

On-line Video

Most social media outlets now offer the facility for uploaded video to be made available.

The BDA has a YouTube channel, but the videos we post on Facebook, Twitter and Instagram get seen far more: possibly because our Twitter and Facebook accounts have a wider audience.

Why use YouTube?

For people exploring videos and subscribing to video, YouTube is the most popular video vehicle. Vimeo is also popular, particularly with those whose content may be too 'liberal' for YouTube or who wish to update videos without losing viewer stats.

YouTube and Vimeo videos are also easy to embed into a web page, as with the web training materials on the BDA website.

Why not to use YouTube?

If you have a following through Facebook, then you have already gathered people who will probably be interested in seeing videos through the same channel. A YouTube channel will need building and it does require more management than other social media outlets.

The BDA has a YouTube account to provide content for members but also for the public and other health professionals. This is probably less relevant for groups and branches, whose generic content may be more appropriate for the BDA YouTube channel rather than a new channel.

We also have an account of purely private videos: that is, videos that cannot be found by subject searching in Google. These are videos we want to embed into web pages, but the BDA website does not allow us to upload videos to it.

Other Channels

The chart on the right was compiled on 4th May 2016¹. Currently, Facebook has a time limit of 45 minutes.

Video on Facebook

Some versions of Internet Explorer do not work with the Facebook video interface – Google Chrome works well.

If you have a private Facebook group, then your videos will be restricted to those group members.

Marketing Land's Guide to Social Video

YOUTUBE	FACEBOOK	INSTAGRAM	TWITTER	VINE	SNAPCHAT	TUMBLR
WHAT COUNTS AS A VIEW?						
30 SECONDS	3 SECONDS	3 SECONDS	ON CLICK	FULL LOOP	ON TAP	3 SECONDS
AUTO-PLAY?						
YES ONLY BETWEEN VIDEOS	YES	YES	YES	YES	YES ONLY BETWEEN VIDEOS	YES
AUTO-LOOP?						
NO	NO	YES	NO	YES	NO	YES
DEFAULT AUDIO STATE						
ON	MUTED	MUTED	ON	ON	ON	MUTED
MAXIMUM LENGTH						
NONE	2 HOURS OR 4 GIGABYTES	60 SECONDS	30 SECONDS	6 SECONDS	10 SECOND CLIPS OR MULTIPLE CLIPS AS A STORY	5 MINUTE OR 100 MEGABYTES PER FILE
EMBEDDABLE OUTSIDE PLATFORM?						
YES	YES	YES WITH FULL POST	YES	YES	NO	YES WITH FULL POST
VIEW COUNTS (PUBLIC)?						
YES	YES	YES	NO	YES	NO	NO
VIEW COUNTS (OWNER)?						
YES	YES	YES	YES	YES	YES	ADVERTISERS ONLY
METRIC DASHBOARD FOR VIDEO?						
YES	YES	ADVERTISERS ONLY	ADVERTISERS ONLY	NO	ADVERTISERS & DISCOVER PUBLISHERS ONLY	ADVERTISERS ONLY

¹ <http://marketingland.com/social-video-chart-your-at-a-glance-guide-to-7-major-platforms-130472>

Video on Twitter and Instagram

These have to be short and impactful.

Accessibility and Captions

Facebook and Instagram default to silent videos when they are playing, unless your viewer opts to turn sound on. As much as 85 percent of video views happen with the sound off, according to multiple publishers² and separate research by Facebook indicates captioned videos are viewed for longer than those without³. Therefore, any message delivered in sound, needs to be captioned:



This is probably true for longer videos as well as short attention-grabbers, and we are adding captions to most of our videos now.

We are compiling a separate document on **Accessibility in Social Media**, and bringing BDA videos in line with these guidelines.

Things to Consider

- Who is your target audience?
- Which system best suits what you want to share?
- Do you need another outlet system? (Bear in mind future committees!)
- Will you be able to sustain the systems you use over the next few years?
- Is your content local / specialist, or would a 'main BDA channel' be more suitable?
- Do you want to restrict access to the video material?
- Do you own copyright of all elements of your content? (This question is valid for everything you publish or share: lecture notes, meeting slides, etc.)

² <https://digiday.com/media/silent-world-facebook-video/>, accessed 3 July 2017

³ Captioned video ads increase video view time by an average of 12%. Internal data quoted on https://www.facebook.com/business/news/updated-features-for-video-ads?_mref=message_bubble