Technologies to increase online visibility
2 billion people

50 million people

Radio: 38 years

TV: 13 years

Mobile: 10 years
3,5h+
We spend using mobile

1 of 4 minutes
on mobile we dedicate to social media
ATTENTION
THE MOST DESIRABLE RESOURCE

5 billion GB of data

5 billion GB of data every 10 minutes

Chaos 2003

Today
Everything competes with everything
3 seconds
We need only 13ms to identify an image.
The human brain processes images 60,000 faster than words.
And?

1. more content → more competition
2. more content → less attention
3. less audience attention → we need to know
ten better what we want to say
   → what we want from the recipients
   → use creative formats (VIDEO)
   → that will engage them
VIDEO in Action

- Live
- Testimonial
- Interview
- Tips & Tricks
- Podcast
- Reportage
- Montage
LIVE

Connect With And Inform Your Communities In Real Time
A Swedish Girl Prevents Deportation of an Afghani Refugee
LET'S TRY IT!
MY TOP LIST:

- Boomerang
- Legend
- Hyperlapse
- Quik
- Canva
- Pixaby
- Pexels
YOU CAN DOWNLOAD THE APPS:


YOU CAN SEARCH FOR CC VIDEOS OR PHOTOS HERE:

📌 https://pixabay.com/
📌 https://www.canva.com/
📌 https://www.pexels.com/
HOW?
HOW?
HOW?

SAVING YOUR VIDEO...

How would you like to share your video?

SHARE LINK
SEND FILE
SAVE WITHOUT SHARING
LET YOUR MOVIE BE FOUND
1. Create an encouraging title
2. Write a comprehensive description
Wielka Orkiestra Świątecznej Pomocy ©
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Co będzie się działo na finale w Warszawie? Gdzie to śledzić i jak wspierać? Sami zobaczcie!

Bądźcie z nami w internecie, używajcie hashtagu #wosp2018 i piszcie o Fundacji! Liczymy na Was!

POKAŻ WIĘCEJ

Harmonogram transmisji: http://krecola.tv/page/live
Wspieraj WOŚP: http://www.wosp.org.pl/final/wesprzyj
Transmisja 26. Finału WOŚP: https://www.youtube.com/user/Owsiake...
Kонcert PKN: https://www.youtube.com/watch?v=59xpP...

Więcej materiałów wideo: http://krecola.tv
Kategoria: Społeczne i non-profit

POKAŻ MNIEJ
3. Choose the right keywords
SMART TAGS RULES

- Google Ads KeyWord Planner
- Google Trends
- Be precise
- Describe the format
- Incorrect spelling rocks!
4. Create dedicated graphics
Direct From With Dena Takruri | AJ+

Join AJ+'s Dena Takruri on the front lines as she brings you stories from around the world, asking the tough questions and giving voice to the unheard.

Because Facts | AJ+

Dive into the familiar, explore what’s unfamiliar and get the side of the story you don’t always hear.
5. Add end cards and screens with a call to action
6. Put videos to the dedicated Playlists
7. Promote and share in social media
CHECK WHAT ROCKS
Focus on a purpose of your creation
Play with your audience
Keep learning
THANK YOU

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