



## **Getting your video to good eyes**

### **So you've just finished creating your awesome new video... Now what?**

Sadly, making non-profit video is not a “build it and they will come” kind of endeavor. We find that how and where our videos are used is crucial to their overall effectiveness. The challenges of finding an audience, getting them to click on your video, watching the whole thing and ultimately doing something have never been bigger. On the upside there are growing strategies to help you use your video as an awesome tool.

We've assembled the below ideas for all those organizations with a great video who might not have the resources to run a complex “media strategy”:

#### **1. A good video deserves a good home.**

Often times good videos are buried deep within a website. Give your video a prominent spot right up front. Remember, a huge part of having a video is showing website visitors some depth and humanity. It's even better if your video can complement existing text and images. Bottom line is that people love to click on things... make it easy, by presenting your video nice and large somewhere on your front page.

#### **2. Make it a campaign.**

Creating a new video can give you a great reason to reach out to your network and generate new enthusiasm. Consider tying your video release with a fundraiser or outreach campaign. At a minimum share your video through an e-mail blast with a few words about why the video tells your story well. If you can link elements of the video to a broader narrative about your work, you'll be putting it to good use!

### **3. Social media matters**

Despite all the hype about Facebook and Twitter, we've found that these tools can indeed be powerfully applied to distributing non-profit videos. In lieu of a detailed strategy, you can always start by having your staff and volunteers share this video as widely as possible. More importantly figure out **who** you want to reach and work from there. You can "friend" or "like" or "follow" your target audience and use this interaction to send along your video. Most importantly get your video out onto these social media channels!

If you want to build a true social media presence, having a single video won't cut it. Instead, the ever churning pages and feeds demand a regular flow of content. Don't be discouraged! There are simple, low-cost ways you can feed these content streams, such as project updates, donor feedback videos and client testimonials.

### **4. Don't forget the real world**

In the age of YouTube, we often forget that video is often most powerfully used in face-to-face interactions. While it's much harder to rack up millions of "in-person" views, you're far more likely to get viewers to absorb and benefit from a video if you present it in person. Integrate your video into your presentations and meetings. If you have local affiliates or volunteers, make sure they have a copy to show at the grassroots level. Depending on your organization, your clients can even be powerful purveyors of your video.

### **5. Measure your video's impact**

Whether you count hits or conduct an informal survey, it's important to in some way figure out if your video is proving effective. We suggest asking trusted board members or stakeholders their honest assessment of the video. You can also use YouTube's robust statistics to see how your video is being used. This can not only help you figure out better ways to deliver your video, but also prepare you for the next video.

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