



A Best Practices Discussion on Social Media Video

No Audio?

Use **Phone**

Call: **701-801-1220**

Enter: **679-256-129#**

Messages

Check **Chat** Window

Questions?

Type in **Chat** Window

Not Talking...

Please **Mute** Mike

Link to Presentation: InBusinessSEO.net

Hello!

<FUSTINO
BROTHERS^{INC.}TM

We Build Powerful Apps for the Stars!



Jethro Tull App
TX 8-265-227
08-04-16

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Welcome to Jethro Tull

Jethro Tull

Official Videos

Fan Videos

Discography

Tour Dates

Links

About

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App Stores*



We Build Powerful Apps for Rock Stars!

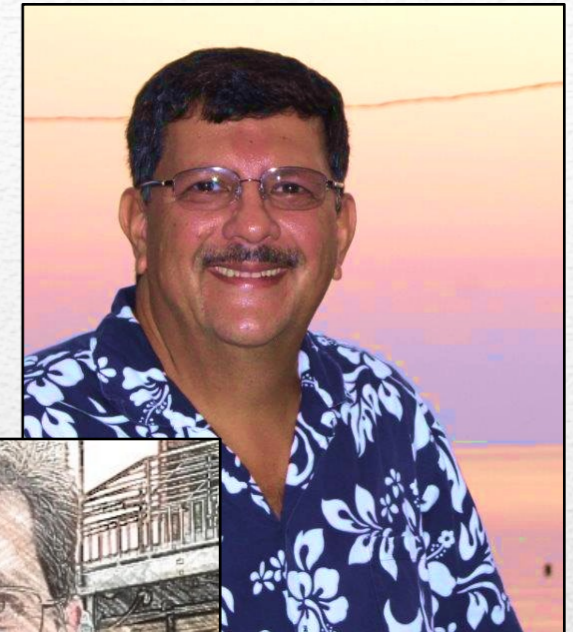
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Theme: Learn, Knowledge-Base, Reward
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We Build Apps for Rock Stars!

Russ – Programmer and MVP



Gary – Graphics, Mkg & Business Dev



Rich – Musician & Content



Now All About YOU!

(Your 15 Seconds of Fame)



- Introduce Yourself / Your Business
- What's New or What's Exciting?
- Hot Projects – Published Masterpieces
- Staff/Location Highlights



A Best Practices Discussion on Social Media Video

Discussion Talking Points

- A guide to social media marketing
- Top online tools for creating/distributing video
- Tinkering with Facebook Live
- More about Twitter's monetization features
- Google's star YouTube
- It's a snap with SnapChat
- Instagram Stories to write home about
- Avoiding the trap of fake news

Social Media Marketing/Planning Guide

1



Share a critical **PROBLEM** you solved.

2



Explain your **INSPIRATION** for being in business.

3




Show how you're **DIFFERENT.**

4




Celebrate a **CUSTOMER** story.

A QUICK GUIDE to #HASHTAGS




2X

Tweets with hash-tags get two times more engagement than tweets without




↓ 17%

When you use more than two hashtags, your engagement drops by an average of 17 percent.



11+

Interactions are highest on Instagram posts with 11+ hash-tags.



NO #

Facebook posts *without* a hashtag fare better than those with a hashtag

facebook.



Best



Worst

twitter



Best



Worst

Pinterest



Best



Worst

Mobile Apps: Creating / Distributing Video



For iOS

- iMovie
- LumaFusion

Android

- PowerDirector
- KineMaster

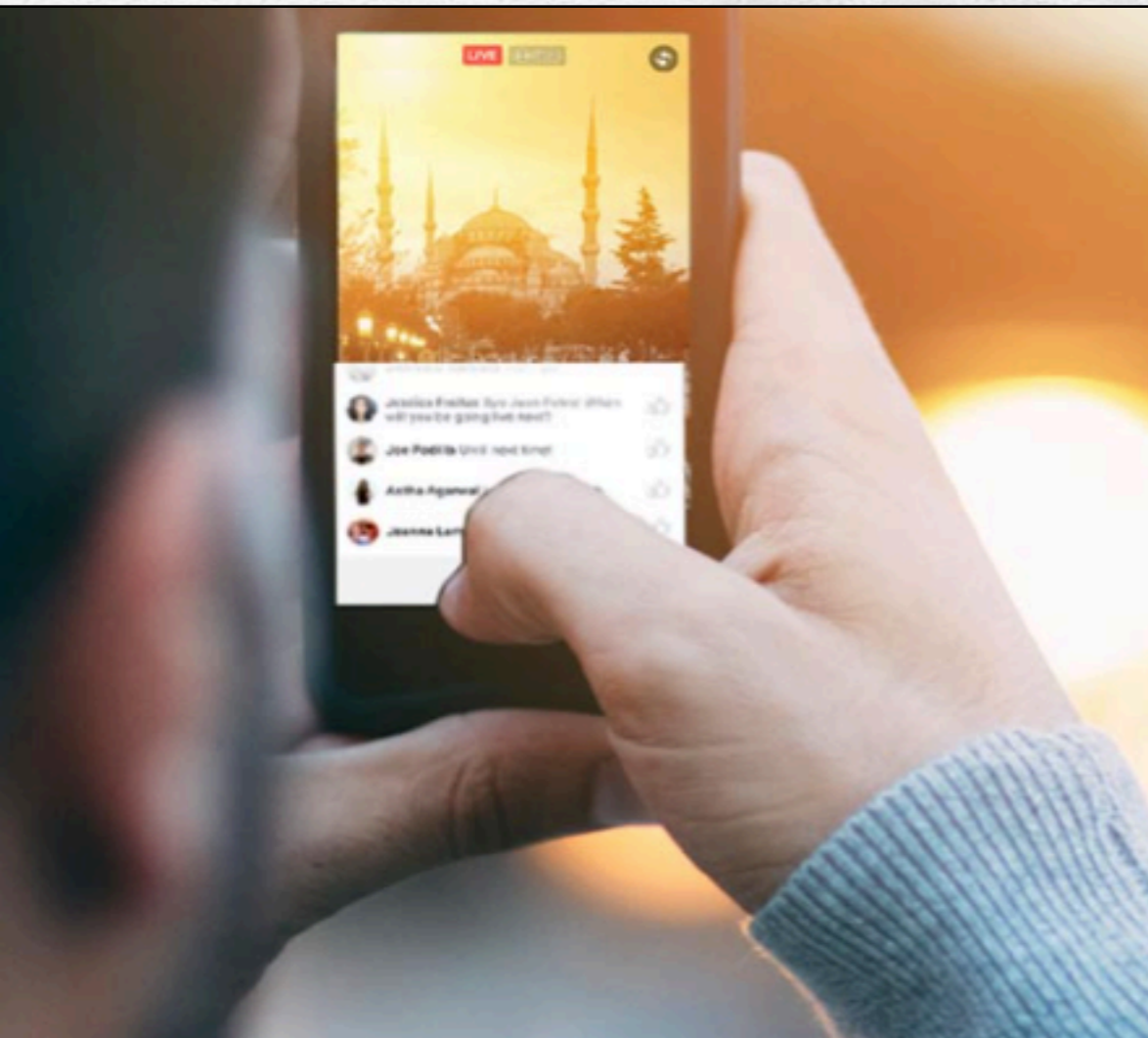
iOS & Android

- Quik

Windows Phone

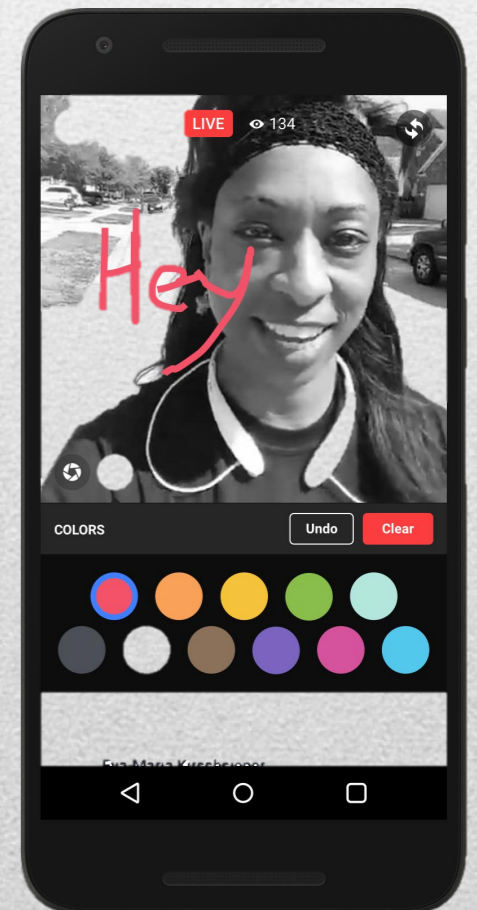
- Movie Edit Touch

Tinkering with Facebook Live



- Have engaging conversations with your followers
- Reach new audiences in new ways
- Connect—instantly
- Tell your story, your way

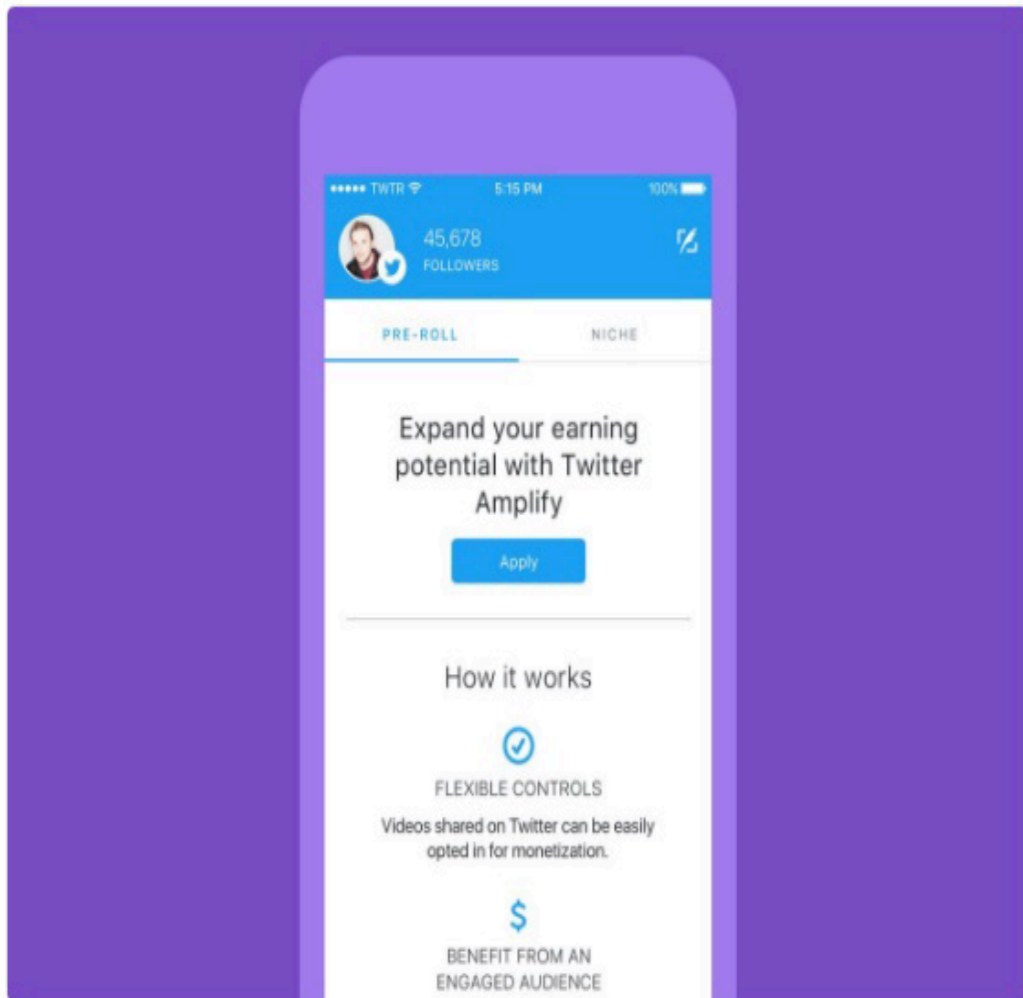
Google Marketing





Following

We're expanding our revenue programs to empower creators to earn money in multiple ways! 🙌 [blog.twitter.com/2016/twitter-m ...](http://blog.twitter.com/2016/twitter-m...)



Twitter's Monetization *Business Model*

- Refine and Simplify Video Editing
- Maximize Live Video
- Encourage Creators Join-In and Feel Safe to Express Themselves
- Work with Development Community

Google's Shinning Star YouTube

YouTube is one of Google's best acquisitions to date.

Reuters reported in January, "YouTube, Google Inc's video website, is streaming 4 billion online videos every day, a 25 percent increase in the past eight months, according to the company."

Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos.

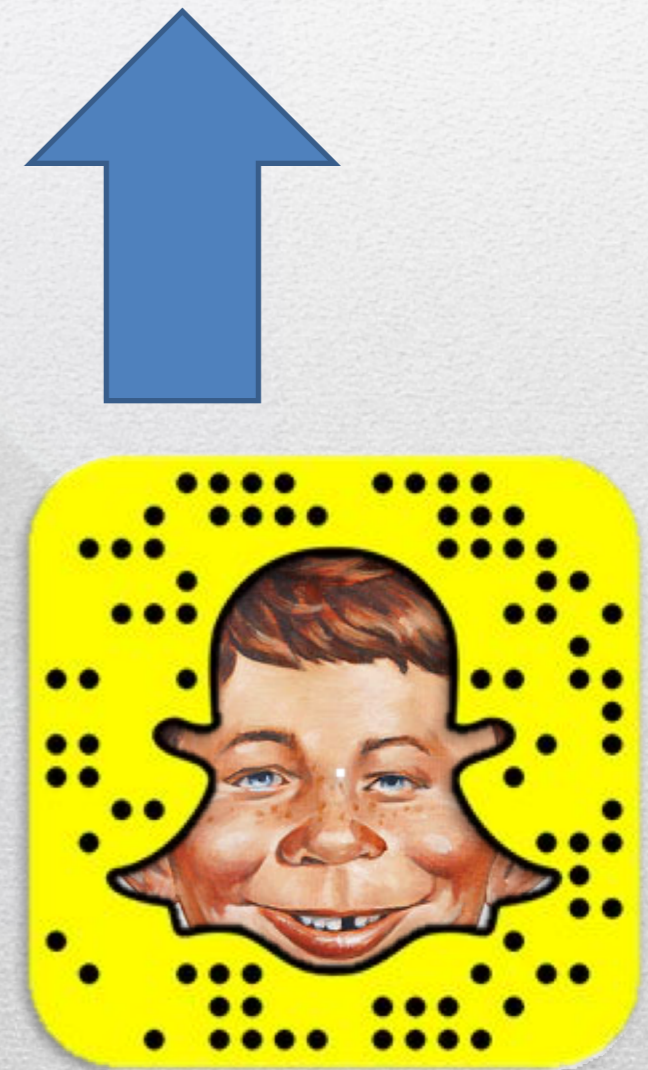
Business Insider



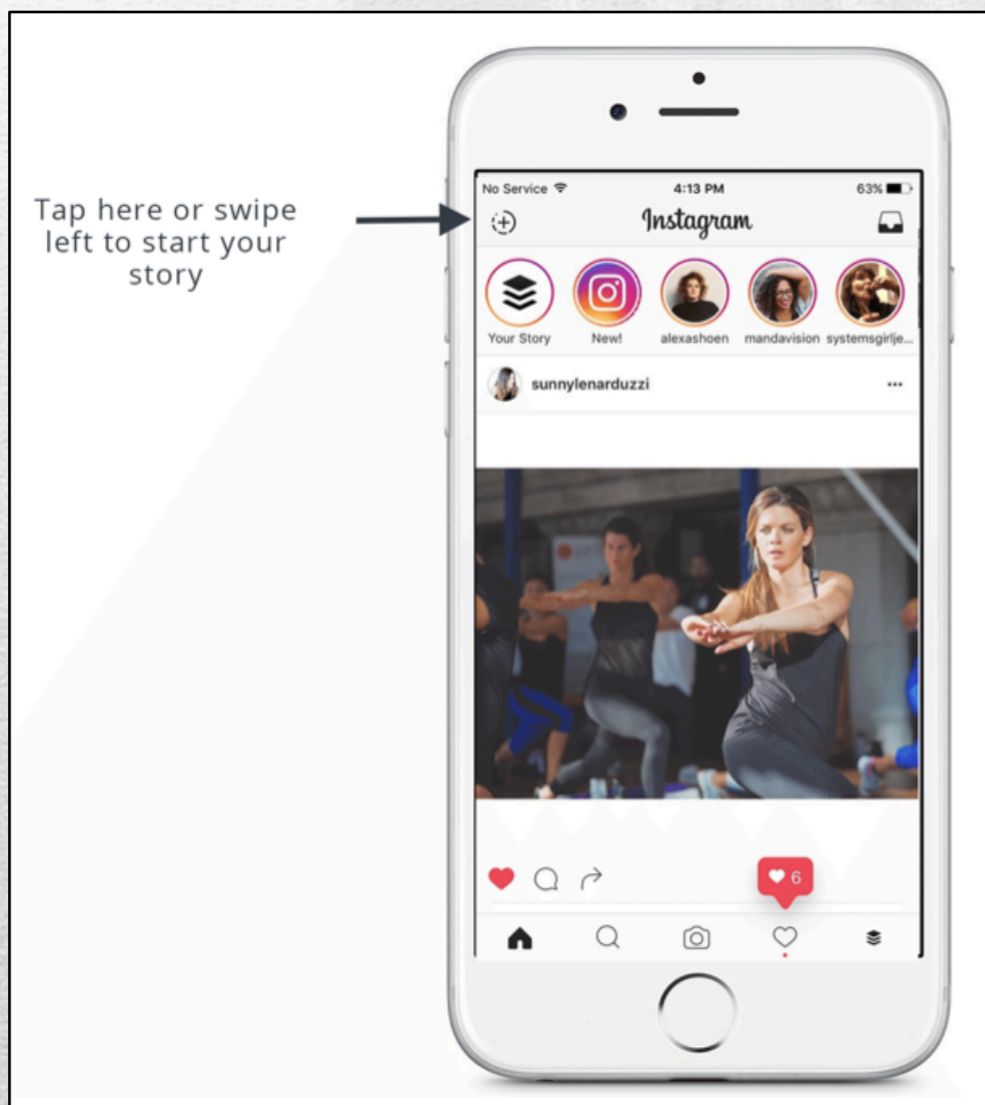
It's a "snap" with SnapChat



Snap's market value increased by nearly \$9 billion on its first day of trading.



Instagram Stories – Home Grown



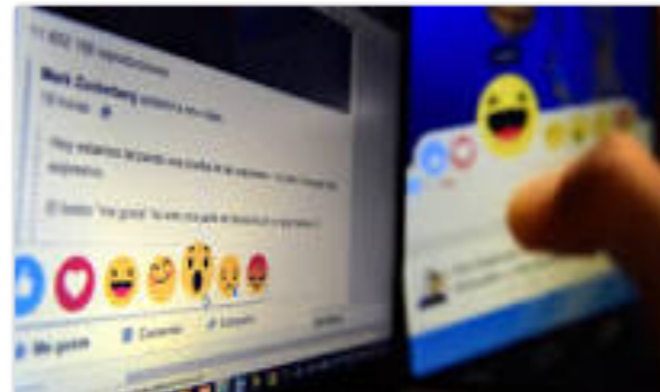
“A New Focus on Messaging”

Avoiding the Trap of Fake News



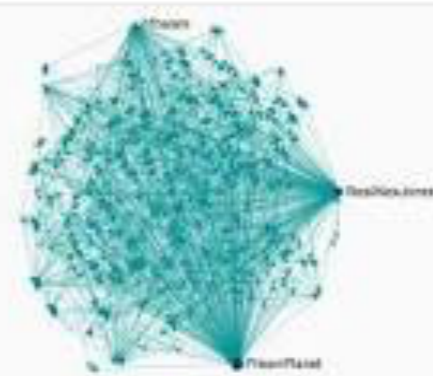
Bernie Sanders' Campaign Faced A Fake News Tsunami. Where Did It Come...

The Huffington Post · 1 day ago



Ukraine's fight against fake news goes global

Politico Europe · 8 hours ago



Tim Berners-Lee says privacy, fake news and political advertising are the web's biggest...

Quartz · 8 hours ago

Google Search



Best Practices with Social Media Video

<http://tubularinsights.com>

<http://tubularinsights.com/buzzfeed-video-formula/>

<http://www.stuff.tv/features/10-best-video-editing-apps-mobile>

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<http://www.socialmediatoday.com/social-networks/twitter-announces-new-monetization-options-video-creators>

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<https://blog.bufferapp.com/instagram-stories>

<http://www.businessinsider.com/the-10-best-google-products-2012-6#5-youtube-6>

<https://blog.hootsuite.com/how-to-use-social-video-for-marketing/>

<https://www.forbes.com/sites/jimmyrohampton/2017/01/03/5-social-media-trends-that-will-dominate-2017/#67c0d3166ffe>

<https://www.ama.org/publications/MarketingNews/Pages/video-content-about-to-explode.aspx>

The Internet–Pinterest: Social Media Marketing / Strategy / Planning

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Connect with FBI-Apps Today. Thank You!



By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- <https://www.startmeeting.com/wall/679-256-129>
- Click/Tap "Join"-
 - Complete your Name and eMail Address
 - Then "Submit"
 - The System will Guide from There
 - Click/Tap the Phone Icon

Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"

By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#
(be sure to enter the "#" hashtag symbol)