

Social video - Take the plunge with Red & Yellow's free workshop

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Just when social media marketers have conquered everything that's come at them - new platforms, algorithms, ads and mobile executions - a new frontier appears. This time, it's social video.

Over the last decade, **the digital world has moved from a text-heavy arena to an increasingly visual space**. Humans love images - they capture our attention more readily and are much better at conveying meaning than text posts - a picture is worth a thousand words, as the saying goes. And as our **personal ability to create images increased and improved** - through the now-ubiquitous mobile phone cameras, image filters, sketching apps and more - social media platforms tweaked their approaches to make sure they were image friendly, too.

But the drive to visual content didn't stop there. Online video has always been around, but has seen exponential growth in the last few years. YouTube now sees over 500 hours of video uploaded every minute (up from 100 hours in 2013). And it's not just PC users on broadband watching videos - in 2012, 37% of Africans watched videos on their mobile phones at least once a day (and 72% did once a month).

As with images, creating videos has become cheap and accessible. Anyone can film a clip with a webcam or mobile phone and edit it together quickly using free apps; hosting on YouTube or Facebook is free and potentially reaches a massive global audience. But video also pushed us into an ever more real-time, authentic and personal social space. Instagram limits its videos to 15 seconds and encourages users to share experiences in the moment. Vine, Twitter's 6-second video service, is similar. And then there are the ultra-instant tools like Periscope and SnapChat, where the goal is to document one's experiences live, sharing those broadcasts with private or public communities.

So, why video?

If you are a social media marketer and are not sold on video for social yet, consider this:

- **Video has great engagement.** Because videos are still somewhat of a novelty (though this window is closing fast), they tend to experience higher engagement because people are curious; they are also shareable, especially if they're kept short and entertaining.
- **Video is still dramatically under-utilised.** Most brands are hesitant to embark on video content because of the cost and skills involved, but web video doesn't have to match the production standards of TV content. Adding video to your arsenal is a rare opportunity to dramatically refresh your content strategy.
- **Video is a natural by-product.** Hosted an event? Launched a new product? Filmed a TV commercial? All of these are opportunities to create short, valuable, shareable videos. Consider filming short interviews with event attendees and supporters, cutting together out-takes and funny clips from behind the scenes, or creating candid how-to guides when the experts are on hand.

One of the greatest obstacles for brands wanting to include video content in their strategy, is the ability to film brand-appropriate and visually appealing videos. However, unless you're shooting an advertisement, you needn't create high-end productions every time. Creating short video content for your brand is easy, and can be equally (if not more) effective.

Red & Yellow are hosting a free workshop on 20 April 2016 in Cape Town (Johannesburg date and details TBC) to help you do just that! We've partnered with experienced cinematographer Stephan Hambsch, freelancer and co-owner of film and photographic studio Fresh Take Creative, to deliver a highly interactive and practical workshop that'll teach you the fundamentals of shooting effective short videos on your smartphone - and how to use them strategically.

Details:

When: 20 April 2016 (Wednesday), 4-6pm

Where: Red & Yellow School, 97 Durham Avenue, Salt River, Cape Town

What You'll Do:

- Find out how to significantly improve the effectiveness of your content marketing strategy - through video
- Understand the strategic and creative applications of video in your Digital Marketing strategy
- Get hands-on and practice shooting videos on your smartphone - under expert guidance
- Work individually and in small groups to create short video content
- Stand a chance to win great prizes from Red & Yellow!
- Network and relax at our rooftop bar - first round is on us!

Drinks and snacks provided courtesy of our sponsors, BOS Ice Tea and Just Popcorn.

But hurry! Spaces are limited to 100 guests! RSVP to registrations@redandyellow.co.za with your name and contact details to secure your place before 18 April 2016!

Join us this April to enhance your digital marketing skills and up your brand's video for social game. *The Red & Yellow School has been producing industry leaders and game changers in the fields of marketing, graphic design, art direction and copywriting for 22 years. Applications for 2017 full-time and online courses are now open. Find out more on the website (www.redandyellow.co.za) or contact Red & Yellow on 021 462 1946 / info@redandyellow.co.za.*

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