



**BOOT★CAMP**  
DIGITAL

## Content Trends: Video

Shifting from Broadcaster to Attention Earner

# Trends You Should Be Watching

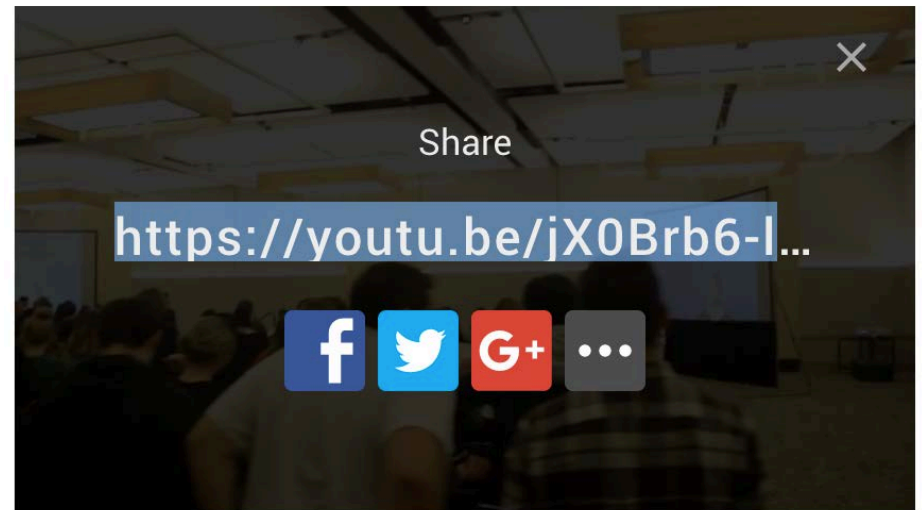
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## Video & Live Streaming Video



# Why Video?

- **Tells stories – quickly!**
- **It's shareable**



# Video: Best Practices

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- **Design for Sound OFF - Delight with Sound ON**
- **Capture attention in the first few seconds**
- **Short**
- **YouTube / Vimeo**
- **ASK for a share / comment / like**



# How PR Firms Are Using Video

- **Episodic content**
- **How to**
- **Repurposed content**
- **Storytelling**
- **Testimonials**
- **To educate**
- **Video press releases**
- **Address major changes and common questions / spokesperson announcements**
- **Corporate social responsibility**
- **Human connection**
- **Apologies**

Franglais

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## Video

At TD, we view diversity as critical to our organization and the customers and communities we serve

Learn more at [td.com/diversity](http://td.com/diversity)

00:02:37/00:02:47

closed captioned

**Diverse and Inclusive**

TD is committed to removing barriers in the workplace so that all employees feel included, no matter their race, gender, religion, cultural background, abilities or sexual orientation. This video explores TD's journey to be more inclusive for employees who identify as Lesbian, Gay, Bisexual or Transgender. Employees share their experiences of what it took to feel comfortable at work and we also hear from the TD's President and CEO on why inclusion is an important issue for business.

Fort McMurray - Zack's Story >

Fort McMurray - Claude's Story >

A Fresh Start >



Check it out:  
<http://www.td.com/corporateresponsibility/video/index.jsp>

NEWSWIRE

# VIDEO: THE VALUE OF CORPORATE SOCIAL RESPONSIBILITY

CONSUMER | 09-17-2013



All companies want to do good, but is there a value in being socially responsible at the corporate level? The research says, yes, and consumers' receptiveness is growing.



### RELATED CONTENT

- VIDEO: Global Consumers Value Brands That are Socially Responsible, Sept. 19, 2013

### RELATED NEWS

- Nielsen TV: The Value of Corporate Social Responsibility
- Nielsen TV: The Rewards of Being Socially Responsible
- VIDEO: Global Consumers Value Brands That are Socially Responsible
- Breaking Myths Around Black Millennials: Part 2
- Nielsen TV: A Look Into Consumers' Shifting Thanksgiving and Holiday Traditions

### RELATED REPORTS

- Stand By Your Brand
- Total Consumer Report, Volume 2
- Perspectives on Retail Technology Vol 2 Issue 2
- African-American Women: Our Science, Her Magic



Check it out:  
<http://www.nielsen.com/us/en/insights/news/2013/video--the-value-of-corporate-social-responsibility.html>

# Percentage of consumers who favor Live Video over other types of social posts

**Under 80%**



**Over 80%**





# Percentage of users who prefer a brand's Live Video compared to a blog post

**Over 80%**



**Under 80%**



# What type of live video content do users watch most often?

Breaking news

Concerts

Conferences



# Why Live Video?

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- **People expect it**
- **More intimate human experience = authentic**
- **Fosters engagement**

# Live Video: Where?

- **Facebook Live**
  - Video
  - Screen Sharing
- **YouTube Live**
- **Instagram**
- **Twitter (Periscope)**
- **LinkedIn?**





# How PR Firms are Using Live

- Webinars
- Presentations
- Events
- Breaking news
- Tradeshows/Conferences
- Brand stories
- Product education

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Check it out:  
<http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-audioarchives>

# Content: Discuss It



## Netflix Quarterly Earnings Call

- What are they doing right?
- What could they do better?



Netflix Q3 2017 Earnings Interview

17,375 views

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Netflix Investor Relations  
Published on Oct 16, 2017

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<https://ir.netflix.com/results.cfm>