

OPTIMISE ENGAGEMENT – The Ideal Length of Videos for Social Media



Social media platforms are consistently adjusting their algorithms to make sure they deliver content that matter most to them. Knowing the ideal length of videos for each platform will help optimise and drive engagement.

Irrespective of which social media platform you develop content for, the information people receive comes from a mathematical equation based on two factors:

- *Algorithmic quality – the quality standard of the content available*
- *Previous history – the actions and reactions people have taken to specific chunks of content in the past*

When it comes to video, different social media channels prefer different video length. If you don't customise video length for each platform, then you're not fully catering to your audience and your video may not be as effective. However the number one focus must continue to be on creating compelling, captivating content to engage your audience.

Latest research states:



Instagram's ideal video length is up to 30 seconds. People consume visuals a lot faster than text, and with Instagram being a visual app, scrolling is done a lot faster. Keep your videos brief.



Facebook's video length for most engagement currently sits at 1 minute. Users need a short video so they can like or share and move onto the next piece of content.



YouTube videos that receive the most engagement tend to be around 2 minutes. Users spend longer on YouTube as they search for specific content or watch their favourite channels. Creating longer and in-depth videos would work best on this platform.



LinkedIn recommends video length to be between 30 seconds and five minutes long. The platform aims for users to provide more in-depth and informative videos. However, they recommend that video ads are more successful when they are less than 15 seconds long.



The 2018 Video in Business Benchmark Report says that 56% of all videos published in the last year are less than two minutes long.

In order to optimise each platform's algorithm, different versions of the same video need to be created to stretch across your preferred social channels. Simply sharing a link to your YouTube video on other social media platforms doesn't cut it anymore.



FOUR MOST COMMON VIDEO TYPES

Tandem Studios specialises in creating content for the four most common types of videos



Educational and instructional videos are about addressing a need, which attracts a viewer's attention. It is considered to be one of the more valuable style of videos, and can often be a bit longer.



Promo videos are about promoting yourself. It doesn't add value to the consumer, but if you're going to sell, just sell. If you're using social media to promote yourself or your business, you need to also be running ads on social media platforms to support the promotional campaign.



Informative videos are short and simple. Think of these as an overview to educational videos, something that gives the viewer a quick understanding on the topic. A video like this might be used in lieu of a press release, for example, and can also include text.



How-Tos and Testimonials – explainer videos showing people how to do something, or a testimonial, is showing someone using your product or service and talking favourably about it.

THE RISE OF STORIES

Stories originated from the popular app, Snapchat.

This feature has since been introduced to Facebook and Instagram. It is likely to continue to spread across current and future social media platforms due to its popularity.

It is a feature where you can update followers with a short video or image, which is then posted for 24 hours before it removes itself. This forces your audience to have some urgency to watch what you are doing and keep up to date, as there is a strict time limit before it is removed.

Stories also allow you to add captions, filters, include links to websites, tag other people or business on the same platform, and much more. The Stories feature is a good place to provide the "behind the scenes" footage, sneak peaks, product reveals or to just simply engage with your audience.

HOW TO GET THE BEST REACH

According to current research, the following (in order) are the most popular style of content to reach audiences, however you need to ensure your content is made with your target market in mind.

1. Stories
2. Live video
3. Original content video
4. Photos
5. Text posts
6. Link post (like blogs/YouTube links etc.)

VIEWS DON'T NECESSARILY MATTER ANYMORE

You used to be able to measure the success of your videos by looking at the view count, but this is no longer as effective. What you need to focus on is what happens after the video is released.

Think about what you want your video to achieve (awareness, change behaviour, etc.) then measure the views from your video analytics against your website analytics to see if your video was successful.

DON'T BE CLEVER, BE USEFUL

Go for simplicity. A social media video doesn't have to be flashy, and you don't have to produce multiple different pieces of content every month. You can re-edit some videos to look slightly different and it will appear as a new piece of content.



A big growth area is live streaming through Facebook or YouTube. It is another way to engage your audience with behind the scenes footage, or live updates of an event, promotion or meeting.

The team at Tandem Studios are your video marketing and live streaming experts. Get in touch with us today.

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