

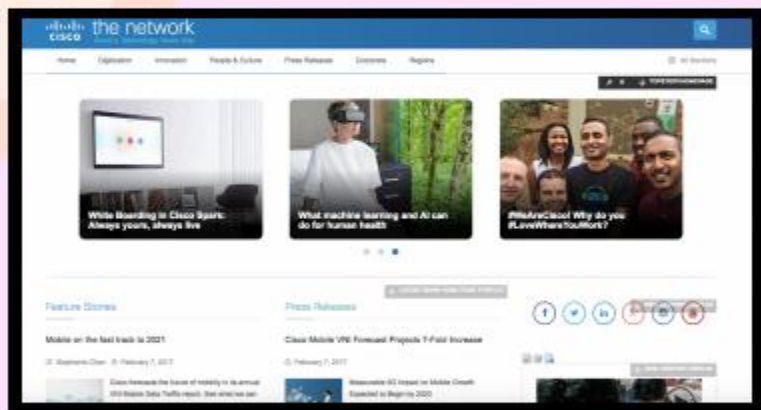
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**YOUTUBE:  
MAXIMIZE USER  
ENGAGEMENT**

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# CISCO'S *The Network*



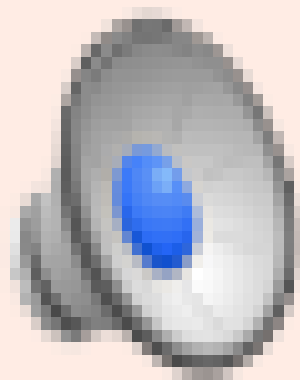
- Editorial site to publish stories and videos
- Some Cisco-focused, some non-branded content
- Non-branded content helps position the brand as a thought leader

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**THE VERGE**

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**THE VERGE**

**ON-BRAND, BUT NOT BRANDED  
CONTENT**

**TALKING HEAD, TRANSFORMED**

**ANIMATION**

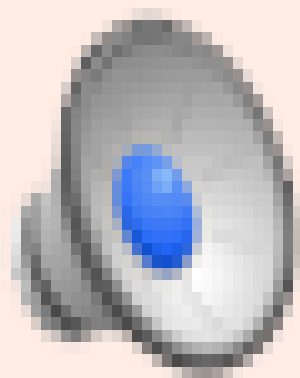


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**WIRED**

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**WIRED**

# MEDIA INFLUENCER UTILIZING SOCIAL MEDIA CLEAN, MODERN SET



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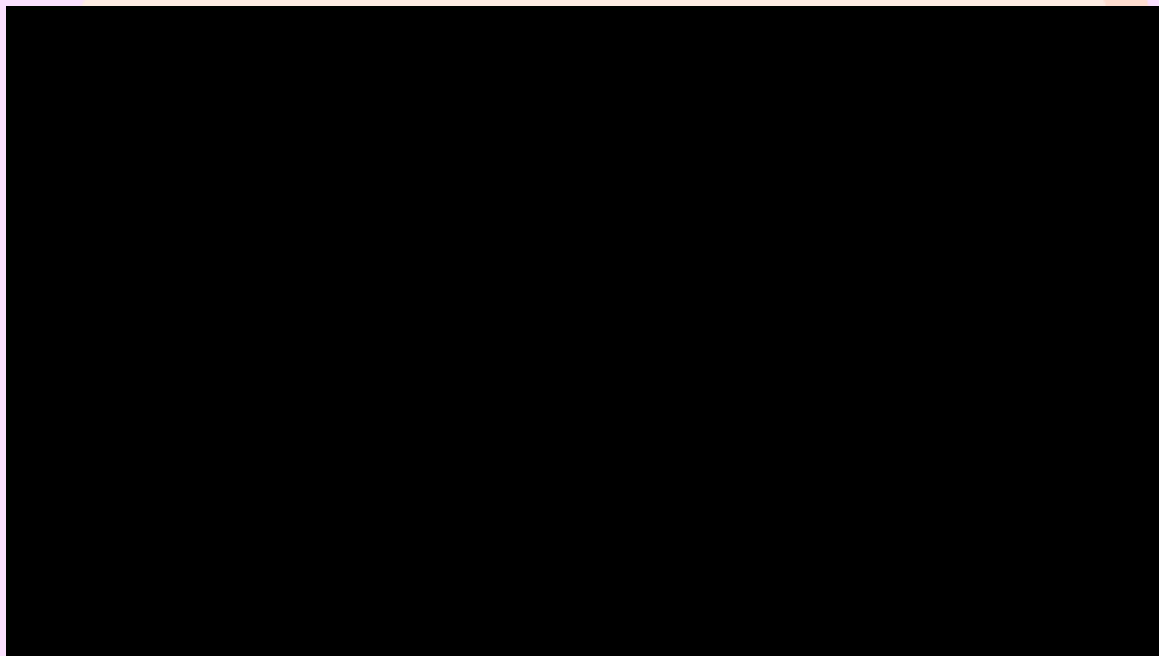


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**CISCO**

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**CISCO**

**ENGAGING HOST**

**TURN SOMETHING COMPLICATED INTO  
SOMETHING FUN**

**AUTHENTICITY**



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# PROMOTING YOUTUBE THROUGH SOCIAL

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Create a cross-promotion strategy  
What is your end goal?



## SHORT AND SWEET

Consider a clip 30-60 seconds long

## POST NATIVELY

Make it easier for your followers to watch!

## TRY SUBTITLES

Many channels don't play audio automatically.



*#shakeupshow @stephellenchan*

# BEST PRACTICES

- YouTube is an incredibly powerful and saturated platform, try utilizing non-branded content
- Learn from successful content creators
- Create a consistent hub of relevant, user-first content
- What is the goal of your video?
- How can you make your video most accessible to others through your social channels?