BEST PRACTICES TO GUIDE YOUR ONLINE CONTENT

TWEET ▶ 100 CHARACTERS

- Get a 17% higher engagement rate, 71-100 words get more retweets since they allow people to add their own commentary.

FACEBOOK POST ▶ UNDER 40 CHARACTERS

- More engagement with posts, including likes. If you can't keep it to 40, at least keep it under 80. Less than 80 character posts receive 66% higher engagement.

HEADLINE ▶ 6 WORDS

- First and last 3 words count most. If you want the whole thing read, keep it to 6 total.

TITLE TAG ▶ 55 CHARACTERS

- This is the line that shows up in Google results. They can get cut off with an ellipse so short and clear is best.

GOOGLE+ HEADLINE ▶ UNDER 60 CHARACTERS

- Write a really great first sentence.

SEMINAR ▶ 18 MINUTES

BLOG POST ▶ 7 MINUTES TO READ

- 1,600 words tops, more like 1,000 if there are photos/graphics

DOMAIN NAME ▶ 8 CHARACTERS

EMAIL SUBJECT LINE ▶ 28-39 CHARACTERS
(although the content matters more)

- Timely, useful information or information the reader needs to know gets the best opens. Reminders, exclamations, sales, and help content get the lowest open.

VIDEOS

- There are several styles of video and we mostly use one of these three: entertainment, business, or subject/course matter.

- Always capture attention in the first 5-10 seconds regardless of the style. Start with information you want them to know or something to hook them, then give your name later (or give your name/title in a text overlay).
  Example: http://www.bu.edu/ar/2013/saturno/

- Videos that have someone speaking and also show what they are speaking about work better—mixing up content keeps attention. For example, if a professor is talking about melting icebergs, show them speaking then switch to a shot of melting icebergs.
  Example: http://www.bu.edu/buniverse/view/?v=I8Qmv1C

Source: http://thevideoeffect.tv/2013/05/08/online-video-attention-span-how-long-should-a-video-production-be/

- Entertainment videos are in the 30-second range.

- Business videos are 2-3 minutes max. Business videos should make people want to learn more about us on their own. The videos should engage and excite. It shouldn't be the only way to get important content.

Source: http://dmakproductions.com/blog/what-is-the-ideal-length-for-web-video-production/

- Subject/course matter: 6 minutes.

Source: https://www.edx.org/blog/optimal-video-length-student-engagement#.U3Dcba1dV_g

WEBPAGE CONTENT

See PDF of 10 Ways to Improve Your Web Content by Interactive Design.

1. Know your users.
2. Be concise.
3. Organize intuitively.
4. Emphasize keywords.
5. Format like a designer.
6. Build on substance.
7. Write with style.
8. Use meaningful visuals.
9. Embrace scrolling.
10. Keep it up.

Do everything from a user perspective—our org chart shouldn't necessarily dictate their experience on the site.