

Social Media Video: Dare to Share

July 11, 2013



SAN FRANCISCO, CA ([RPRN](#))

07/11/13 —

Have you clicked on an online video today?

It would be surprising to hear a negative response to this question. More likely the response might involve ***how many*** online

videos you have clicked on thus far today. In a recent article, *Business Insider* explores the profound effect that online social video is having on the spread of news and entertainment. Television has taken a step back. Video sites such as YouTube and mobile apps such as Vine are in the forefront, spreading content like wildfire. Online audiences, expected to double by 2016, will be discovering these videos in concise slices, as video lengths are shortened and targeted to keep the attention of the estimated 1.5 billion global viewers.

What are the trends in social video?

First, video is shrinking to accommodate mobile devices. Users want to watch video instantly and the best way to do that is to work within the technological specifications of mobile phones and tablets. Likewise, video length is shortening to make the most of the data allowance in a user's data plan.

Second, advertisers want to be able to connect with viewers without being seen as a prelude to a video or filler material

within a video. Consumers are more likely to watch an advertisement when a friend or connection recommends the brand or video via social media.

Third, viral video will continue to captivate users, earning potential customers that advertising dollars did not have to pay for. Advertisers are approaching viral video with the same goal of garnering an emotional response through demographic research, much the way traditional advertising has always done.

With this urgency to implement video in mind, RushPRNews wants to drive press releases to as many social media outlets as possible, which is why the **[Social Media Blitz](#)** package was created. Releases will appear on Twitter timelines and Facebook feeds, as well as on sites such as Reddit, Google+, Tumblr, StumbleUpon, LinkedIn, and many more. Your YouTube video will be right alongside the news you want to present and will engage the viewer and urge him or her to share with other outlets or connections. Go to <http://rushprnews.com/services> to view our service packages, including our **Social Media Blitz** package, which is a cost-effective, add-on value to your main package.

If you haven't already, explore the RushPRNews.com site. Check out our [resources](#) page to see the types of YouTube videos we've done to promote our own business. Or go directly to our [YouTube Channel](#) to see all of our videos.

Social online video is now and the future—be a part of it!

Media Contact Name: Jennifer Woodfield

Media E-mail: jwoodfield@rushprnews.com

Media Phone: (866) 982-1116 ext 1

Media Web Address: <http://www.rushprnews.com/login>

Main image credits: Image courtesy of stockimages at

Filed Under: [BREAKING NEWS](#), [Technology](#), [MARKETING](#),
[ADVERTISING](#), [PR](#), [New Media - WEB 2.0](#), [Social Media](#), [PRESS
RELEASE](#)

RUSH PR NEWS newswire and press release services at rushprnews.com /
Anne Howard annehowardpublicist.com

Content- Legal Responsibility - All material is copyrighted - You may repost but you MUST link back to the original post on your page and acknowledge Rush PR News as the news source. Rush PR News is not legally and/or morally responsible for content of press releases, opinions expressed or fact-checking.

Rush PR News cannot be held legally responsible for material published and distributed through its newswire service or published in its press-room and therefore cannot be sued for published material. Third-party must be contacted directly to dispute content.

Rush PR News is not the contact for material published.