

Enhance Your Training With Social Video

Captivate, attract and engage with your learners.

Sure, a picture paints
a thousand words.

But video killed the
radio star.

No matter the size of your training operation, social video offers your team the chance to engage with learners in a new way. In this guide we introduce key channels, share best practices, and give you our top tips to enhance your training through social video.

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Getting Started

What you need to get started

One of the good things about social video, is that anyone can get started with ease. All you need are the following tools and apps:

- A smartphone (with a good camera)
- Facebook
- Twitter
- Snapchat
- Instagram

Why video?

While there will always be a place for text on the page, video content lends itself to sharing and interaction. Consumers are 39% more likely to share a video than plain text, 36% more likely to comment, and 56% more likely to react positively to the content.

However, the key benefit for training companies is that it harnesses a different brain process to digest content. Indeed, one study estimates that videos are processed by the viewer [60,000 times faster than text!](#) Why? The answer is simple. When we read, we have to form structures, and process information as it comes. With video, this isn't necessary - allowing us to immerse ourselves in the content, and digest it with ease. That saves time, and brain cells!

Key Platforms

Facebook



For many, Facebook is the first and only word when it comes to social networking. The [largest social network in the world](#) has over 1bn users, and continues to grow. When it comes to live video, Facebook are one of the best equipped networks, and offer major incentives - while streaming on Facebook, you go to the top of the news feed of anyone who has liked your page - that's real viewing potential!

Twitter



Famed for instant breaking news and easy social sharing, Twitter is one of the largest social networks in the world. Twitter limits you to 140 characters per tweet, however, there's no such limit on streaming to your followers and beyond! This makes it a great tool to share on, whether it's a quick advert for a new course, or reaching out to your followers for feedback.

Snapchat



Snapchat is a new and exciting platform, that offers leading engagement, and short snappy video. There are limitations to how much influence Snapchat can have on your training, however, through [geo-filters](#) and groups, there's some great ways to engage with younger learners.

Instagram



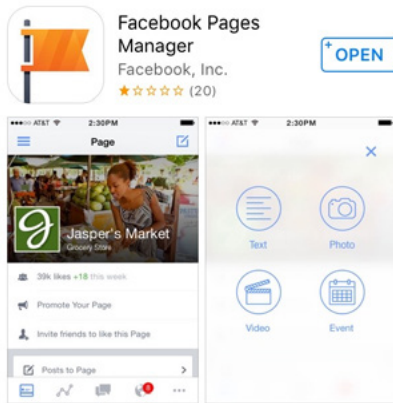
Instagram, part of Facebook's social media empire, is designed for on the go photo and video sharing. Previously the home of teenagers and pictures of lunch, Instagram has evolved to become a strong tool for brand development and engagement.

How to Use Live Video

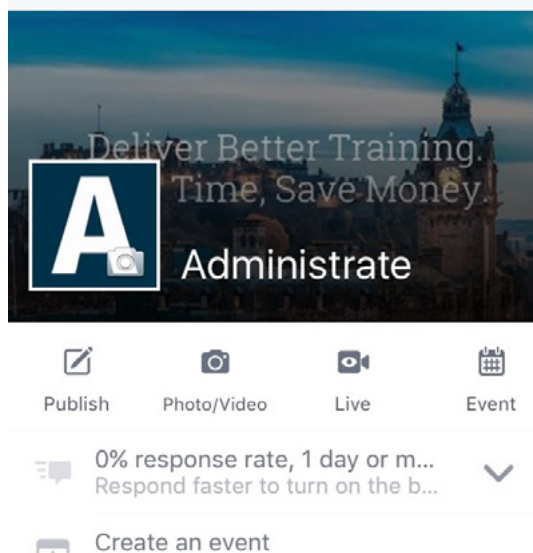
How To Use Live Video

Facebook

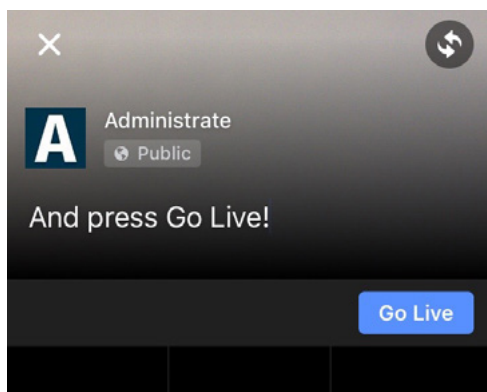
Firstly, download the Facebook Pages Manager app.



Open the app, connect your Facebook Page, then click on “Live”



Describe what your video is about, and press Go Live! Anyone who has liked your Facebook Page will see your content at the top of their News Feed while you stream.



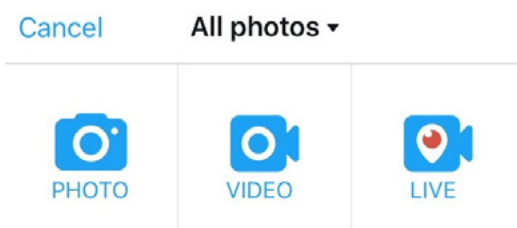
Twitter

Open Twitter, and select compose Tweet on the top right. On the screen below, select the camera on the bottom left.

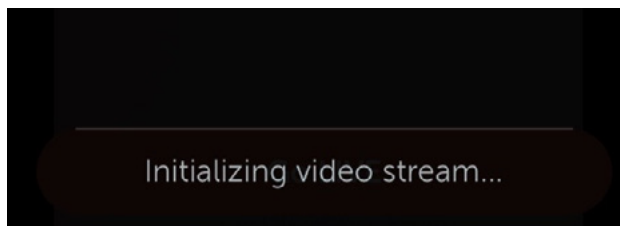
What's happening?



Next, select "Live" on the right.

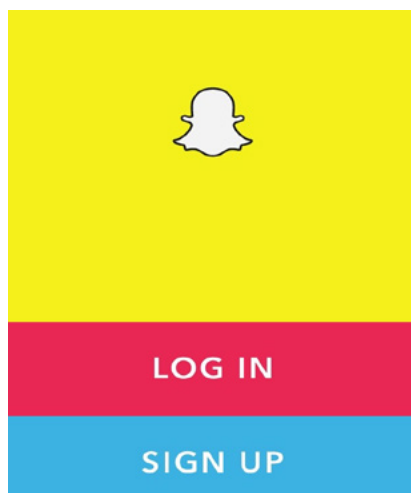


Your stream will initialize, and then be replaced by a Go Live button. Press it, and you're streaming!



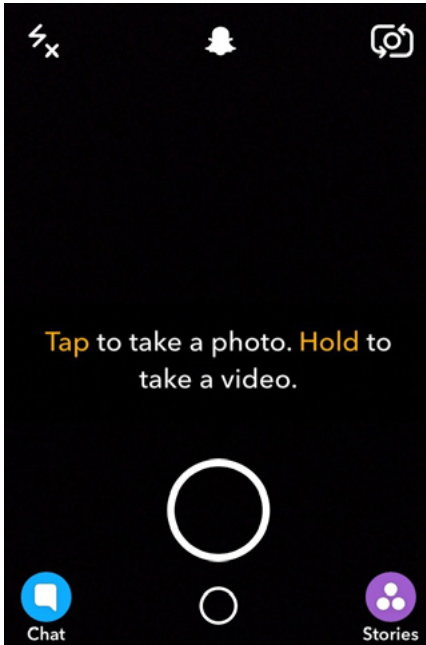
Snapchat

To get started with Snapchat, download the app and sign up.

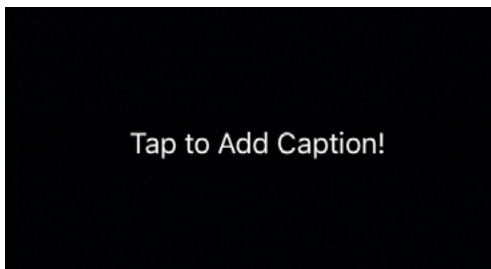


How To Use Live Video

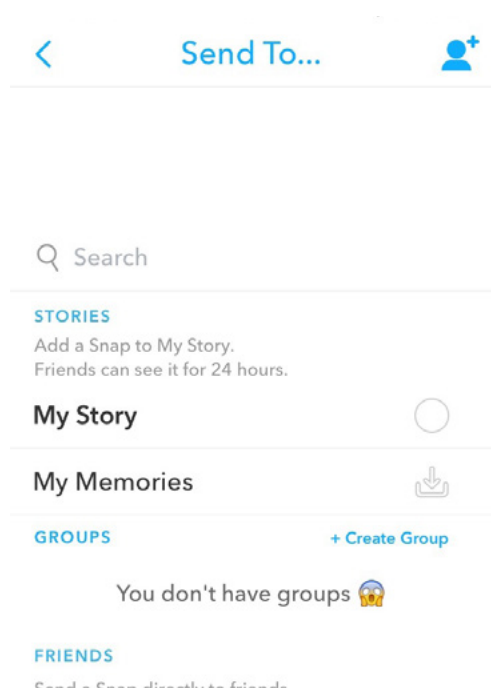
Tap the screen to take a photo, or hold to take a video.



Add any captions you have.

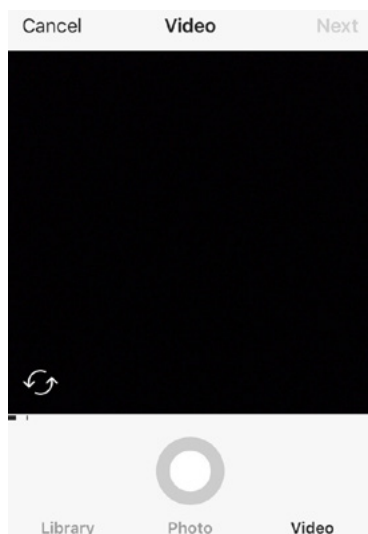


Finally, decide who you want to send to - perhaps create a training group for your course, allowing students and instructors to share with each other?

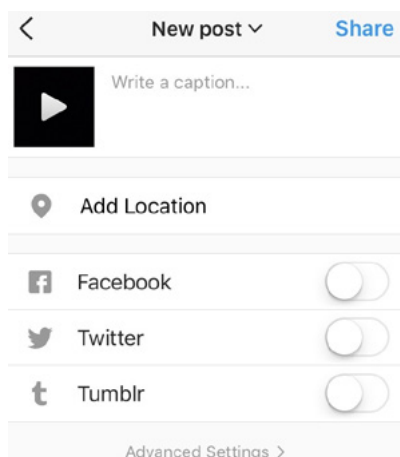


Instagram

Launch the app, and press the middle button in the bottom bar. This will take you to the screen below.



Press Video on the bottom right, and hold the circle button to create a video. This will lead you to the following screen, where you can share to multiple social networks, or send as a direct message (by clicking the arrow next to New Post). Click share, and you're done!



Best Practices

5 Essentials for Live Video

Get a strong internet connection

Delivering a livestream is great, but make sure that you have a strong internet connection. If you're streaming from mobile, which you likely are, always get on WiFi where possible. If you're on a desktop, try to get a wired internet connection. Finally, if you must use mobile data, we'd highly recommend having at least a 4G connection.

Plan Ahead

While your broadcast will be prioritised over other content, it's important to let your learners access it as easily as possible. Let your audience know in advance, and offer as many channels as possible to view the content.

Be Punctual

While accidents happen, always try to be punctual and on time. Viewers will often be on their devices in advance, and it's important that you're up and running when they check in. For example, if your stream starts at 11, you probably want to start your introduction 10.55.

Interact with your Audience

With notifications and comments enabled, your session will be interactive and your audience can get involved. If someone interacts with your stream, be sure to answer the question and respond to them directly. This helps create an open dialogue, and encourages viewers to get involved. After all, Q&A is always where the magic happens!

Encourage Viewers to Follow

The strength of your social presence is almost entirely dependent on having an audience to talk to. In order to maximise your impact, encourage users to follow you - Facebook and Twitter have a follow button built into the stream view. If they follow you, this means that the next time you're live, they'll receive a notification automatically!

Pretty cool, right? We do [love a communication trigger!](#)

Enhance Your Training

Steps for Success

This is the tricky part, but by far the most rewarding! Here's how live video can enhance your training:

Taster Sessions

A livestream offers a great opportunity to showcase the best of your course, and can help drive your course sales. Think about what common issues your audience have, and create a 10 minute video to show them how to solve that problem. For example, in health and safety, perhaps a quick introduction to PPE, and some top tips for site safety?

Live Q&A

If you've got remote students, or are receiving enquiries for your course, a live Q&A can be a great time saving tool and help you deliver meaningful, personal responses. Why not send some emails to learners asking what questions they have, and then answer them all in a 10 minute stream?

Expand Your Content

You can recycle the content from your streams to create shareable video content, both for your learning resources, and for instructional YouTube videos or website content. This means that the 10 minutes you spend on stream turns into hours of quality content, and depending on the subject, it can be valuable for years.

New Marketing Opportunities

By creating engaging content, you can drive new and relevant traffic to your website. Additionally, if you adopt eLearning as part of your training, you can use streams to steer learners towards gated webinars and content - either requiring visitors to enter an email address which you can use for future marketing campaigns, or even pay to view.

Course Promotions

Need to fill those last few seats on your course quickly? Start a livestream, and sell them live! Potential customers can ask any questions on the spot, and you can create a sense of urgency to sign up. Make sure to interact with your comments, and help them feel so at home they can't resist signing up!

Enhance Your Training

Contact Us

Ready to get evolve your training with Administrate? Get in touch!



USA

Bozeman

Tel: +1 (406) 322 3312

info@getadministrate.com



UK

Edinburgh

Tel: +44 131 460 7350

info@getadministrate.com



MENA

Beirut

Tel: +961 1 651 685

info.mena@getadministrate.com

