Short-Form Video Strategies

Promote Artists With Reels, Shorts & Spotlight

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Agenda

- Overview

- Instagram & Facebook Reels

- YouTube Shorts

- Snapchat Spotlight

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Overview

Content Trends

- Dances

- Transitions

- POV

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Video Creation

- Create with **professional tools** (e.g. Adobe Premiere, Final Cut)

- Create **in-app**

Short-Form Best Practices

- Make **first few seconds** captivating

- Focus on **retaining attention**

- Encourage **replayability / repeat views**

- Make it **authentic and relatable**

- Tap into **trending moments, events, songs**

- Make use of available **creative editing features**

Creator Programs

- **Reels Play Bonus Program** ($1bn across Meta products in 2022)

- **YouTube Shorts Fund** ($100m over 2021-2022)

- **Snap Spotlight Challenges** + payouts to top Spotlight creators

- **Triller funding program** for Black Creators

Instagram & Facebook Reels

Overview

Key Facts: Instagram Reels

- Available globally in **50+ countries on Instagram**

- **Discoverable via:** Reels tab, Home feed, Explore, Stories, Profile

- Instagram is becoming more and more **video-focused**

- **Video Length:** Up to 90s

- Story editing features, **AR effects**, **voiceover & sound effects**

Key Facts: Facebook Reels

- Available globally in **150+ countries**

- **Discoverable via:** Feed, Groups, Watch, Stories

- **Crossposting Reels** to both platforms will be made easier

- New monetisation options via **Facebook Reels Overlay Ads**

Instagram's Features

- Image posts

- Instagram Video

- Stories

- Instagram Live

- Reels

Reels To Do's (Trends)

✓ Use **creative tools**

✓ Use **official audio**

✓ Inspire **recreation**

✓ Make it easily **re-creatable** (accessible & inclusive)

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Insights For Reels

- Reach

- Plays

- Comments

- Likes

- Saves

- Reels interactions

Audio

Licensing

- Music licenses across **Facebook, Messenger, Instagram & Oculus** covering **90+ territories**

- The major labels and publishers, Merlin, indie publishers, PIAS, Beggars Group, Ingrooves, Kobalt, ICE (160 territories)

- Musical expression via **user-generated-content**

- Non-music **Business Accounts have restricted access** to copyrighted music
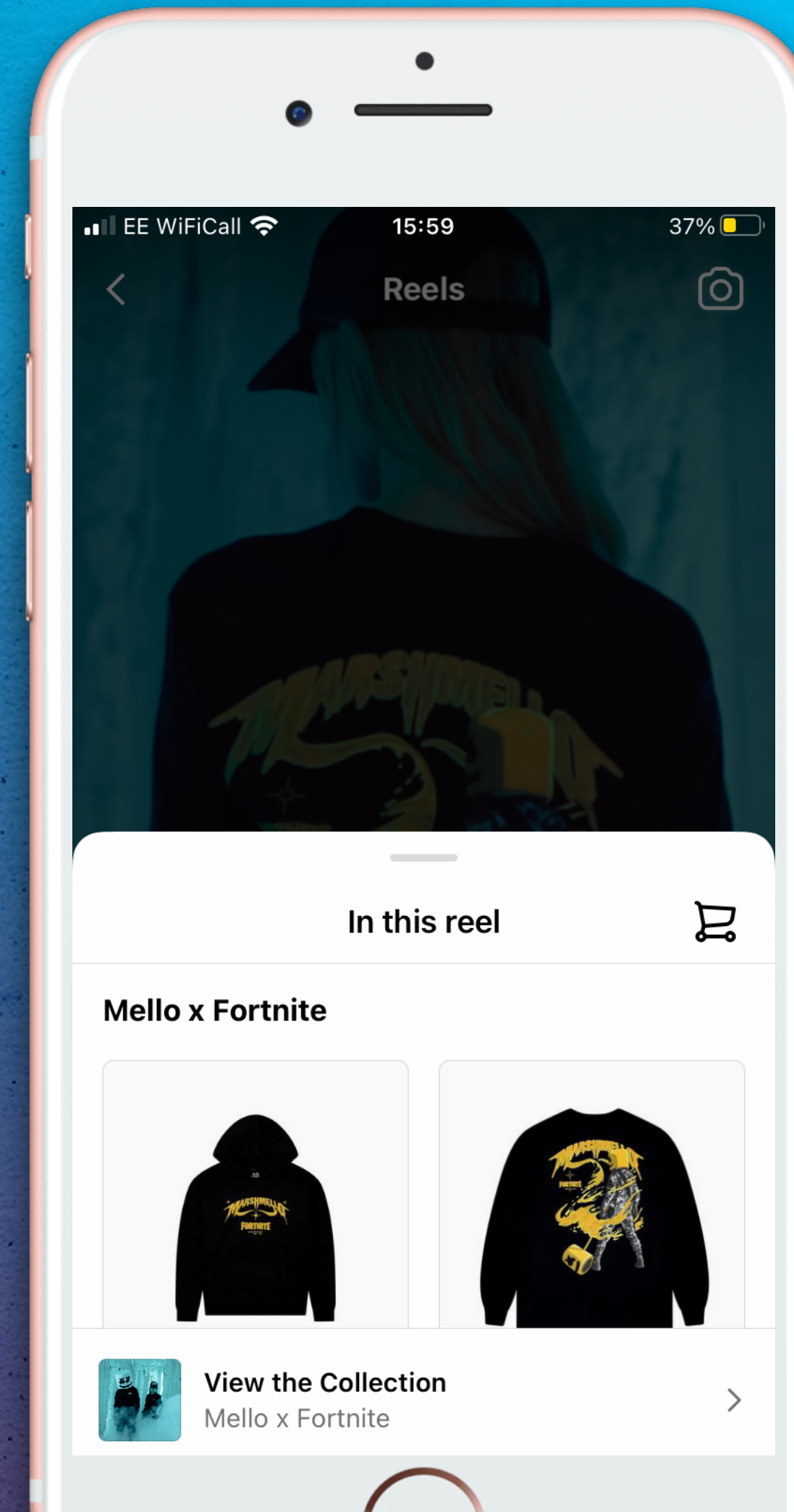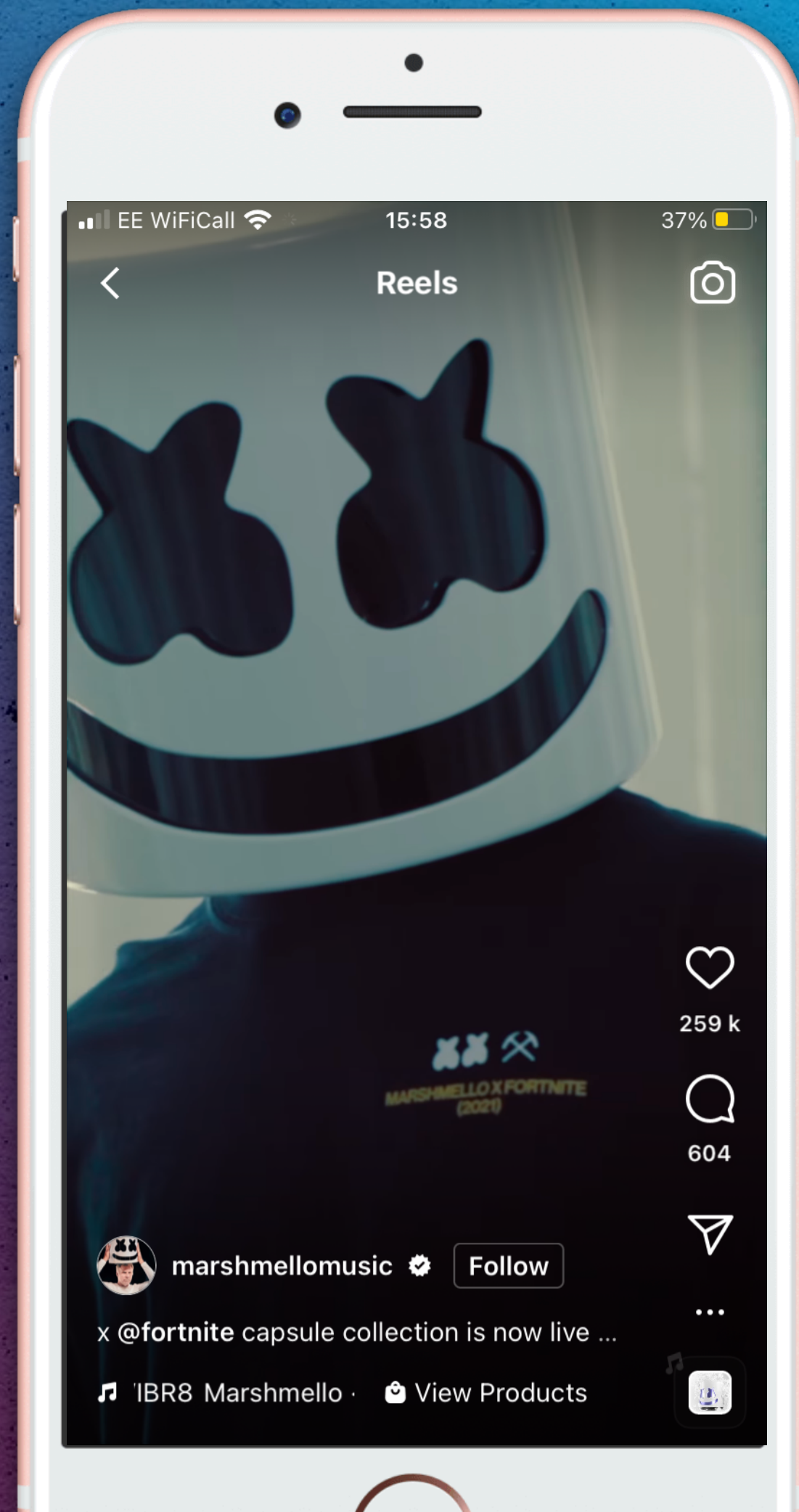
Key Features

Key Features

- Dynamic Lyrics

- 3D Lyrics

- Superbeat

- Remix

- Collabs

- Video Replies to Comments

- Shopping on Reels

- Reels Ads

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Shopping On Reels

Reels Ads

- Ratio **9:16**

- Can be up to **30 seconds**

- Upload ad asset or **boost existing Reel (recommended)**

- Reels that use **copyrighted music can't be boosted** as ads

YouTube Shorts

Overview

Key Facts

- Available **globally** in the **YouTube app**

- **Discoverable via:** Shorts tab, home, notifications, subscriptions, channel pages

- **Video Length:** Up to 60s (15s with official sound)

- **Ad-revenue share does not** currently apply to Shorts

- **Simple filters** and **green screen filter** available

Strengths & Weaknesses

- Most artists have a **YouTube presence**

- **Keep audience engaged** with shorter video content + **grow** channel

- Promote music directly on **one of the biggest streaming platforms**

- Videos with **official sounds** are limited to **15 seconds**

- **Less information available** on best practices, trends etc.

Inspiration

- **Behind-The-Scenes content** (e.g. backstage, studio, tour)

- **How-to content** (e.g. playing songs, producing, songwriting)

- **Releases:** Different Shorts around a track using the official sound

Desktop Vs. Mobile

- **Desktop:** Under 60s & uploaded in square or vertical aspect ratio

- **Mobile:** Click + and 'Create a Short'

Video Creation Features

- Speed

- Timer

- Timed text on video
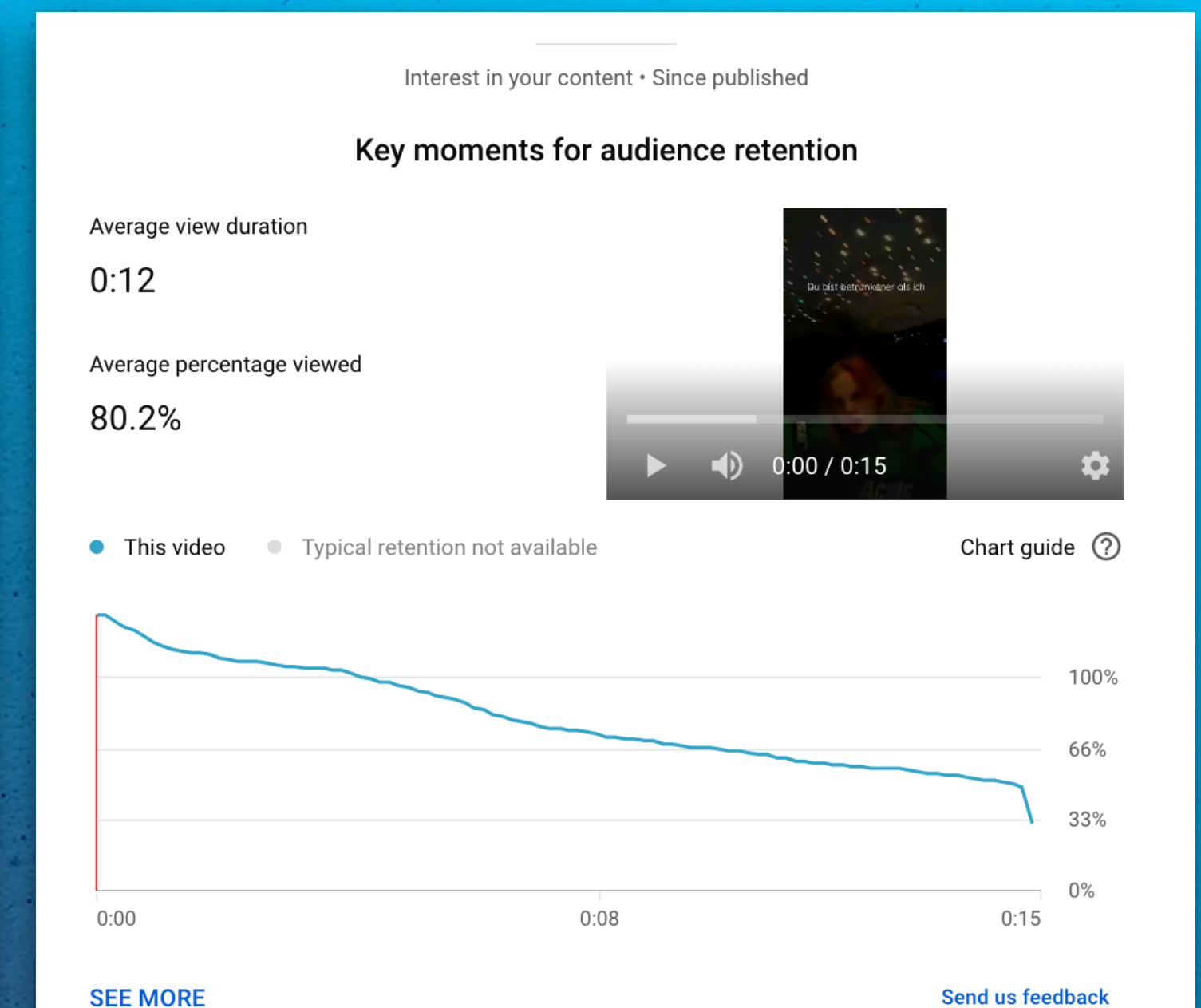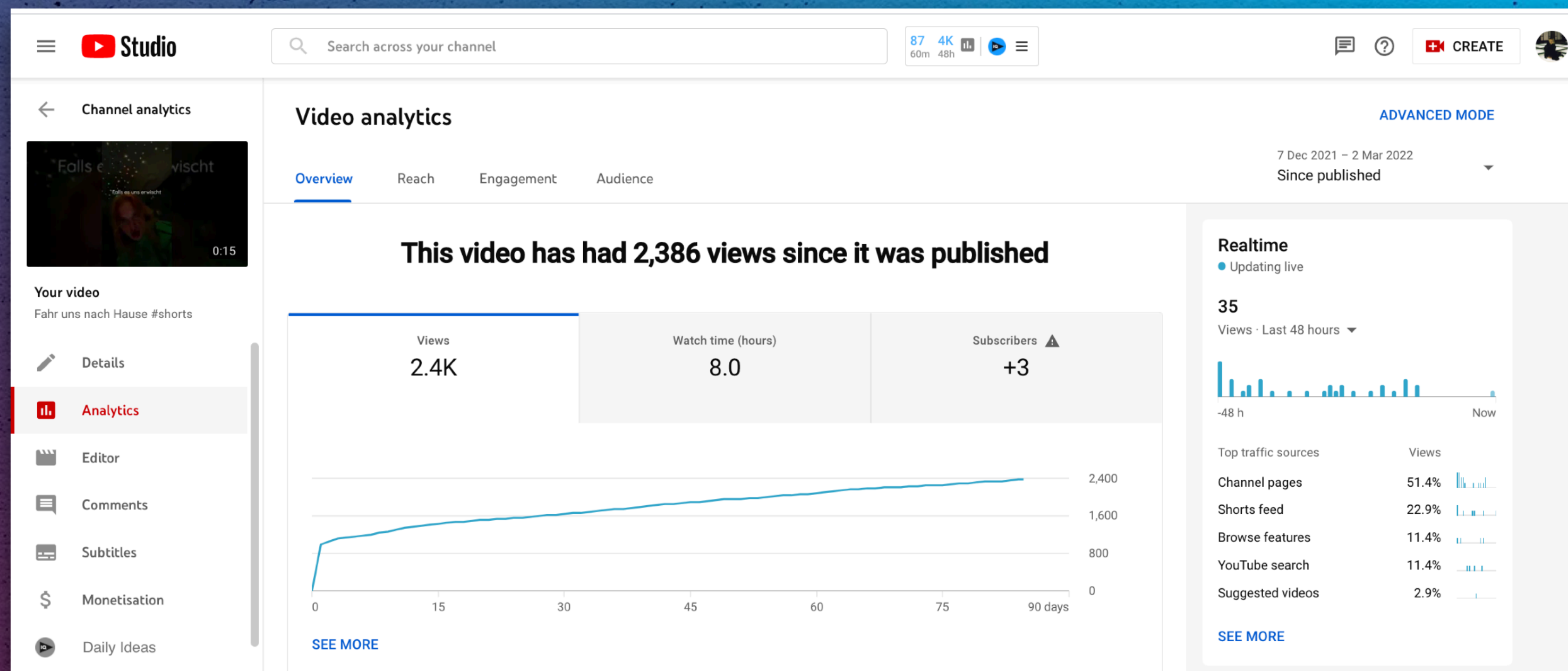
- Green screen filter

Video Optimisation

- **Title/Caption:** Max. 100 characters, #Shorts and other #s

- **Visibility** set to public

- **Description and tags** can be edited after publishing

Shorts Analytics

Audio

Adding Audio

- Add music from the **Sounds library** when creating a Short

- Click 'Create' button under **eligible videos**

- **Can be added before/after** capturing/uploading clips

- **Trim to** desired song part, re-trim if necessary

- **Adjust volume** of licensed sound vs. original sound

- In **videos with embedded sound** music is often **not recognised**

Overview

Key Facts

- **Daily Active Users** increased 20% year-on-year to **319m (Feb 2022)**

- **Top markets:** India, US, France, UK, Saudi Arabia, Nordics

- Reaches **75% of 13-34 year olds** in US, UK, France, Australia, Netherlands

- Available in **150+ countries**

- **Video Length:** 5 - 60s

- AR filters / Lenses , Cameos, Custom Stickers, Captions

Spotlight Challenges (Currently US-only)

- **Snapchatters can win cash prizes** for creating top-performing Spotlight Snaps using specific Lenses, Sounds, or #Topics

- Visit **Trending page** to find challenges

- Snap **partners with artists** to host challenges around Sounds

Public Profiles

- Share content with a **wider audience**

- User has to be **18+ years old**

- Go to **'My Profile'**

- Choose **'Create Public Profile'**

Audio

Licensing

- Multi-year agreements with **UMG, WMG, SME, BMG, Merlin, NMPA, Warner Chappell, UMPG, Sony Music Publishing, Kobalt**

- Agreements with **individual songwriters / music publishers**

- **Independent artists:** Distrokid

Get Your Sounds On Snapchat

- Use **Voisey** app to create original music

- Create **Original Sounds** in-app

Adding Sounds

- **Can be added before/after** capturing/uploading clips

- **Choose the desired song part**, remove and readd audio to readjust

- **No volume** control

- Upload **Original Audio** in-app

Key Takeaways

- Artists can use short-form video features on **Instagram, Facebook, YouTube and Snapchat**

- Videos can be no longer than **90s, 30s for Instagram ads, 15s with licensed audio on YouTube**

- **Upload content without watermarks** from other platforms

- **Use creative features** to make the short-form videos engaging

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Questions?

training@musically.com   www.musically.com