GENERATIONWHAT?

ACADEMY

town hall meeting #5

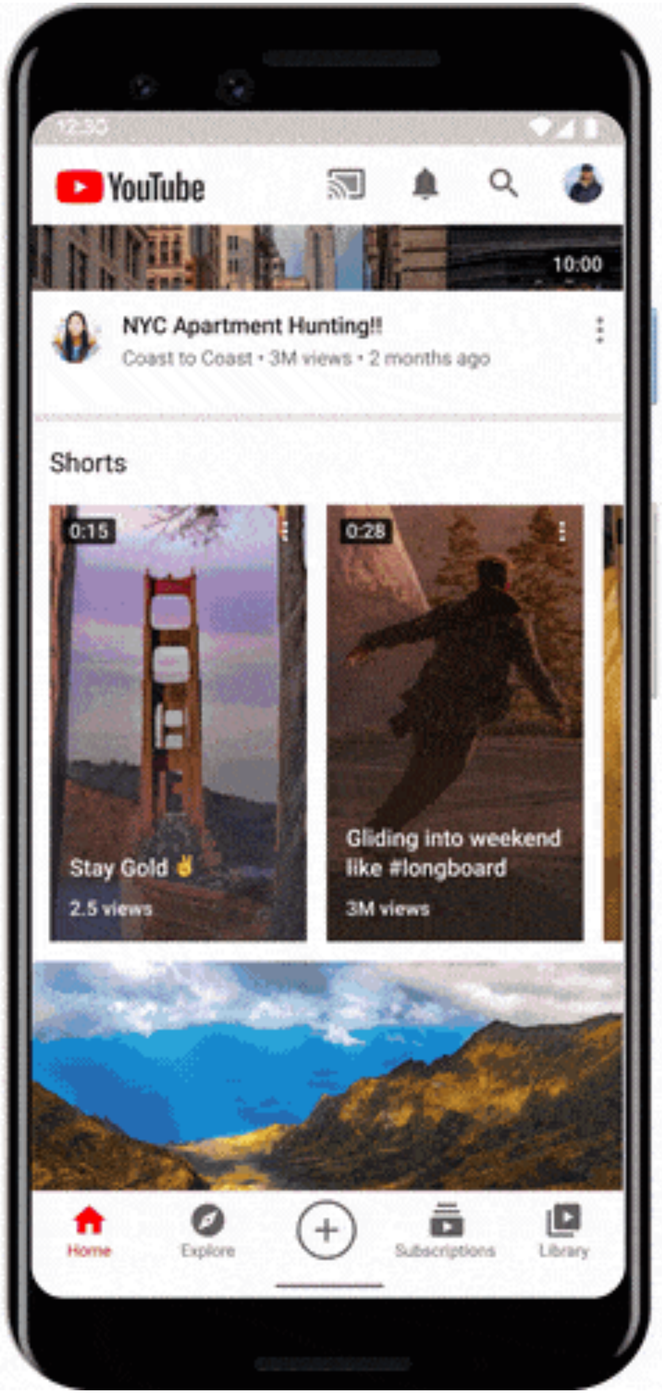
short videos - TikTok & Youtube Shorts

JCI USA

TOWN HALL #5

15 & 60 Second Videos

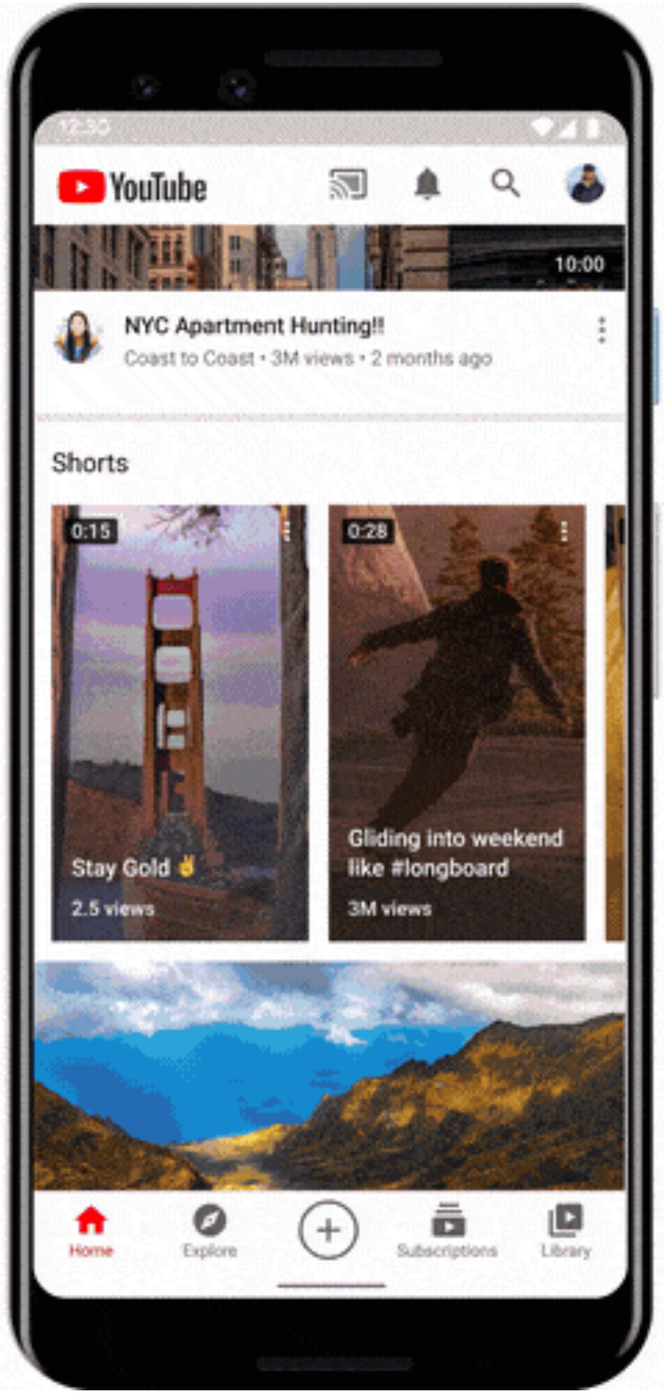
Update Your App



Short Ideas

- Quick Tutorial
- Fun Facts
- Experiment
- Tell A Story
- Summarize Article Or Blog Post
- Follow A Trend

What Is 1 Thing The Viewer Will Feel Or Take Away From Watching?



Tips For Engagement

.Be sure each video has a pinned comment
.Research popular songs appearing in videos
.Script it out: 5 sec intro, 10 5-second clips, 5 sec outro
.Include a call to action

YouTube Shorts: NEW THINGS CREATORS NEED TO KNOW
Brian
Lauren
Parents vs. Kids
861K
Dislike
3785
Share
Bottle Flip Tic Tac Toe! Parents vs. Kids -part 2!
Klem Family
SUBSCRIBE

...topped by an almost perfectly symmetrical ...
...leaves. The ceaseless beat of minute waves ...
... the rocks I sit on, make me incessantly ...
...weary and relaxed I saw my dreams today ...
...lling hills, covered with small yellow ...
...flowers, cut off abruptly, as if ...

Add Text

...the distance ... snow capped ...

2
Add Transitions

3

Add Music

4
PROMARK
CLASSIC 5B
FIREGRAIN
Add Sound Effects

5

Add A Call-To-Action