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[SYMPHONY TALENT]

CONTENT MARKETING TRENDS

April 2020

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Live Video Sees a Resurgence

BRIEF: Physical isolation means many brands and people are turning to Live content for an interactive experience.

TAKEAWAY: Now is the perfect time to test a live digital experience. Consumers are becoming more familiar with live products and functionality is improving.

Instagram Live Usage Skyrockets

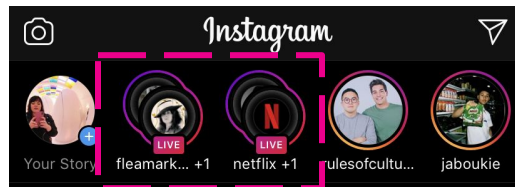
Instagram Live has seen a 70% spike in usage compared to pre-coronavirus metrics, inspiring Instagram to re-prioritize the product and add new features.

Two account Live videos are especially popular and allow for more natural conversation or interviews. These are also great for cross-promoting accounts.

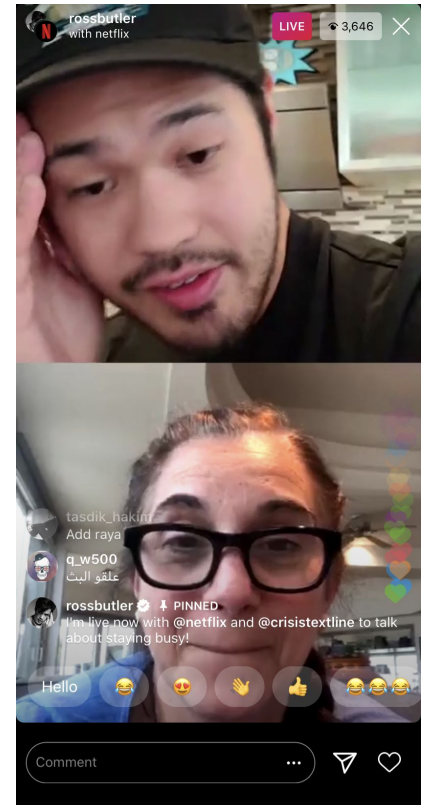
Updates

- You can now view Live videos on desktop and share the broadcast URL.
- Instagram is currently testing functionality that would allow you to re-share Live videos as IGTV content.

View Live Videos In Front of The Stories Feed



Two Account Live Example

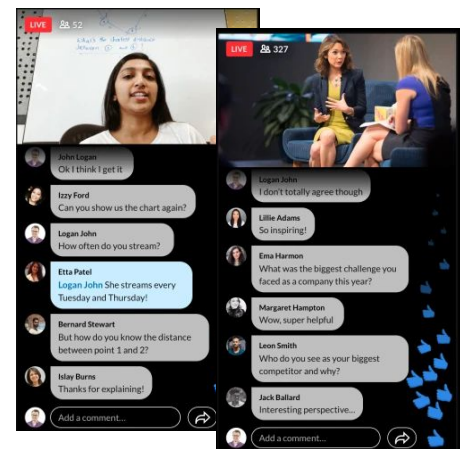


LinkedIn Live

LinkedIn's Live feature is still in beta and available by invite only.

According to LinkedIn, "Live videos average 7x more reactions and 24x more comments than native video produced by the same broadcasters."

No update on when LinkedIn Live will roll out to the general population.



Live Video Use Cases

- Broadcast keynote speakers at events.
- Each week, invite an employee to go Live with your account to share their experience.
- Tour of a trade show or career fair.
- Recruiter Q&A.

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Case Study: COVID-19's Affect On Healthcare Communication

BRIEF: Communicating hiring needs in the healthcare industry during the COVID-19 pandemic drove engagement across social media channels.

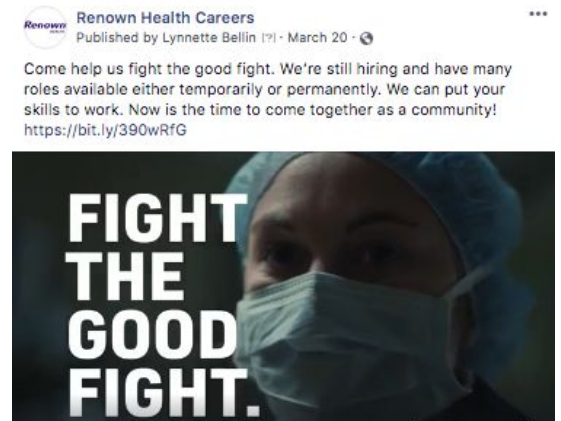
TAKEAWAY: Transparent messaging that is timely and relevant builds trust and draws people into your community.

Challenge

Communicate Renown Health's ongoing hiring needs while being mindful of COVID-19's drastic effect on the world, the job market, and the candidates personally. Quickly update existing strategies for the ever-evolving situation.

Solution

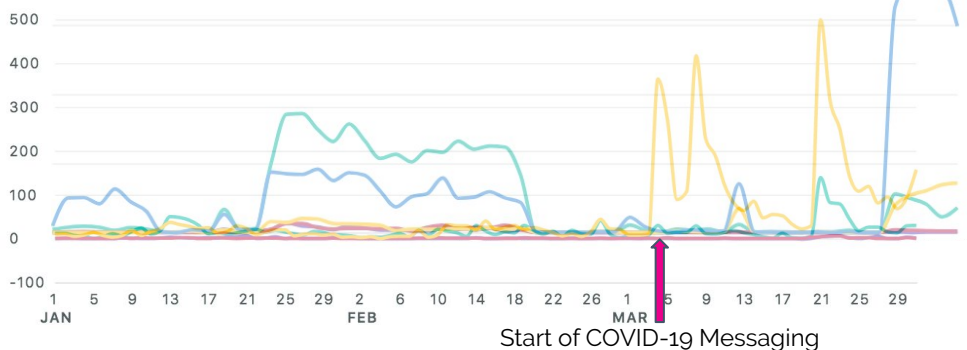
Create editorial and social content to support hiring initiatives, directly addressing the pandemic's effect on Renown and its candidates. Key content themes include transparency, community, and recognition to healthcare workers during this stressful time. Content is supported with an ad buy.



Results

Renown Health saw increases in impressions and engagements as COVID-19 messaging was shared alongside monthly editorial content.

Engagements, by Day



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THANK YOU