

CREATING BUZZ- WORTHY VIDEOS

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BACKGROUND- About Daysha

- Video Producer @BuzzFeed
- Been there a little over 3 years.
- Generated over half a billion views from content produced.
- Focus area of content: Race, gender, body positivity, sexual health, female empowerment, spoken word poetry, unscripted/docu-series.



BACKGROUND- About Work Environment

- Produce 4-6 videos per month (1-1.5 videos a week).
- Small crew; usually producer and one intern.
- Little to no budget; average is around \$300.

WHAT IS BUZZ-WORTHY MEDIA?

Creating content on a trend/conversation that causes this content to be rapidly circulated in a short period of time.

- Time (a lot of eyes in a short period of time).
- Relevancy (why do people care about it).
- Sharing (why do people want to circulate it).

MEN TRY BIRTH CONTROL PILLS FOR A MONTH (CLIP)

YouTube 7-day Views: **2.3 M**

YT Lifetime Views: **5 M**

Facebook Lifetime Views: **2 M**

Facebook Shares: **17,000**



MAKING BUZZ-WORTHY CONTENT

The story/characters

- Why would the viewer want to attach themselves to this journey/person on the journey?

Organic Stakes

- Introducing insurance cards in the birth control pill simulation (Men Try Birth Control).

MAKING BUZZ-WORTHY CONTENT (cont'd)

The Buzz

Gas stove analogy

- Can be created or capitalized on.
- Trending topics
- Common conversations not talked about in the open (hidden truths).
- Consistent moments/events in everyday life.

Honesty

- Authenticity and thoughtfulness are very important.

MAKING BUZZ-WORTHY CONTENT (cont'd)

Length

- Do you give your video an appropriate amount of time to tell the story you want to tell adequately?
- Do not undershoot or overshoot; give the amount of time that does the story justice.

QUICK TIPS

- Always be thinking about the rapidly moving internet culture that your media lives on.
- A good video doesn't always mean a buzz-worthy video and vice versa; which one is more important to you.
- There is no magic formula to creating buzz-worthy videos, so just create!