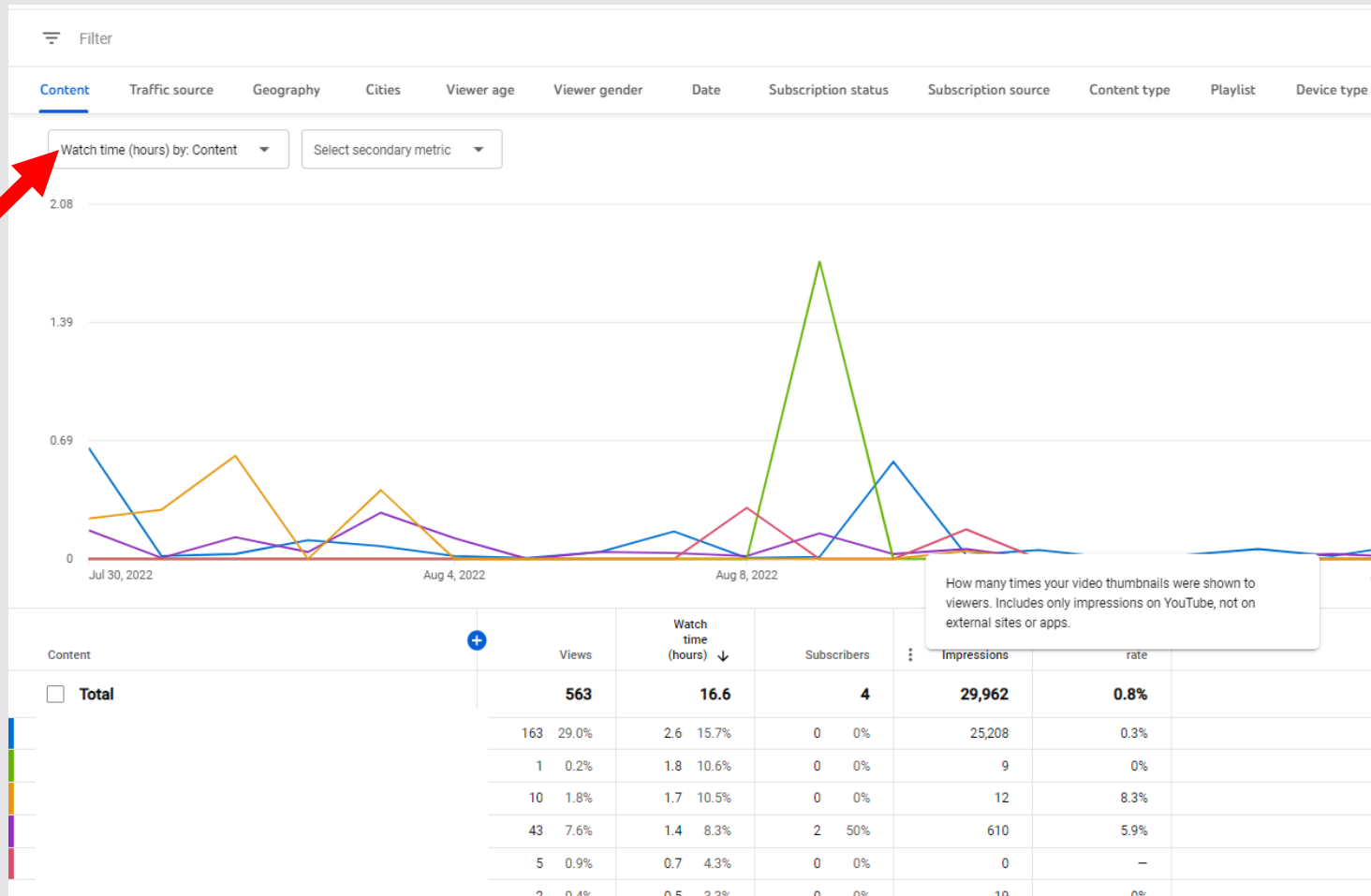
Audience retention
Most of your audience dropped off at the 0:19 mark and your average watch time is 0:05.

Distribution summary
Average performance as good as other posts within 2 days and 18 hours of publishing.
↓ 1.6x lower average view time

Understand your distribution
Average minutes viewed is the metric that's probably having the biggest effect on the distribution of this post.

Metrics shown are representative of overall distribution, compared to your previous videos.
[Learn more](#)

YouTube watch time



Maximising video retention



1. Nail the hook

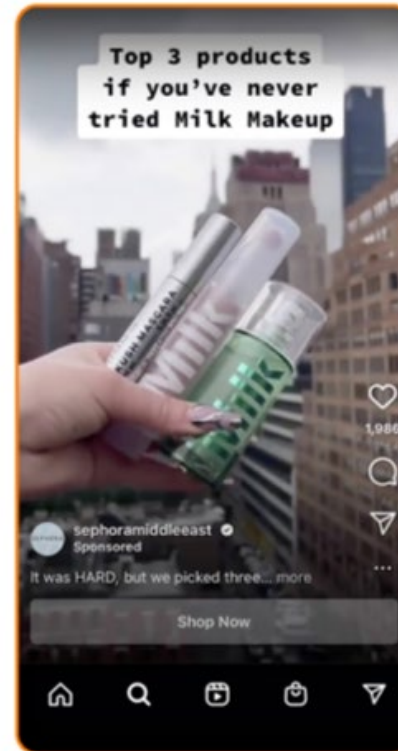
Capture attention in the first five seconds, and set the stage by teasing the content of the video (i.e. three ways to style your product). Keep your audience engaged with well-paced transitions, and play with audio and beat drops to keep the creative moving at an engaging pace.

2. Use voiceover

Adding voiceover can aid in telling your brand story and bring to life your brand personality.

3. Add bite-sized text

Pair voiceover with bite-sized text that is thoughtfully placed throughout the Reel to reinforce your key product or brand message.



[View the success story](#) 📖



Source: Instagram



Talk to the viewer

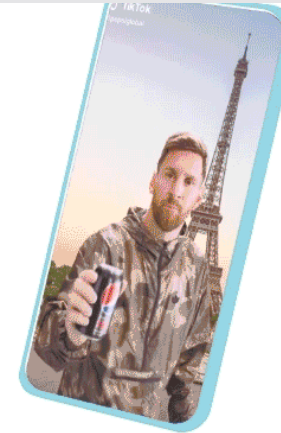


Characters and people are more memorable



0%
points
in Ad
Recall

when characters
(human/animated) are used
instead of visuals only



0%
points
in Ad
Recall

when human characters are
used instead of animated
characters

Source: TikTok

Addressing the viewer boosts hook rate 1.5x



Have the creator **directly** address the audience from the jump.

+112%



Ads in which a creator greets their audience have a +112% uplift in brand recall^[6]



Ads in which creators say "you" within the first five seconds have a +128% uplift in purchase intent^[6]

1.5^x

Ads with speech talking **directly** to the audience are 1.5x more likely to hook than without^[7]



©TikTok Marketing Science US, Creator Ads: Elements of Attention Study 2022, created by Lululemon. [7] TikTok Marketing Science Global: How to Hook Study Q3, UK, Q3 2023, conducted by Mommias

Source: CreatorIQ



People remember a face

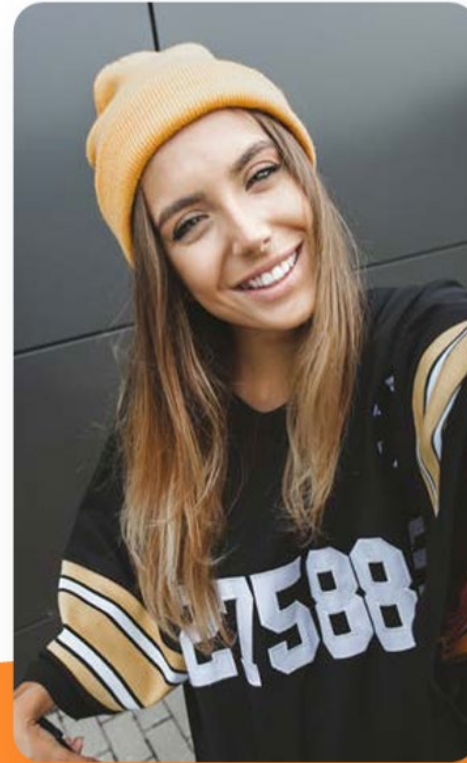


Show the
creator's face

+148%



Creator ads that show a person's face drive a +148% uplift in brand recall for entertainment ads.^[6]



Source: CreatorIQ



UGC works well within social



- TikTok **UGC videos scored 22% higher than TikTok brand** videos
 - 32% higher than Facebook ads
 - 46% higher than conventional ads
- TikTok UGC videos captured and held viewers' attention without distraction the longest in the first seconds
 - Though fewer viewers made it to the fifteenth second of the videos without distraction versus Facebook ads

Polished content not popping



M&S **mandsromford** Marks and Spencer Romford · 11-15

The Boys and 2 old men! #mandslocal #marksandspencer #boystomen #romford #mands #mandsromford #SportsDirectNaughtyList #JustDancelOut #fyp #fypシ

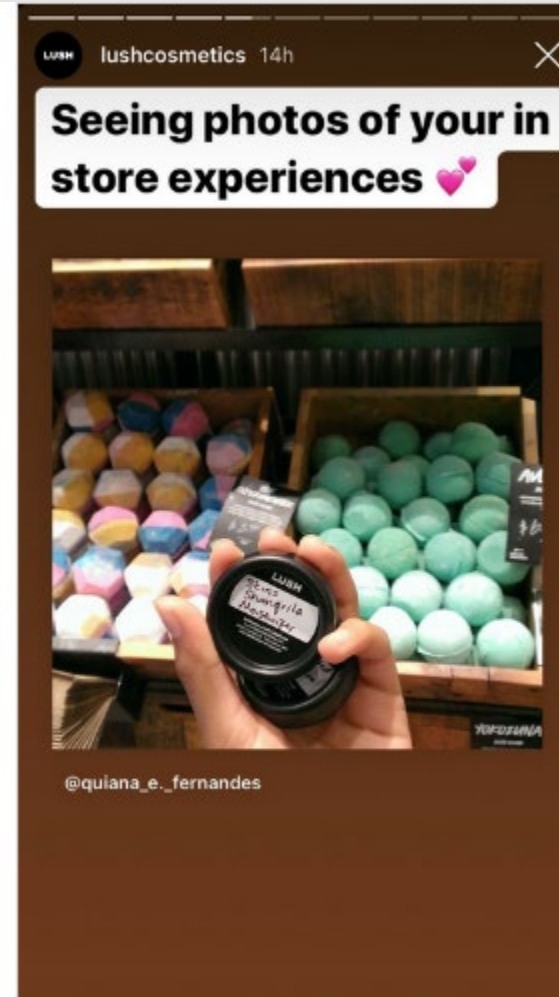
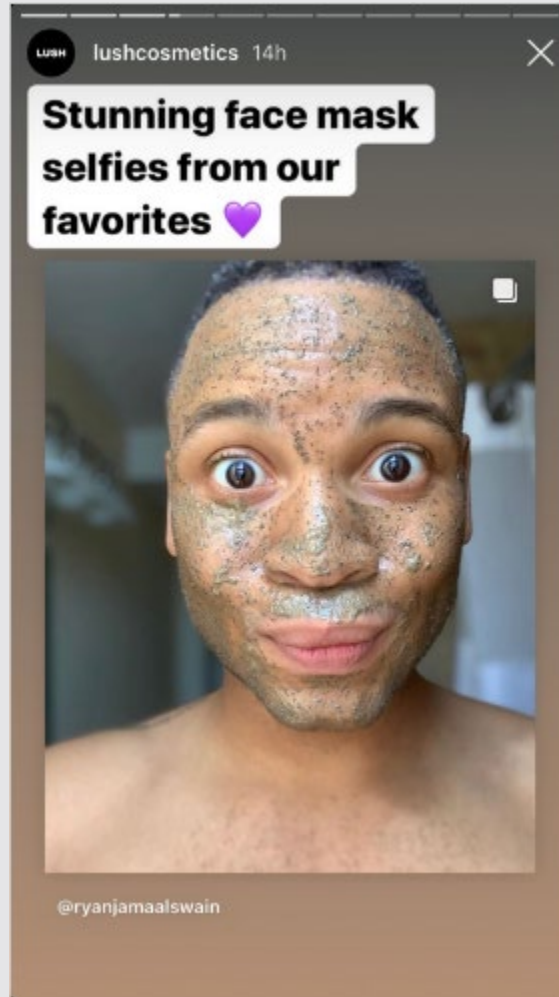
🎵 End Of The Road - Boyz II Men

TikTok
@mandsromford

47.6K
1875
3381

00:01/00:45

UGC and authenticity winning

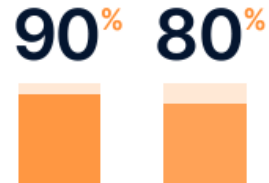


Popular Reels hooks



- **"Did you know? "**
 - Start your Reel with an intriguing fact or piece of information that piques curiosity. For example: "Did you know that adding this one ingredient can double the lifespan of your houseplants?"
- **"Watch till the end to see..."**
 - Tease an exciting or surprising outcome that viewers can only see if they watch the entire video. For example: "Watch till the end to see the amazing transformation of this old chair!"
- **"Here's a quick tip on..."**
 - Offer valuable advice or a life hack that addresses a common problem or interest. For example: "Here's a quick tip on how to keep your laptop running smoothly."
- **"You'll never believe what happened next!"**
 - Create anticipation and curiosity by hinting at a surprising twist or event. For example: "You'll never believe what happened next when I tried this viral recipe."
- **"Stop scrolling if..."**
 - Address a specific audience with a relatable statement that captures their attention. For example: "Stop scrolling if you want to learn how to take better photos with your phone!"

Launch with a strong hook



Grabbing attention with an effective hook is critical not only to delaying that next swipe, but for landing ad impact. TikTok found that 90% of ad recall impact and 80% of awareness impact is captured within the first six seconds of an ad.^[3]



One way to hook the viewer? Show a person or creator. Doing so in the first two seconds of an ad increases hooking power by 50% and improves ad recognition by 32%.^[4] And be careful about being too promotional: branding in the first few seconds can increase recall, but needs to integrate with the narrative in a meaningful way. Opening a package with your branding inside works; splashing your logo across the opening frame doesn't.



Hooking Power

TikTok determines an ad to have a successful hook based on the top third of ads that were watched for the first 6 seconds.

Source: CreatorIQ

^[3] TikTok Marketing Science, Value of a View Internal Meta-Analysis, 2021
^[4] TikTok Marketing Science Global How to Hook Study (US, UK, GCC) 2023, conducted by MetriLab

Popular Reels hooks



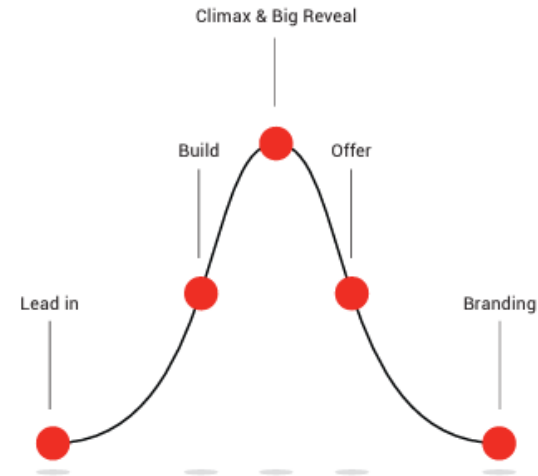
- **"The secret to..."**
 - Share insider knowledge or a hidden gem related to a popular topic. For example: "The secret to flawless skin that dermatologists don't want you to know!"
- **"Before and after"**
 - Showcase a dramatic transformation or result that intrigues viewers. For example: "Check out this amazing before and after of my living room makeover!"
- **"3 reasons why..."**
 - Present a concise list that addresses a common question or interest. For example: "3 reasons why you should switch to a plant-based diet."
- **"How I achieved..."**
 - Share personal achievements or success stories that inspire or inform viewers. For example: "How I achieved my dream job in just six months."
- **"This one thing changed..."**
 - Highlight a pivotal change or discovery that had a significant impact. For example: "This one thing changed the way I organise my day and boosted my productivity."

“Emerging story arc”



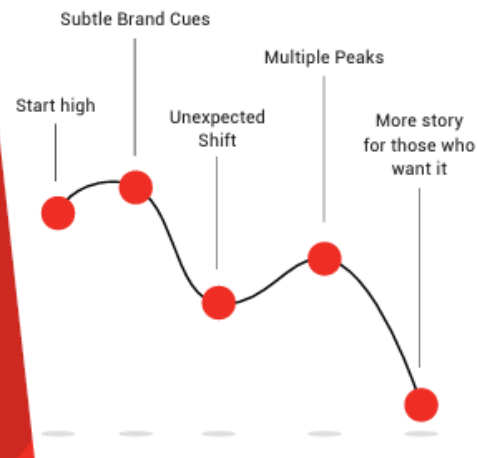
01 Build for attention

Using an emerging story arc is key to hooking viewers in an ad's opening moments. Start fast and keep an upbeat pace to your story to capture and retain your audience's attention.



↑ Traditional story arc

The well-established narrative, familiar to advertisers building creative for TV. A lead in, a build, a climax, and a reveal, followed by offers and branding.



← Emerging story arc

The heartbeat narrative structure, much more effective for creating ads for YouTube: A strong cue followed by multiple peaks, unexpected shifts and brand cues throughout.

Source: YouTube

“Traditional story arcs” flop



‘Traditional story arcs’ **2x** more likely to be bottom performers on youtube vs **new story arcs.**



The ‘Emerging Digital Story Arc’



EFFWORKS | jellyfish

Source: YouTube, Creative Works.

Source: Marketing Week

Understanding patterns interrupts



- **Pattern Interrupts are techniques used to disrupt a viewer's expected flow or routine in order to capture their attention and maintain engagement.**
- This concept is rooted in psychology (and marketing) where breaking a predictable pattern can create a moment of heightened awareness, prompting the viewer to pay closer attention.



How do they work?



- Pattern interrupts work by introducing an unexpected element into a sequence of events, thereby jolting the viewer out of their automatic or passive state of mind.
 - This sudden change can be visual, auditory, or thematic and is designed to make the viewer stop and take notice.
- The effectiveness of pattern interrupts lies in their ability to surprise or intrigue, making the content more memorable and engaging.
- **By breaking the viewer's expectations, these interruptions create a cognitive reset that refocuses attention, making the subsequent content more impactful and increasing the likelihood of viewer engagement.**

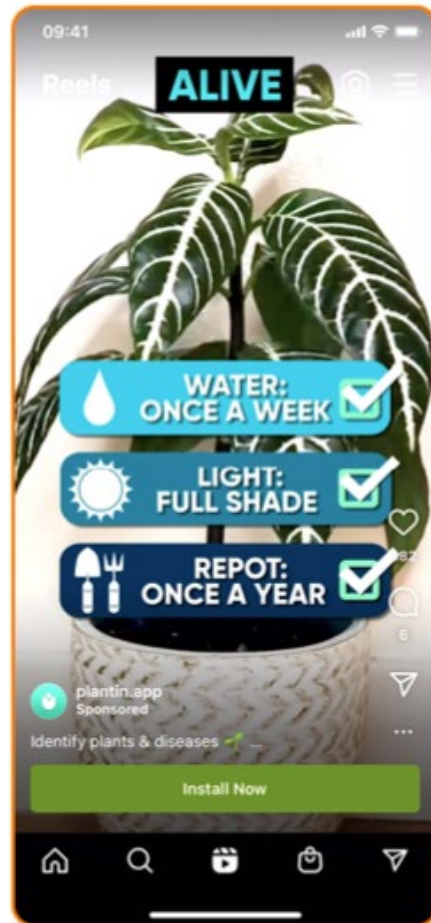


Visual interrupts in video



- **Unexpected Cuts and Transitions:** Use abrupt cuts or unexpected transitions to break the monotony.
 - For example, switching from a calm, serene scene to a fast-paced, action-packed one.
 - This jarring shift captures attention and keeps viewers on their toes, preventing them from becoming too comfortable and potentially disengaged.
- **Visual Effects:** Incorporate sudden visual effects such as flashes, glitches, or animated text overlays.
 - These elements can surprise the viewer and draw their focus.
 - Visual effects, when used judiciously, can create dramatic emphasis and make key points stand out, thereby enhancing the overall impact of the content.
- **Camera Angles:** Change camera angles abruptly to offer a new perspective. Moving from a wide shot to a close-up unexpectedly can create a sense of urgency or intimacy.
 - This technique not only keeps the visual composition dynamic but also helps in highlighting specific details or emotions, thereby enhancing the storytelling.

Dazzling design



[View the success story](#)

1. Design for sound on

80% of Reels are viewed with sound.¹ Music can be an effective audio strategy for captivating attention and creating connection, particularly when it complements the mood of your story (i.e. relaxing, inspiring, energizing, chill, dreamy).

2. Dazzle with visual effects

Adding effects are a great way to inject a little fun in your Reels and enhance the story — in fact, about 40% of Reels use effects.¹ Try effects like green screen to help you layer first-person video commentary onto content.

3. Inspire an emotional response

Entertaining ads tend to elicit emotions like happiness, interest and curiosity. Consider sparking intrigue by taking an edutainment approach and teaching your audience something new or helping them learn more about something they already love.

Sources:
1) Instagram Internal, August 2022

Source: Instagram

Aim for two or more shots in first five seconds



Frame

The rule: Use tight framing on the subject, whether it's a product or a person.

The reason: Clearly showing the person or product and using non-obscure angles makes it easier for the brain to process and sustain engagement.³



Pace

The rule: Aim for two or more shots in the first five seconds.

The reason: Having multiple shots in the first five seconds is a positive factor for Ad Recall and Consideration.⁴



Humanize

The rule: If people appear in your video, open with them on screen. And if it fits with your storyline, have them address your audience directly.

The reason: Faces attract immediate attention, heighten emotional motivation, and increase engagement.³



Surprise

The rule: Use stunning, delightful, unexpected, or otherwise memorable imagery.

The reason: Visual imagery that makes consumers think or feel in the first five seconds links to longer view times on YouTube,³ and is a positive factor across the marketing funnel.⁴

Source: YouTube

Auditory interrupts in video



- **Sound Effects:** Use sudden, loud sound effects like a horn, explosion, or a record scratch. These sounds can jolt the viewer's attention back to the video.
 - Auditory interruptions are particularly effective as they can break through background noise and refocus the viewer's attention.
- **Music Changes:** Change the background music abruptly. For instance, transitioning from a calm, soothing track to a high-energy, upbeat one can re-energise the viewer's attention.
 - A sudden shift can alter the mood and pace of the video, keeping the audience engaged.
- **Voice Modulation:** Alter the pitch or tone of the narrator's voice unexpectedly. Shifting from a normal tone to a whisper or shout can break the viewer's expectations.
 - Can add emphasis to certain points or create a sense of drama and excitement, making the content more engaging.

Audio matters



03 Build for sound on

Leverage the power of audio elements – such as music, dialogue, and sound effects – to complement and reinforce what is happening on screen.



95%

The amount of video watched on YouTube that is played with sound on.²

Source: YouTube



1300 740 252



hello@smk.co



smk.co



facebook.com/smkapac



@smkapac

Thematic interrupts in video



- **Unexpected Content:** Introduce a surprising element or twist in the storyline. This could be a sudden plot twist, an unexpected joke, or a surprising piece of information.
 - Thematic interruptions can keep viewers guessing and intrigued, increasing their investment in the content.
- **Humour:** Incorporate random humorous elements that don't necessarily fit the ongoing theme but add a comedic break.
 - Humour lightens the mood and makes the content more engaging. A powerful tool for breaking the ice and making content more relatable and enjoyable.
- **Breaking the Fourth Wall:** Address the audience directly in the middle of the video. This can create a moment of direct engagement and surprise.
 - By breaking the fourth wall, you create a personal connection with the viewer, making the experience more interactive and memorable.

Catch the viewer off guard



Examples of interrupts in action



- **Tutorial Videos:** During a step-by-step tutorial, introduce a sudden funny blooper or outtake.
 - Not only interrupts the pattern but also humanises the content, making it more relatable. Viewers appreciate the authenticity and can connect more with the creator, which enhances engagement.
- **Product Demos:** In a product demonstration, abruptly switch to a customer testimonial clip.
 - Provide social proof and maintain the viewer’s interest. It adds credibility to the product and breaks the monotony of the demo, making the content more dynamic and persuasive.
- **News posts:** In the middle of a news post, insert a high-energy montage with fast cuts and upbeat music.
 - Breaks the routine narrative and injects excitement. Such interruptions keep the vlog lively and entertaining, ensuring that viewers remain engaged and entertained throughout the video.

Work relevant keywords through metadata



 Key Concept

Metadata

YouTube is the world's second-largest search engine, and it uses **metadata** – your video's title, tags and description – to index your video correctly. To maximize your presence in search, promotion, **suggested videos** and ad-serving, make sure your metadata is well-optimized. This includes title, description and **tags**.

Descriptions

Only the first few sentences of your description will appear in search results or above the fold on a **watch page** - so make them count! Follow a **template** for all of your video descriptions to create consistency.

A video description should:

- Accurately describe your video in one or two concise sentences.
- Describe your channel and link to your channel page.
- Drive viewers to subscribe (and include a subscribe link).
- Link to other episodes or related videos and **playlists**.

A video description may:

- Include your channel's release schedule.
- Include links to time-codes in the video for long-form content.
- Include a recurring keyword tagline. The keyword tagline is a group of sentences that describe your channel. They should include several search-driven keywords. Repeating this tagline in episode descriptions will inform first-time viewers about your channel.

Source: YouTube Creator Playbook for Brands, Think With Google

Put yourself in your viewers shoes



Video copy plays a big role in discovery



How YouTube Works:

“At YouTube Search, we **prioritise three main elements to provide the best search results: relevance, engagement and quality.**”

These three elements are given differing importance based on the type of search.

To estimate relevance we look into many factors, **such as how well the title, tags, description and video content match your search query.**”

Tools of the trade





+ Create new

Start

Templates

Recent drafts

AI asset hub New

Share and schedule


Magic tools

Spaces

James Fitzgeral...
Default space

Invite members

+ Create new space

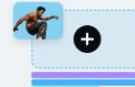

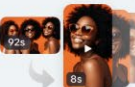


 Create videos with ...
New features 1

What can we help you create today?



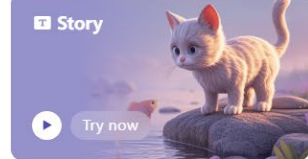


Starting with a blank slate, ready templates, or some AI magic, you choose.

[Video](#) [Image](#)

You may want to try

- New video** 
- Free AI video maker** New 
- Long video to shorts** 
- One-click video creation** 
- Clips to video** 

Create AI voiceovers from text or audio

- Create new** 
- Podcast** 
- Story** 
- Advertisement** 
- Education** 

Start with templates

- For You
- Student
- TikTok
- Business
- AI
- Fitness
- Lifestyle
- Friends
- Memes
- Retro edit
- Celebrate
- Fandom


Instagram edits



Apple Store Mac iPad iPhone Watch Vision AirPods TV & Home Entertainment Accessories Support

App Store Preview

Open the Mac App Store to buy and download apps.




Edits, an Instagram app 4+

Video editor for creators
[Instagram, Inc.](#)
Designed for iPhone

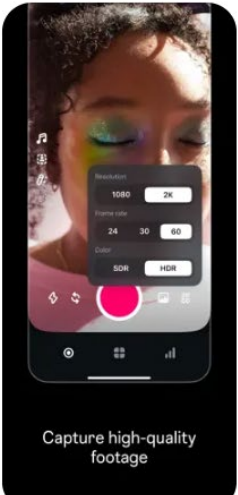
[Pre-Order](#)
Expected Mar 31, 2025
Free

This content may change without notice, and the final product may be different.

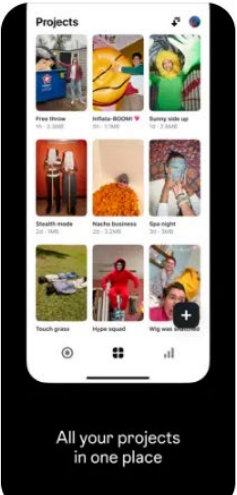
iPhone Screenshots



A new video editor from Instagram




Capture high-quality footage



Projects

All your projects in one place

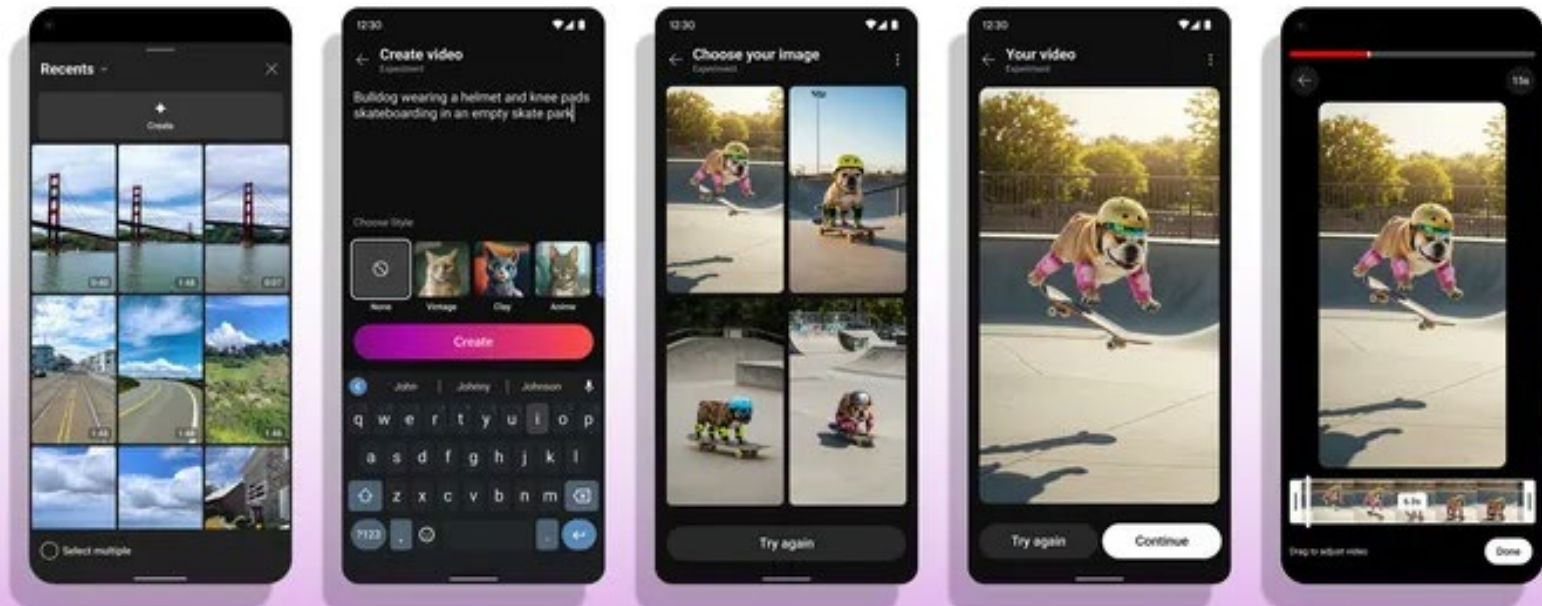


Export with no watermark

Ready to share

Share to Instagram

Veo 2 for YouTube Shorts



Raw unedited outputs



Free Online Video Editor

Create engaging videos with Canva's drag-and-drop interface, easy recording, and library of clips, audio & animations. Collaborate in real-time. Edit in the browser or app. Fast-track creation with powerful AI tools.

Edit a video

Canva

Upload files

Record yourself

Images Videos Audio

Jacob

Lianne

Employee of the Month

5.0s

Share


Animate Position

Edit a video

Google Vids



Google Workspace Solutions Products Industries AI Pricing Resources [Admin console](#)

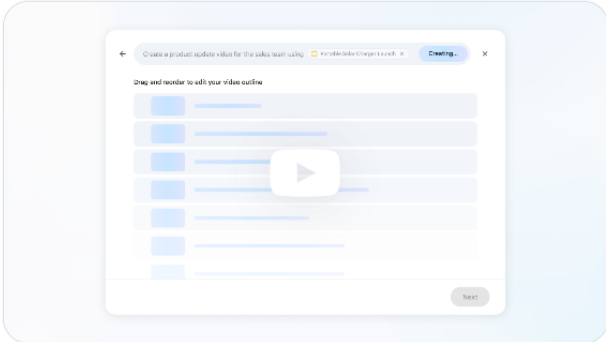
 Google Vids

AI-powered video creation for work

Tell more engaging stories at work through easy-to-use, collaborative video creation with Gemini.

[Sign in](#) [Try Vids for work](#)

Available with [selected plans](#).



[See it in action](#) [Create](#) [Record](#) [Customise](#) [Collaborate](#) [Use cases](#) [FAQ](#)

See how to scale your message through engaging video storytelling



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