

**Lessons Learned**

**SXSW**® **↓**



# DET

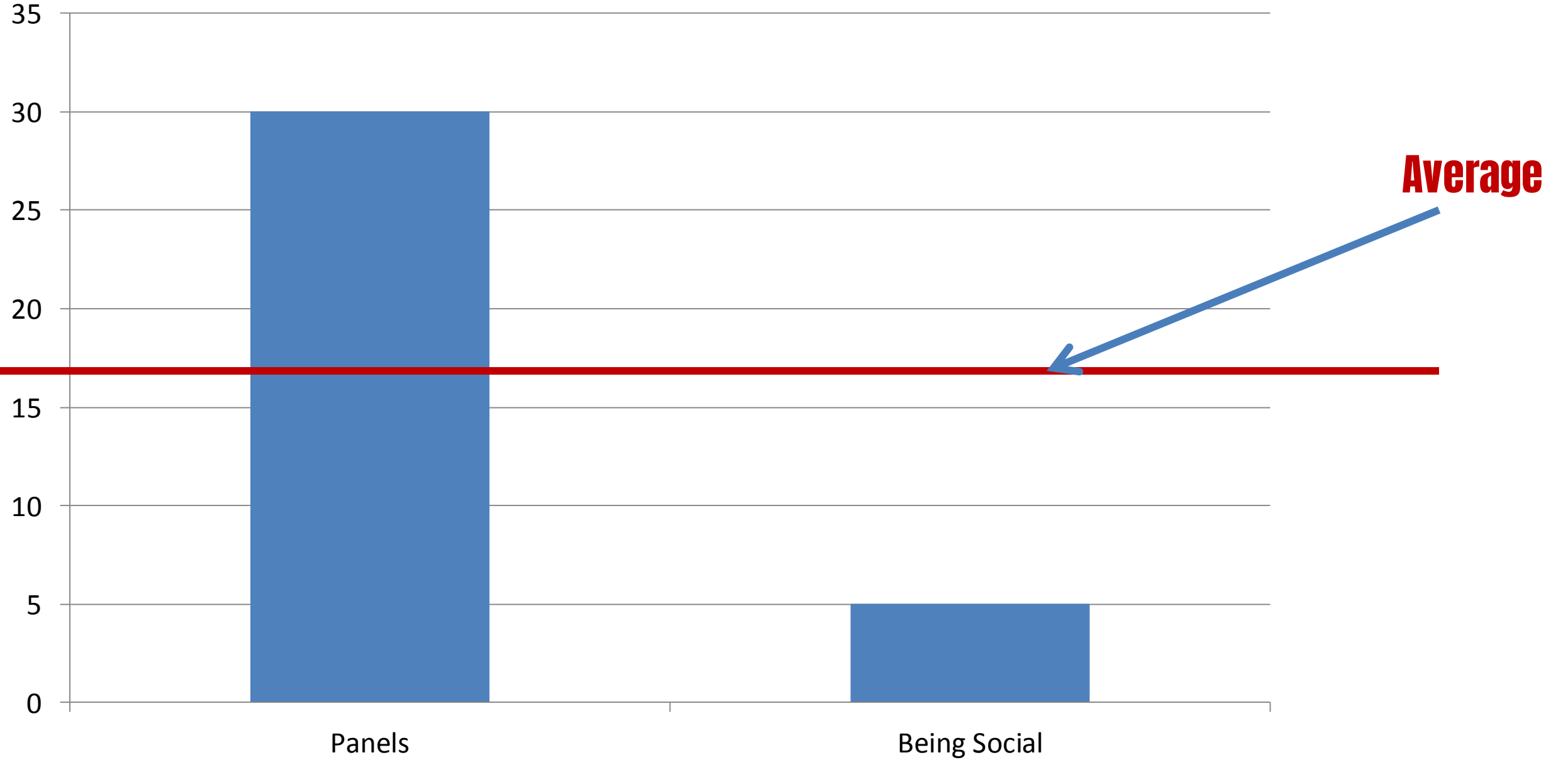
**Digital engagement team**

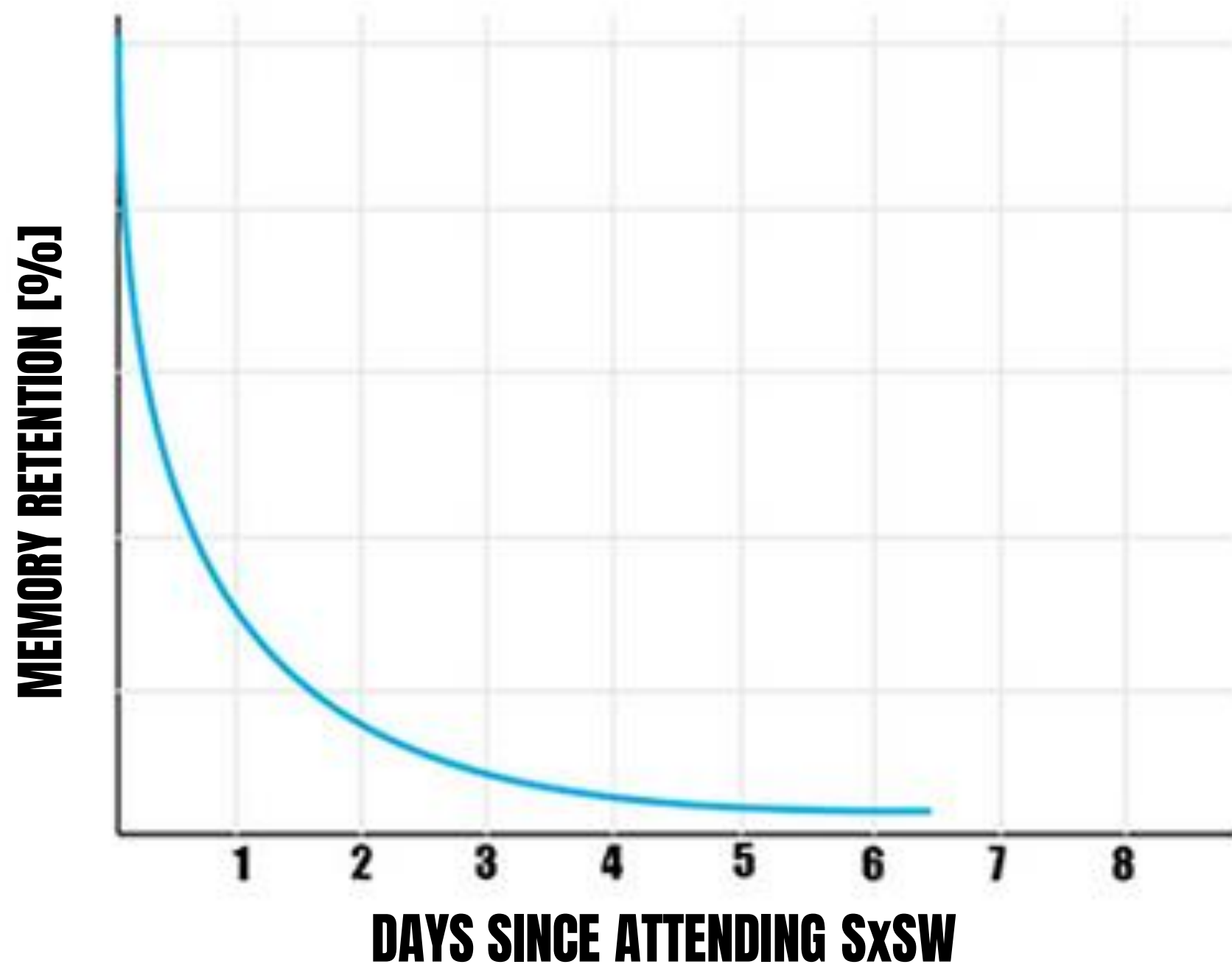




# Time Spent at SxSw

**HOURS**





# Content Management/Editor

“62% of people get their news from social media.”

– Claire Woodcock

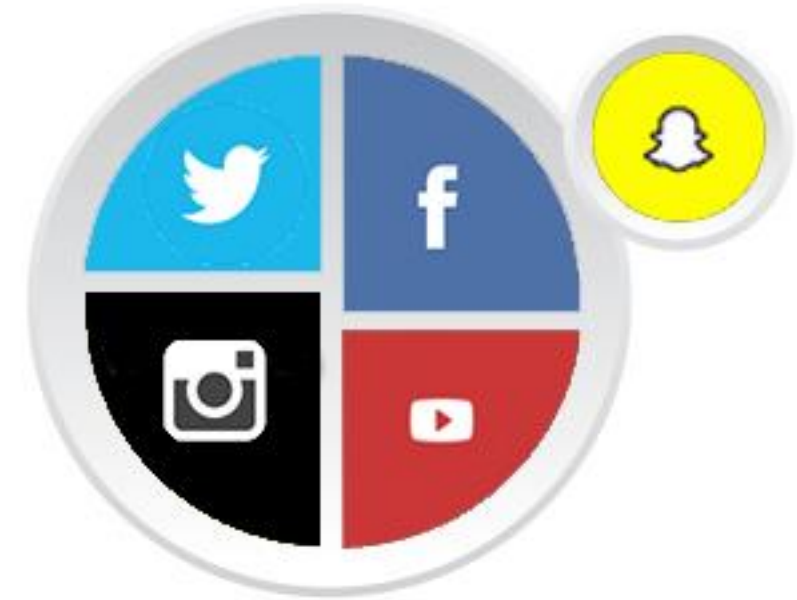
Where’s the audience? Facebook, SnapChat, Instagram, Twitter....

“What experience can we give them on those platforms?”

– Gary Vaynerchuck

“Sometimes we have to go outside the arena to bring people inside the arena.” – John Cena

Make content you like, that you would watch. Don’t make content some hypothetical audience would watch



**Vs.**



# Engaging with your audience

Be honest in the comments section. If you can tell the media something, you can tell people in the comments.

Use trolls to launch your message.


U.S. Marines  @USMC Following

Marine Minute Update:

Training and Education Command is looking for your innovative ideas!





0:37

 Micheál Breathnach @dkahanerules · Mar 17

@USMC Here's one: get the women out of the Marines.

4 2 3

 U.S. Marines  @USMC · Mar 17

@dkahanerules our female Marines aren't going anywhere, and we have their back.

8 25 80

# Video

People watch 100 million hours of video on FB every day.

Vertical video gets 4x as many views as horizontal.

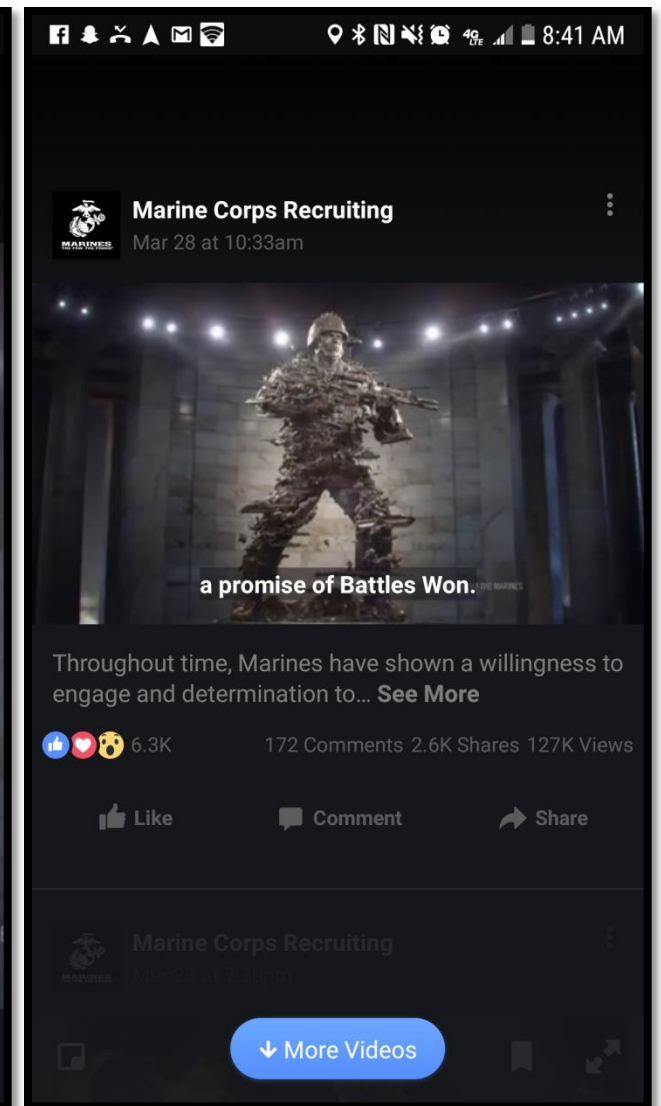
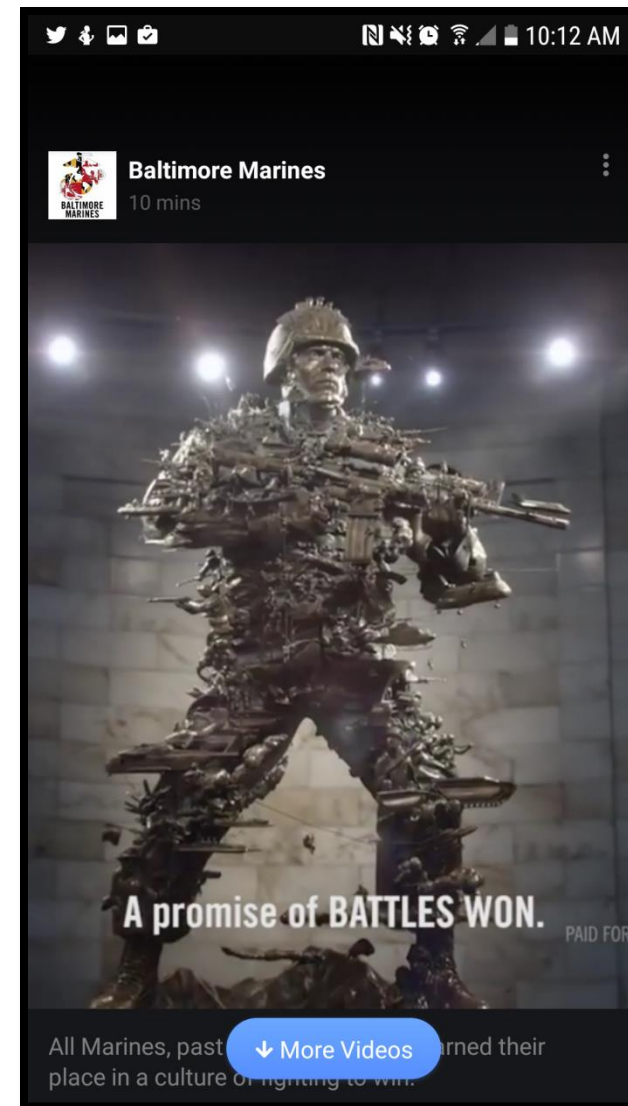
NYT: “Square videos get more views.

VICE: “Horizontal video is dead.”

“77% of videos on FB are watched without sound – your video has to be just as impactful on mute.” – Julian Solomita

Post short videos in the morning, long(er) videos at night – Ben Jackson, Vice Mobile

“Shorter videos are better, but you want people to stick around for more content, longer videos.” - VOX

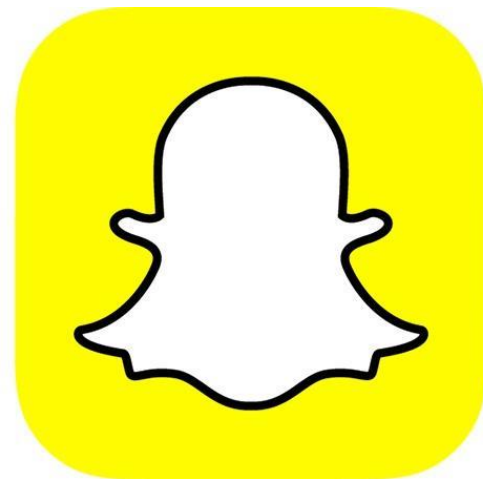




# #WeWillDoitLive



You can't spin live video. It's unedited and authentic. It makes people feel like they are there. – Sinclair Media



Have at least ten minutes worth of content that you're going to film.

“Videos can take up to a week to produce.”

The definition of quality TV is different from what we see on the internet



Snapchat: 10 second clips to create a larger story.  
NYT is hiring snapchat journalists

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When it's time for questions and you're just trying to survive giving the presentation

