



## A Best Practices Discussion on Social Media Video

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No Audio?

Use **Phone**

Call: **701-801-1220**

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

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Messages

Check **Chat** Window

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Questions?

Type in **Chat** Window

---

Not Talking...

Please **Mute** Mike

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*Link to Presentation: [InBusinessSEO.net](http://InBusinessSEO.net)*

Hello!

**<FUST!NO**  
BROTHERS<sup>INC</sup>**>**

*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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**ENDORSED**

*In All Popular  
App Stores*



*We Build Powerful Apps for Rock Stars!*

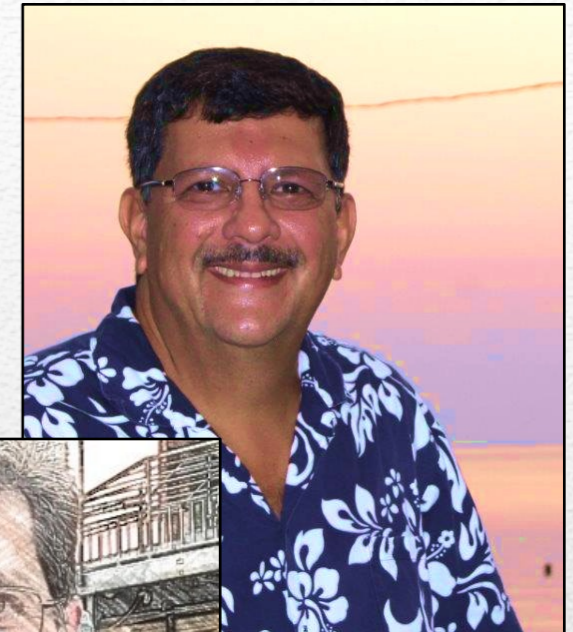
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We Build Powerful Apps for the Stars!  
Theme: Learn, Knowledge-Base, Reward  
All Rights Reserved

## 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 plans
- Top mobile apps for creating and distributing video
- A Facebook Live playbook
- Insights into Twitter's monetization features
- What will replace Vine?
- Is YouTube still a star with Google?
- Will SnapChat continue to be the hottie in the room?
- Taking notice of Instagram Stories
- If content is king and what about the flight against 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

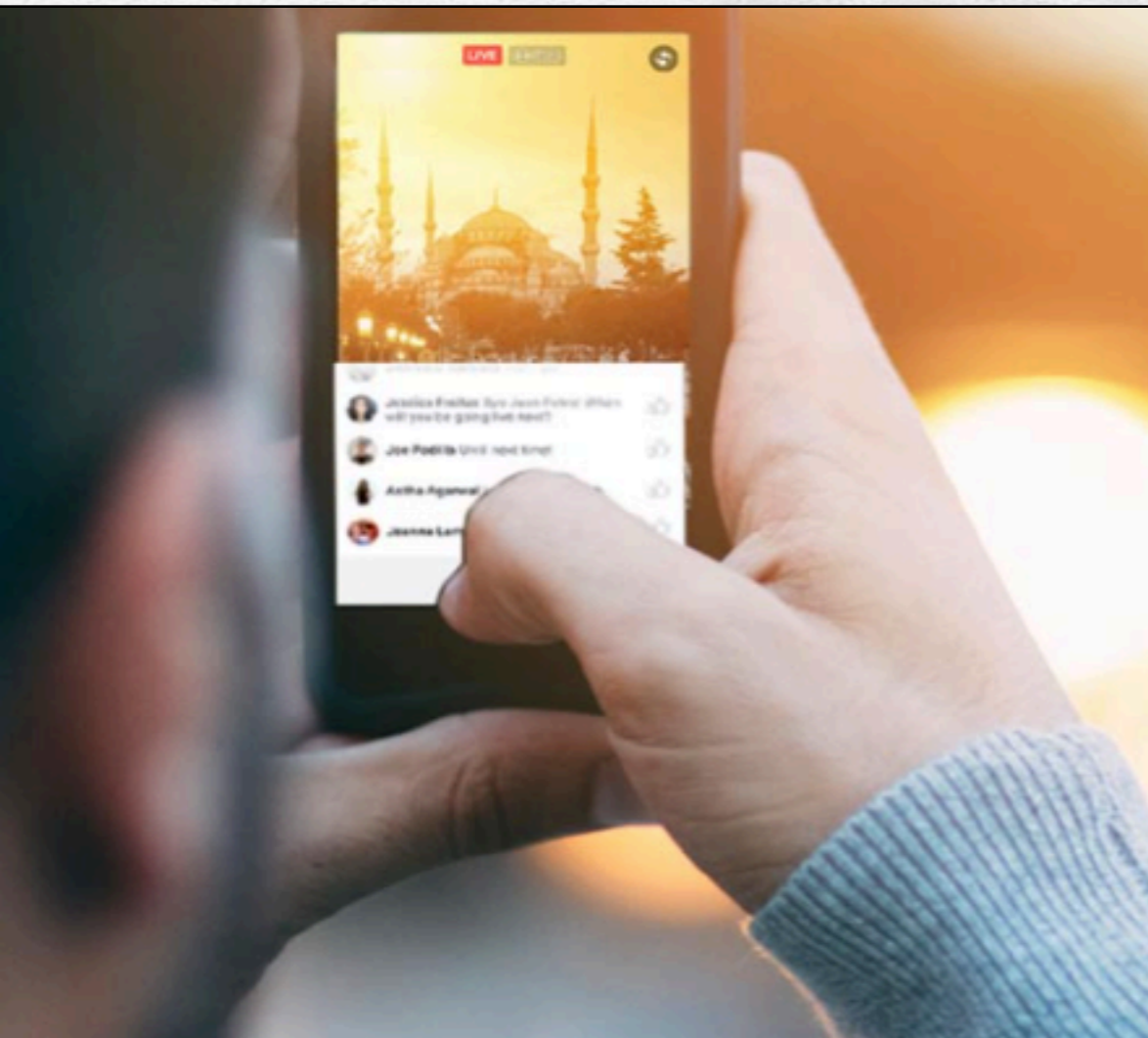
iOS & Android

- Quik

Windows Phone

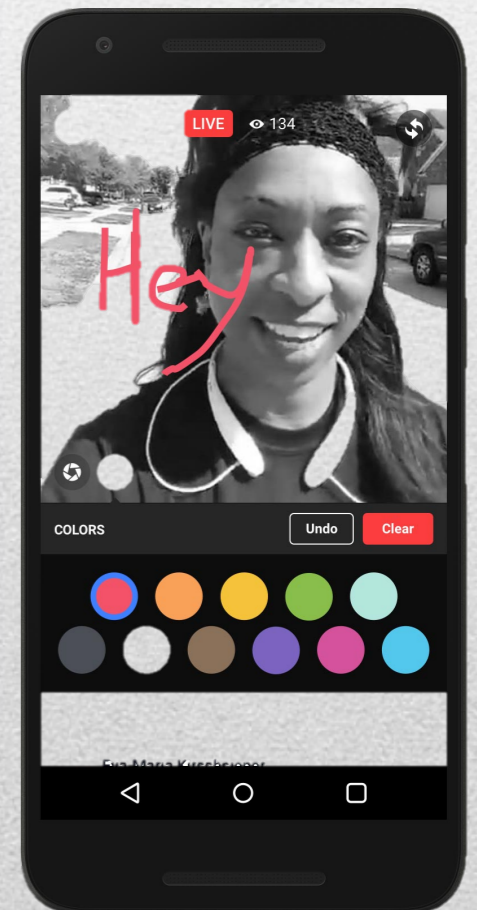
- Movie Edit Touch

## Facebook Live – Their Playbook



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

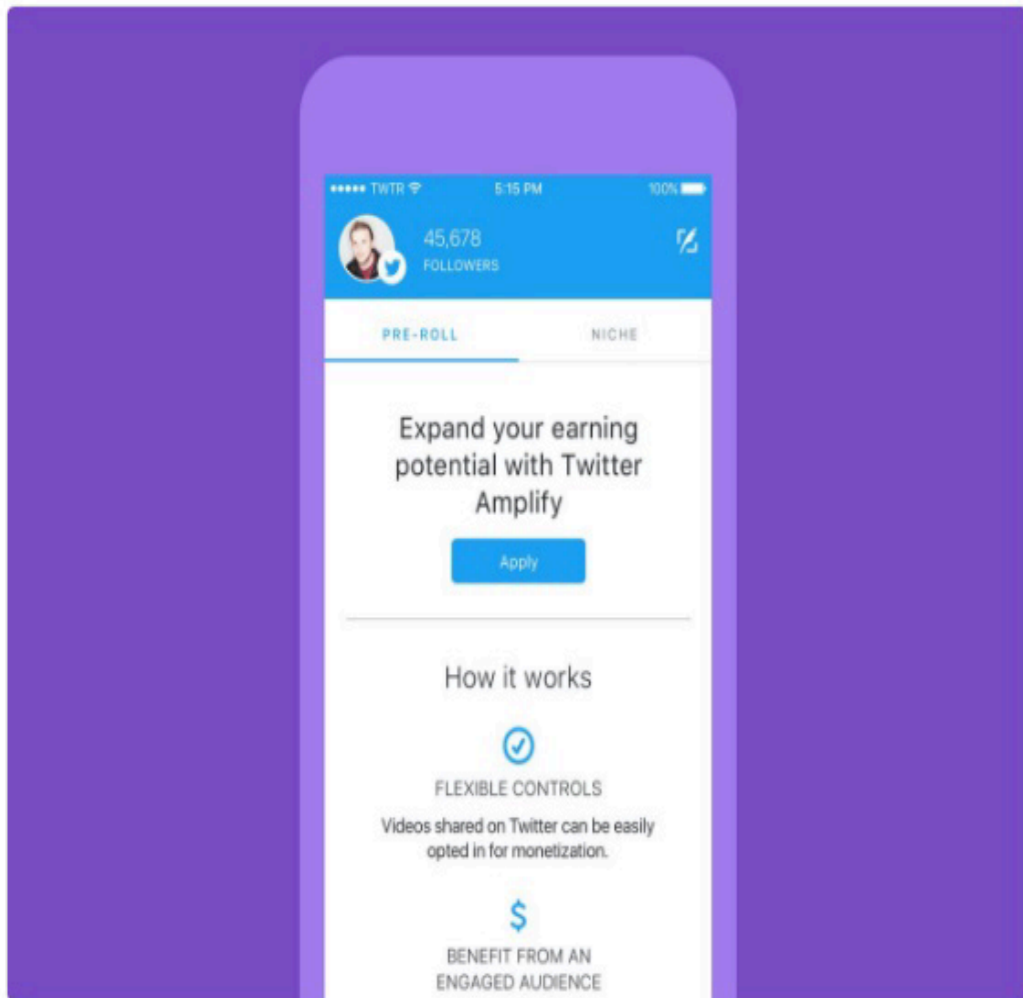
*Google Marketing*





Following

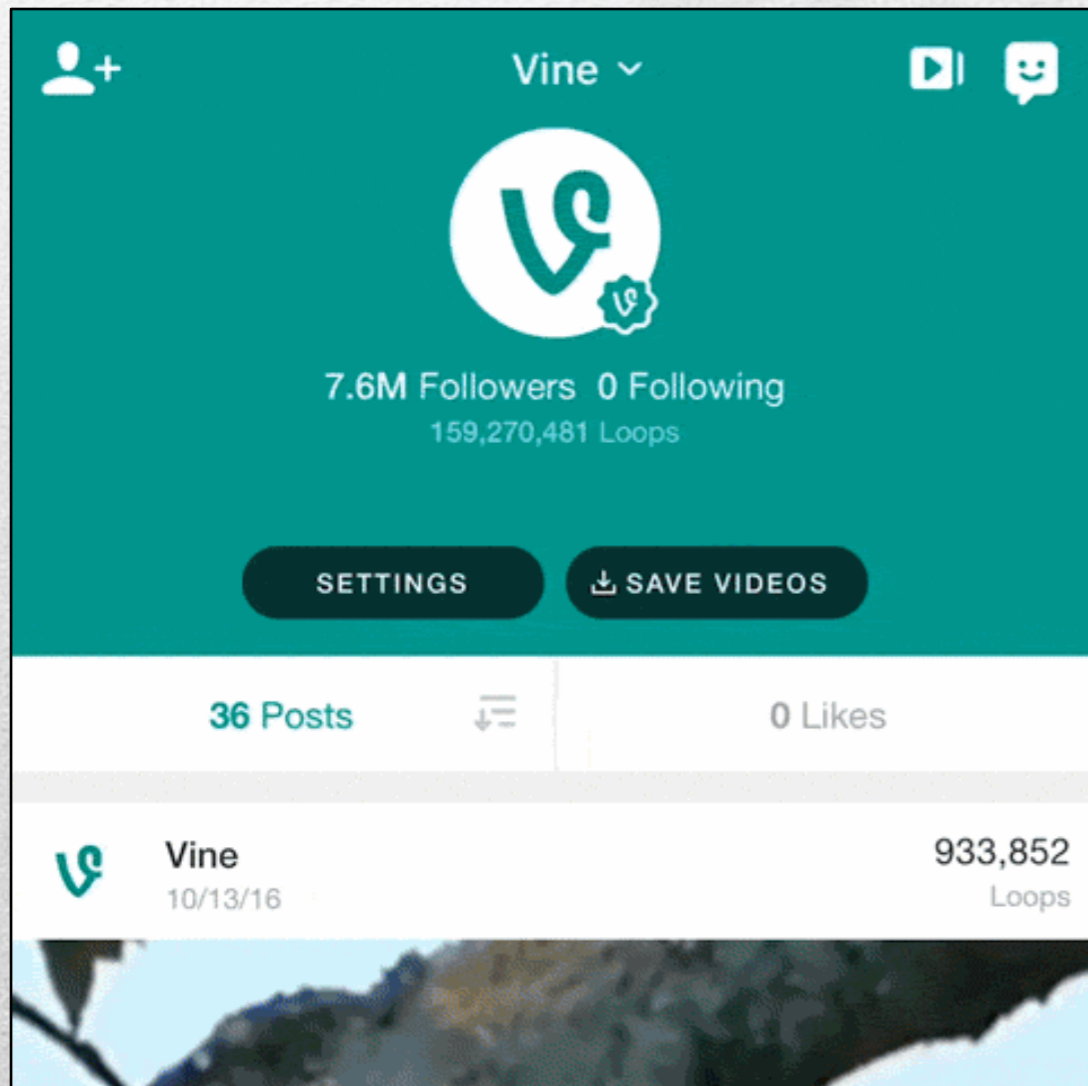
We're expanding our revenue programs to empower creators to earn money in multiple ways! 🙌 [blog.twitter.com/2016/twitter-m ...](http://blog.twitter.com/2016/twitter-m...)



## Twitter's Monetization *Open for Business*

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

## With Vine Gone – What's Next?



From the 6 second Vine app of animated still images to 6.5 seconds of live video and now the Vine Camera app

# 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.

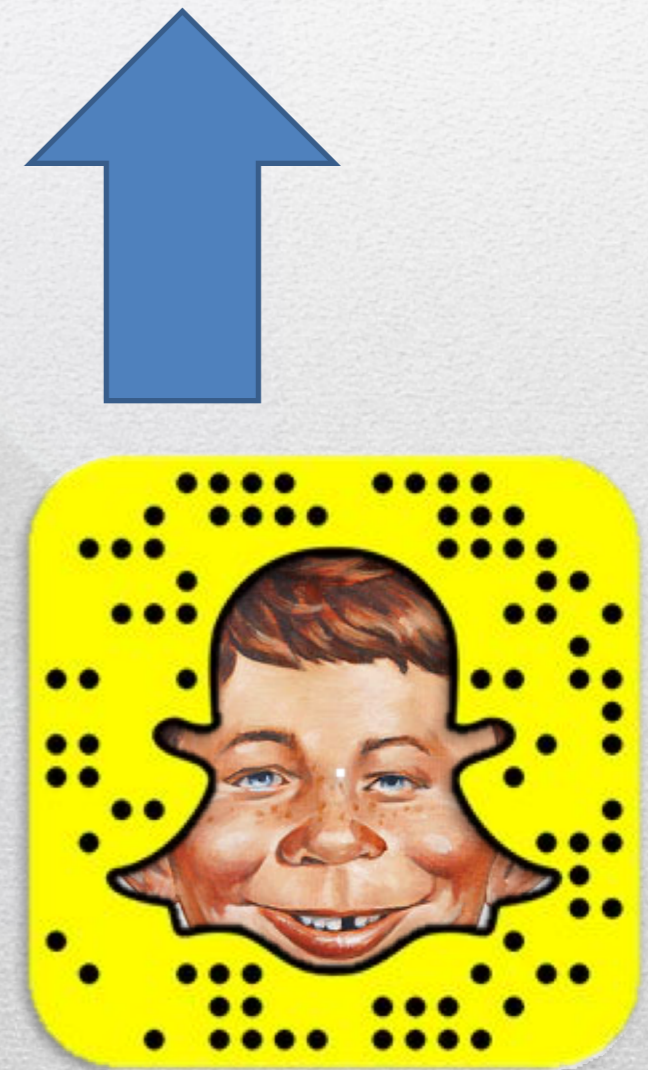
*Business Insider*



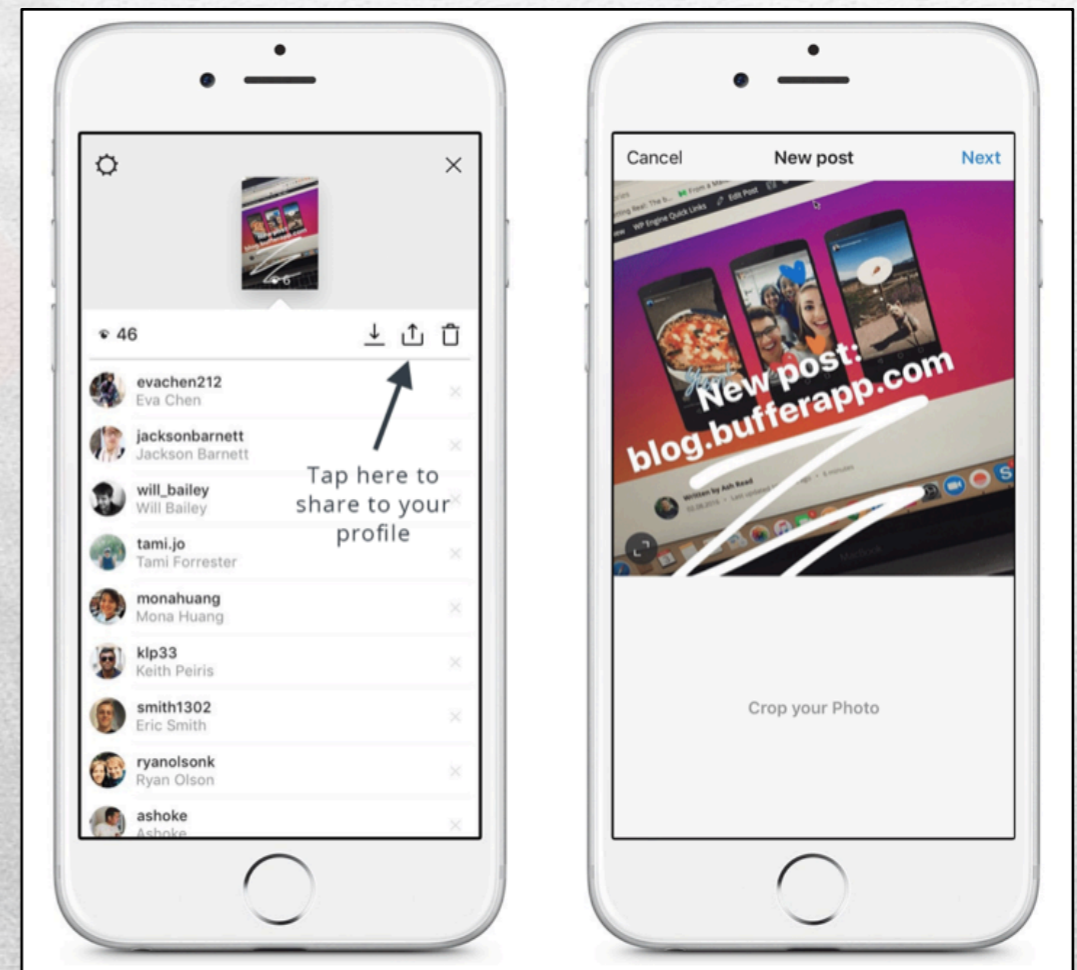
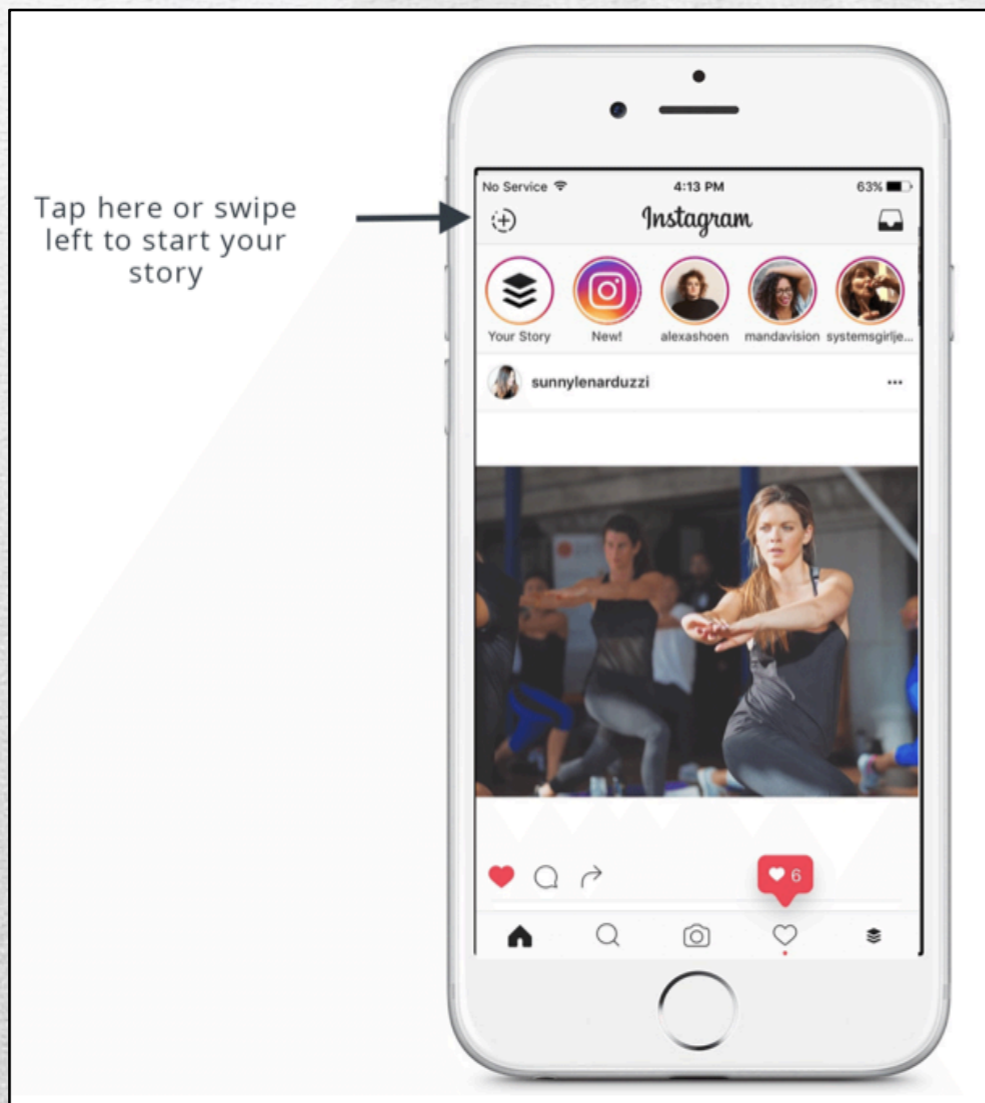
## With SnapChat the Only Way is Up



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



## Instagram Stories – Take a Look



“A New Focus on Messaging”

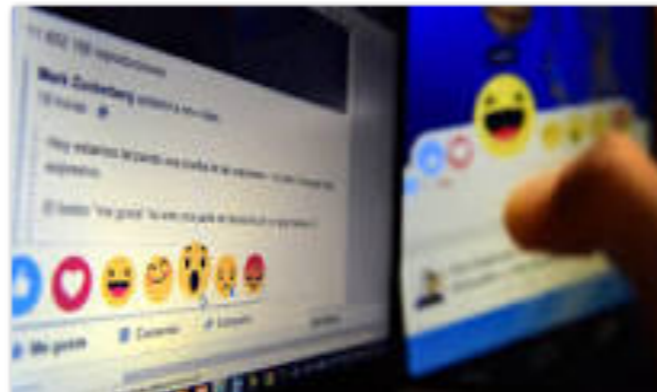


## If content is king and what about the flight against fake news?



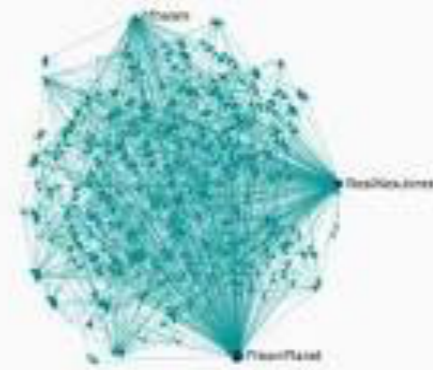
Bernie Sanders' Campaign Faced A Fake News Tsunami. Where Did It Come...

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>

<https://live.fb.com/about/>

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

<https://www.garyvaynerchuk.com/the-rise-of-video-marketing-on-social-and-how-it-affects-your-business/>

<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)