I read some research recently that indicated more than 66% of online video viewers turn it off at the two-minute mark. True or not, it’s pretty close to my experience. For a captive audience at a live event, banquet, or other presentation—fine, you can go longer. But when it comes to an online video, keep it short. I continue to see more and more corporate videos, donor development presentations, and promotional video projects at 8, 10, or even 15 minutes. When I ask “Why?” I get the same old answer: “We just had so much information to share.” Baloney. Online producers understand one big rule: Print is about information. Video is about emotion.

If you want to clobber your audience with the sheer weight of numbers like sales figures, how many people you’re feeding, outreach statistics, product specs—then write it up in written form and hand it out. They can read at their convenience. But when it comes to an online audience, they’ll always connect better through meaning and emotion. Inspire them, don’t just inform them.

In the Wall Street Journal recently, columnist Peggy Noonan said something similar about political speeches:

“Politicians give 54-minute speeches when they don’t know what they’re trying to say but are sure the next sentence will tell them. So they keep talking. They keep saying sentences in the hope that meaning will finally emerge from one of them. A 54-minute speech is not a sign of Fidel-like confidence, or a love for speaking. A 54-minute speech is a sign of desperation.”

She went on to describe a particular recent speech by President Obama:

“It was a speech about everything—renewable energy, tax credits, Abraham Lincoln, tax loopholes, deficit imbalances, infrastructure, research and development incentives. But a speech about everything is a speech about nothing. I listened once and read it twice: It wasn’t a case for re-election, it was a wordage dump.”

An effective online video—like a political speech—is not a “wordage dump.” It’s about meaning. It’s about moving your audience toward action.

Short films and online videos can be one of the most effective ways to connect with an audience. But next time, keep it moving, give it meaning, and keep it short.

—Phil Cooke is a filmmaker, media consultant, and author of “One Big Thing: Discovering What You Were Born to Do.” Check him out at philcooke.com.
SAC Convention 2012

From top, left to right: Kimberly Luste Maran, SAC president, gives announcements during the Friday morning program.

SAC Board members: Kimberly Luste Maran, president; Deena Bartel-Wagner, rep. for print media; Irisene Douce, registrar; Dan Weber, associate executive director; George Johnson Jr., executive director; Kortnye Hurst, assistant vice president for recruitment; Lynetta Murdoch, recording secretary; Tammy Fisher, vice president for communication; Pat Humphrey, vice president for membership and web services.

From top, right to left: Steve Vistaunet, past president; Mike Mennard, rep. for communication education; and Brian Weed, assistant vice president for recruitment.

Sabbath lunch under the trellis.

Laura Samano of Guide Magazine accepts the Award of Excellence on behalf of Vibrant Life Magazine.

Kristina Lockhart of the Texas Conference is the 2012 recipient of the Young Professional Award.

Excellent view from Sandia Peak.

Charlotte Ishkanian of Adventist Mission is the 2012 recipient of the SAC Lifetime Achievement Award.

Dawnette Chambers of Oakwood University is the 2012 recipient of the Student Award.

Yeehaw! George Johnson tries on a cowboy-type hat.
From top, left to right: DeVon Franklin presented a Friday evening program based on his personal testimony and his book, *Produced by Faith*.

The SAC Praise Band.

What does Bryant Taylor have up his sleeve—never a dull moment with TechTalk!

Pastor John Lomocang delivered the Sabbath School program with interactive questions.

Costin Jordache of the Texas Conference delivered the Sabbath morning program.

We love our sponsors! Thanks Cassie Marching of AdventSource.

The Friday morning keynote address was given by Julia Duin, a former reporter of the *Washington Times*.

Jeff Crilley knows what the media wants and is able to share it through his many workshops.

Kimberly Maran presents the Saturday banquet performers with stuffed animals for children who live on a local Indian reservation.

All smiles!
Facebook Events for Ministry
TechTalk with Bryant Taylor and Chip Dizard

Getting the word out for your ministry can be a daunting task, but if you use Facebook Events it can make it very easy. Facebook has built-in tools for event sharing, updates, and more.

Go Viral With Every Event and Outreach

People you invite through Facebook can invite their network of friends. Your ministry’s event also shows up in their news feeds, all of which serves to increase the visibility of your ministry. Not only is your ministry gaining visibility to a much larger audience this way, but each Facebook invite is much more effective than a random flyer because it’s a personal invite from a friend.

See Who’s Been Invited

Facebook lets you see who’s attending, who’s not, and who hasn’t replied to the invite. This is great if you have friends in common with other people involved in your ministry. Now you can avoid having someone get the same invite from you and 30 of your friends. Seeing who’s invited can also help you make sure that nobody gets left out or falls through the cracks.

Send Event Updates

With a Facebook event, you can send messages to those attending your event to let them know about changes in plans, venue rules, or background information about the guest of honor. And if your ministry is doing a really big event that requires you to do a lot of early planning and promotion, like a spring break mission trip, an occasional message can help maintain excitement and build buzz for your event.

Key Points

I don’t recommend tagging multiple friends for an event because that may become annoying to some people. The best way is to create an event so they can see who is attending and it gives your event instant social proof. I would also suggest creating a banner for your event 851 x 315 so your key organizers can post it as their Facebook profile banner. This is an effective way to get attention to your ministry event using Facebook.