



# 10 TAKEAWAYS TO REINVENT YOUR VIDEO STRATEGY

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## VIDEO IS FOUNDATIONAL TO MODERN JOURNALISM

Video isn't just about TV anymore. All news audiences rely on video more than ever to stay informed.

2



## PRIORITIZE VIDEO ON DIGITAL PLATFORMS

Most audience engagement happens on digital and social platforms — make digital video central to your strategy, not an afterthought.

3



## DESIGN VIDEO FOR ONLINE BEHAVIOR

Digital audiences multitask, scroll quickly, and engage in short bursts; structure your content to fit these patterns. Let them know where they can go to dive deeper.

4



## RIGHT FORMAT, RIGHT PLATFORM

A one-size-fits-all approach won't work; what succeeds on YouTube differs from Instagram, TikTok, or LinkedIn.

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## BUILD A NEXT-GEN STORYTELLING TEAM

Blur the lines between reporters, producers, designers, and data analysts to create dynamic, digital-native storytelling teams that include Millennials and Gen Z.

6



## AUTHENTICITY OVER PERFECTION

Audiences connect with raw, real, and unpolished content. Don't let traditional production values slow you down.

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## SPOTLIGHT UNDERREPORTED STORIES

Go beyond the mainstream cycle and use video to elevate critical stories that are often overlooked.

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## LEVERAGE ANIMATION TO INFORM

Animation remains a powerful tool for explaining complex topics, visualizing data, and engaging audiences.

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## EXPERIMENT, ANALYZE, AND ITERATE TO INSPIRE

Use any and all available metrics to track what works and what doesn't — let audience behavior guide your next move while encouraging creative risks.

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## INNOVATE LIKE THE FUTURE DEPENDS ON IT, BECAUSE IT DOES

Embrace emerging formats, new storytelling methods, and bold ideas to stay ahead in a fragmenting media landscape.