Social Media Video: Dare to Share

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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!

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