

TRANSCRIPT

Well...how'd it go? What your video analytics can tell you.

[Party hat celebration! With noise makers and party poppers]

Yaaaaaay! You did a thing!

You've successfully launched your video! You worked hard creating it, you shared it, you did your best to optimize it for various platforms. Now...the question every funder is asking - even if that funder is just you - is: did it work?

We live in the world of DATA. [Show data from TNG] (Not that Data.)

It's amazing (maybe slightly appalling) how much information you can gather about the people who interact with your content online. There's so much data out there, and it can get REALLY overwhelming REALLY quickly to say the least. So what metrics are important? Which things should you definitely be paying attention to, and which things are just red herrings?

If you've learned anything thus far in this series, it's probably that my answer to most questions is: It depends.

Sorry, there's no correct answer here at the end either...

It comes down to what matters most to YOU. Do you want a lot of views - meaning that people click on your content, or do you want more watch time - meaning people watched your video for longer. Do you want to know if your audience interacts with your video - likes, shares, subscribes to your channel - or do you want to know how old your audience is, how they found your video, and whether they felt compelled to continue poking around on your website to look at your other offerings?

There's so much information you can gather, and it can be fun - albeit overwhelming - to dive down your YouTube analytics, but to keep it simple and straightforward, especially for your first foray into this world, I'm going to outline a few of the main analytics that most people care about:

- ◆ **Views** - this used to be the standard metric for how popular a video is. It's worth noting that no one really knows what counts as a "view" on YouTube or on Facebook. For a while - and maybe even still - Facebook was counting anything longer than 3 seconds a view...which...don't get me started. YouTube hasn't been especially forthcoming about how it counts "views" either, so with that has come the advent of the metric "watch time".
- ◆ **Watch Time** - watch time is collective amount of time people spend watching your content. So let's say you have a 4 minute video, you have 460 minutes of watch time, that means that, altogether, your audience watched your video for a total of 460 minutes (or over 7 hours). YouTube prioritizes watch time in its algorithm, so you want people to watch more of your content.
- ◆ So then you can then look at "average duration" to see how long on average people spend watching your content - you might see an average duration of something like 2 minutes and 30 seconds of your 4 minute video - that means that on average, people are watching a little over half of your video before clicking away. It's obviously better if, on average people are watching something like 2-3 minutes of your 4 minute video, instead of 30 seconds.
- ◆ Now this is where it gets important to be thinking about these things. Say you're just using views as a count of "success" and your 3 hour video of a class lecture has 3,400 "views". Then, you do a little digging and find out that, on average, people are only watching 2 minutes of that 3 hour video...is that a successful video? Probably not. This is why it's important to get to know your analytics data, even just a little bit, to help you determine whether or not your video met your goals.

- ◆ **Engagement** - In the internet world in 2019, engagement is one of the most valuable commodities. Engagement counts as things like clicks, likes, comments, and shares. So for example, if you have a video that has 35 “views” but has 15 likes, 10 comments, and 5 shares, that tells you that though your audience is small, it is DEEPLY invested in engaging with you and your content. In fact, of all the metrics you can look at, I’m very partial to engagement, especially if you’re new to the game, and you’re trying to build an audience who is invested in you and your work for the long haul.

So now that I’ve talked about the different pieces of data you should be aware of, I think it’s important to think about the creative process in making this video as a whole. I’m a big proponent of reflection, so I encourage you to take a little time to reflect on the last several weeks of creative process in making this video: What worked? What didn’t? What would you do differently next time? Will there be a next time? How could you improve? What things could you ask for help on in the future? What questions do you still have?

Though we’ve reached the end of the Video Your Way series (sad face), I want to encourage you to keep the conversation going. I’d love to hear what worked, what didn’t, and what you wished I would have covered more (or less)! Please reach out over here on my website [address on the screen] if you’ve got comments and questions.

Want some more help? Needing a bit more in-depth guidance on your video-making journey? I’d love to talk with you about how I can help you or your organization take the next step in your video creation.

There are several ways to work with me: I provide free 1 hour consultations via phone or Zoom call to get a sense for your project, and provide some suggestions. I’ve got a workbook where you can go more in-depth, and at your own pace, with this video-making process. I also offer a virtual 5 session



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consulting series with one-on-one time to discuss your project, along with built in accountability and activities tailored to help you meet your goals.

Or, if after all of this you've decided you don't want to make videos anymore, but you'd like someone to make them for you, I do that too! I've worked with clients from a variety of backgrounds including non-profits, choirs, small businesses, individuals, and educational institutions, and I'd be thrilled to work with you!

Thanks again for joining me on this Video Your Way journey! I hope it was helpful, and please reach out if I can be of assistance as you continue your video-making in the future!

Now go forth, and make videos, your way!

Links mentioned in this video:

- Questions to Ponder and Jumpstart Activities: <http://www.developplayllc.com/vyw-week8>
- What tech do I use? www.developplayllc.com/articles/video-equipment-i-use
- Let's Talk! Sign up for a free 1 hour consultation: www.developplayllc.com/vyw-consultation
- Free Stuff! www.developplayllc.com/videoyourway-free
- Main Video Your Way page: www.developplayllc.com/videoyourway