

5 tips for scroll stopping video

Follow these five best practices to make your next video memorable, shareable, and replay-worthy.

Hook the audience

Build in an intriguing set-up or dynamic set of actions to hook the viewer in the first few seconds.

What is a hook? Some ideas:

- Intriguing set-up
- Close-up shot
- On-screen graphic that sparks curiosity
- Quick movement or action

Flash that logo

Feature your brand logo or product at the beginning of your video to drive brand association from the start.

Feature people

Consumers are naturally drawn to human faces. Including people in first few frames has been proven to significantly increase view rates and drive 2x higher retention.¹

Tell a story

Focus on setting up a problem that gets resolved in the end. Make sure your sequence of events are easy for viewers to follow.

Include captions

With 93% of Twitter videos being viewed on mobile devices it's important to have a sound off viewing strategy. Think of the moment you're commuting or waiting in line at the coffee shop and don't have your earbuds in. Use captions and visual cues to pull the viewer through the video and make it easier to process.²

¹Nielsen, DAN + Twitter Video Content Best Practices Research, May 2015

²Twitter Internal Data, July 2016

