Using Video Effectively: Ten Tips and Tricks

Nicole Sy, The Nature Conservancy

Austin, TX • June 8 – 10, 2016
How many people watch videos every week? Everyday?

78%
55%
What percentage of internet traffic is video?

57%
2017: 69%
2018: 79%
If both text and video are available on the same topic, what percentage will choose video?

59%
What is the length of a human's attention span?

8 seconds
2000: 12 seconds
SESSION 501
USINGVIDEO EFFECTIVELY:
10 TIPS AND TRICKS
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10. LENGTH
WISTIA VIDEO ANALYTICS: LENGTH MATTERS

The chart shows the average percentage of videos viewed by length. As the video length increases, the average percentage of videos viewed decreases. For example, videos 0-30 seconds long have an average view rate of 80%, while videos 60+ minutes long have an average view rate of 10%.
9. BOOKENDS
8. EASE STRESS
Welcome

Felicity Fyfe
Training and Support Manager

EASE STRESS
7. GIVE NARRATION LIFE
TNC VALUES:
TANGIBLE, LASTING RESULTS
WITH DUANE PETITE
CARSON RIVER PROJECT DIRECTOR

GIVE NARRATION LIFE
6. PERSONALIZE
5. MODEL BEHAVIOR
You know, the Conservancy has opened a request for proposals for forest management expertise - I think you'd be perfect!
4. USER CONTROL
USER CONTROL

Dianne Hope, The Knowledge Project
3. ILLUSTRATE EXPERIENCES
EXPLORING THE CONSERVANCY’S VALUES

Select an icon below to explore our Values and hear how they impact the work we do.

- Integrity Beyond Reproach
- One Conservancy
- Respect for People, Communities and Cultures
- Commitment to Diversity
- Tangible Lasting Results
- Closing
ILLUSTRATE EXPERIENCES
2. ALTERNATIVE ACCESS
FY16 Ethical Dilemma Video Library - Anti-Corruption Compliance

Click an Ethical Dilemma title below to view the video:
- Anti-Corruption Compliance
- Buying and Selling Real Estate in the U.S.
- Common Audit Findings
- Conflicts of Interest
- Ensuring a Workplace Free from Discrimination and Harassment
- Managers' Tools and Resources for Compliance
- Managing Donors
- Marketing at the Conservancy
- Protecting Intellectual Property: Photos, Books and More
- Senior Leaders: Enhancing Our Culture of Integrity
- Travel and Expense Reporting
- Working at the Conservancy
- Working Outside a Conservancy Office
- Working for a Public Charity
- Working with Partners

ALTERNATIVE ACCESS
1. BE CREATIVE
Pretty Much Everything, by Aaron James Draplin
Bring pencil to paper first!
Look everywhere for inspiration, color palettes, composition. Storyboard everything.
“The play button is the strongest call to action on the web.”

- Andrew Angus, founder of Switch Merge

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Conservation Training