NNIP Camp Day 2

Session: Social Media Videos

September 24 2024 2:00pm

Leaders: Elly Schoen and Cameron Yap

Notes: Rob Pitingolo

Attendance: Elly Schoen, Cameron Yap, Rob Pitingolo, Trish Abalo, Michelle Zhang, Sarah, Eisele-Dyrli, Nikolai Elneser, Ryan Brenner,

Yap: We started making bite sized IG reels type videos about our work. Will get into the categories of videos we make. We have been doing that and have devoted fans it appears. It’s been a real learning experience. We’ve also had the help of the communications person who is good at the details of creating a social media presence.

Abalo: We are a university-based center. Mostly aligned with broader university comms. Used to use Twitter, now predominately LinkedIn.

Zhang: Work with school’s videographer on long form content. Hoping to work on short form content. Focus on data viz.

Eisele-Dyrli: Hartford CT recently hired a FTE to do this stuff. We are on LinkedIn. Our audience are professionals. We also have Facebook and Twitter. I do see this as a way that people know we have resources available.

Elneser: We wanted to have more social media presence for so long. We want to reach more diverse audiences. We have better engagement on LinkedIn but are we in a bubble.

Brenner: Not on communications team. They do a good job of promoting events but getting people to data is a challenge.

Schoen: Outside of work I hate social media. You don’t get good bang for your buck on Twitter because it disappears too quick. LinkedIn might be a siloed audience.

Yap: On LinkedIn we get a lot of engagement from people in the partner network. Finding ways to uplift the work you are already doing is valuable. We have two planning sessions, and we take ideas from a Notion doc and then choose 4 ideas to do. Then we come up with a script and the communications guy needs to prepare. We take about an hour to film. We do 10-15 minutes per video. We build up a bank of things to post.

Schoen: We don’t do the editing so you’ve got to find the editor. The communications guy doesn’t spend all his time on this. Videos are 1 min to 1.5 min. On LinkedIn think about your posts as talking to a person at a conference. Our previous strategy was posting about what we’re doing. Think about being in person, you’re just rattling off things you do. It’s not that interesting. We post about things we’re learning. If you heard it at a conference, you might find it useful.

Elneser: Is it better to post personally or from the org?

Yap: We will often repost from personal account. Doesn’t have to be a revolutionary insight each time. Can stretch a video if multiple people repost it. Linked is a conversation starter because people at this meeting have mentioned watching them. If you post a video and it flops, it’s actually fine.

Schoen: After posting the video, stay active in the comments.

Zhang: does it perform differently on Instagram?

Yap: We had a video about oil wells that got a lot of interest. When we post something new on the data portal we post about that.

Schoen: Communications person helps with framing. Helps us with intro tag lines.

Zhang: I do like the first few seconds. Makes me curious.

Eisele-Dyrli: The “check it out” approach works for some people. This is a new way.

Schoen: We often show people how to navigate to website. People don’t know what questions to ask and physically which button to press.

Elneser: In the editing adding those screenshots.

Yap: We do green screen videos and point around different parts of a screen.

Abalo: See that a lot with journalism.

Elneser: You are doing data literacy with these videos. You’re also promoting your tool.

Yap: When you look at viewership numbers you see spikes on the days we post. We have bi-monthly community data trainings but it’s an hour long and in-depth. If you can attend it’s informative but hard to schedule. This is a new way to show a small feature.

Schoen: We are putting them in the instructions for the portal.

Elneser: We receive frequent questions. If we have a video, it saves us time. Seems like an efficient way of responding to people.

Schoen: In the comments if people have an interesting follow-up, we will respond to it. We are trying to pay attention to questions we have around the office. We had different definitions of overcrowded housing. We made a video on that question.

Abalo: What are some of the categories?

Yap: How to use our tool, new datasets or data trends, deep dive on definitions like the overcrowding. If you have a question probably other people do too.

Schoen: Tagline for that video: have you ever lived in an overcrowded household? We try to frame it as people are experiencing the thing.

Eisele-Dyrli: I am trying to decide who should do these. We have the people who built the things. Do we try to do remote recording? Do we have someone come in and do them all at once? I like the idea of adding illustrations to make it come alive.

Pitingolo: Editing does take time. With more practice you can get faster.

Schoen: I need a detailed script. Cam is more freestyle. You have to find your own best process. We have a good dynamic.

Yap: We try to get more people involved.

Elneser: Social media in our world can feel so serious we forget to have fun. This seems lighter and fun.

Eisele-Dyrli: In comm this is called “brand voice” and it seems like incorporating that in a video. Social media is a little lighter than other communications.