

#BlueJeansForBetterBusiness

Businesses Helping Businesses

Social Media Video Contest/Campaign

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Why do a video contest/campaign on social media?

Users are attracted to video content: Video content consumption is increasing in relation to other types of content generated on social media. If the content is of value to a visitor, then video is the best way to attract visitors with that content and potentially expand its reach and any brand associated with it.

According to a recent WordStream post, 82% of Twitter users watch video content on Twitter and 45% of people watch more than an hour of Facebook or YouTube videos a week.

Quality content generated by users: With a video contest on social networks, you receive video content generated by your followers, and by customers you have contacted via other channels, for the rest of your followers to consume. If you do a good job, you can then use that content for your brand's actions.

Video contests can get you more engagement, establish your brand as a resource and drive more business.

Supporting The BlueJeans For Better Business Social Media Video Contest/Campaign Businesses Helping Businesses

How will the campaign be supported?

Web Pages: Design and create pages targeted to small businesses (off the Ecom domain or the PWS) that speaks to Businesses Helping Businesses and the creation of a video library (repository) of general business tips and best practices for helping to push business forward generated by the small businesses and entrepreneur community. The entry web page will talk about what we are looking for in videos, and the giveaways as incentives for these videos. There will be a rules page. There will be video repository page.

Social Media: Schedule various promotional posts letting users know about the call out for videos that feature business tips and best practices, the prizes, and then direct to the supporting web page for more details.

Blog: Write a blog post about the call out for videos, linking to the official rules and the entry details. The blog is a great place to go into more detail about the campaign, prizes and the expectations for the submitted videos.

Email: Send out an email blast sharing the same type of information given in social media posts and direct email recipients to the supporting web page.

Social Media Ads?: Possibly running ads on social media to help grow awareness about the campaign, growing our audience and indirectly our organic audience as they participate and generate content.

Web Page Content / Messaging

- Entrepreneurship is the backbone of economies. Creative, hardworking people with great ideas, lead innovation with businesses that meet the needs of customers while creating jobs for many.
- Running a business takes dedication, and that isn't always easy, there can be peaks and valleys. Those who have perseverance, strong plans and focused goals can set their businesses up for success and growth.
- But businesses can always use help, especially right now. Not only to sustain, but to grow and to improve how business gets done.
- That help is out there, plenty of it. It comes in the form of knowledge from the greater community of businesses and fellow entrepreneurs, who through their experiences have learned to adapt and innovate.
- To access it, we just need to share what we know with each other, so that we can all win together and come out stronger than before.

Web Page Content / Messaging Continued

To help each other, let's create a repository, a video library of general business tips and best practices that can help to push business forward. When we share, we all learn and come out stronger than before.

To be a part of this community of like-minded entrepreneurs and businesspeople, create, upload and share a business tip or a best practice video that has helped your business to endure and thrive. Share your video on your business's favorite social media platform YouTube, Twitter, Instagram, Facebook or LinkedIn, and include a short description and the hashtag [#BlueJeansForBetterBusiness](#).

Your video doesn't have to be complex, just something that you can share that made a difference and affectively helped your business. Your video doesn't have to be long. Whatever length is needed to fully share a business tip or best practice is acceptable, but please note, being concise while being comprehensive, generally will make for a better teachable video.

Rewards

As an incentive, once a week, the BlueJeans team will award two submissions either a 6-month Pro Meeting Plan or a 2-month 100 Attendees Webinar Plan, awardees' choice. If you already have a plan, you will be given the equivalent discount for your current plan.

Those two videos will be posted on the BlueJeans for Better Business Video Library page. All other entrants whose videos get posted to the BlueJeans For Better Business Page that do not win a free 6-month plan, will receive a 20% discount coupon code to use towards the purchase of 6-month Pro Meeting Plan or a 2-month 100 Attendees Webinar Plan, or to use on any one current BlueJeans' subscription meeting or webinar plan. And just because your video didn't win one week, it can still be considered in future weeks if it made it to our BlueJeans for Better Business Video Library page.

Campaign Webpage Mock-up

Businesses Helping Businesses

#BlueJeansForBetterBusiness

Create, Upload and Share A Business Tip Or A Best Practice Video For A Chance to Win and Help Others



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To access it, we just need to share what we know with each other, **so that we can all win together and come out stronger than before.**



#BlueJeansForBetterBusiness Video Library

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For further contest details and official rules, [click here](#).

BlueJeans For Better Business Video Library

Businesses Helping Businesses

Below are Videos from the Community of Entrepreneurs and Businesses with the Tips and Best Practices that Have Helped Them to Endure and Thrive

Campaign
Webpage
Mock-up



Tips For Your Small Business (Investing, Marketing & Hiring)
100,877 views · Aug 7, 2020 4.3K 100 SHARE 0 SAVE



Business Tip: Be Prepared to Walkaway!
5,845 views · Jan 7, 2019 347 0 APPLAUD 0 SHARE 0 SAVE



STOP Beating Yourself Up & Overthinking and Instead do THIS (There's a way out for YOU)
11,171 views · Mar 3, 2019 2.4K 19 SHARE 0 SAVE



How to Look Good on Video Calls (Zoom/FaceTime/Skype) | Blogger's Secret!
8,763,626 views · Mar 27, 2020 1.6K 1.7K SHARE 0 SAVE



ZOOM FOR DUMMIES!
111,142 views · Mar 19, 2020 2.4K 118 SHARE 0 SAVE



How to Look Good on Zoom with CLASSIER [Day & Night Lighting Set up NO SQUARE]
76,104 views · Aug 24, 2020 4.7K 70 SHARE 0 SAVE



why i stopped faking faces...
2,091,757 views · May 3, 2020 8K 11K SHARE 0 SAVE



How to use Breakout Rooms in Microsoft Teams
133,734 views · Mar 19, 2020 8.4K 11K SHARE 0 SAVE

#BlueJeansForBetterBusiness Businesses Helping Businesses Video Contest Rules

Who can enter? Any business that is not on an active BlueJeans' Enterprise meeting or Enterprise webinar plan. Enterprise plans are typically plans administered by larger organizations.

Eligible Countries

Legal residents of Argentina, Australia, Austria, Belgium, Bermuda, Brazil, Canada, Cayman Islands, Colombia, Denmark, Finland, France, Germany, Ireland, Italy, Japan, Jersey, Korea, Latvia, Malaysia, Mexico, Netherlands, New Zealand, Norway, Portugal, Singapore, South Africa, Spain, Sweden, Switzerland, Thailand, United Kingdom, United States

The Contest is subject to all regional regulations, as well as the rules dictating YouTube, Twitter, Facebook, Instagram and LinkedIn submissions.

All participants must be at least 18.

How to Enter. Create, upload and share a business tip or a best practice video that has helped your business to endure and thrive. Share your video on your business's favorite social media platform YouTube, Twitter, Instagram, Facebook or LinkedIn, and include a short description and the hashtag #BlueJeansForBetterBusiness. All videos must be made viewable to the public.

Video orientation: All videos must be filmed in the widescreen or horizontal screen orientation.

How many videos can you submit? Businesses can submit one video per week.

How long should the videos be? Video length is up to the participant's discretion. Whatever length is needed to fully share a business tip or best practice is acceptable, but please note, being concise while being comprehensive, generally will make for a better teachable video.

How are winners determined? The BlueJeans team once a week will decide which new videos, they feel can potentially make the biggest impact for businesses. If any previous week's video that did not already win but was posted to the BlueJeans for Better Business page is determined to be better than the most recent submissions, then that video is still eligible to win one of the current week's top two prizes. If the team determines that there are no new videos from the new week or previous weeks that can substantially help to push business forward, then no winners will be chosen that week.

What are the prizes? [6-month Pro Meeting Plan](#) or a [2-month 100 Attendees Webinar Plan](#) to winning submissions.

For all videos that get posted to the BlueJeans for Better Business page that did not win a free plan, a 20% code to use towards the purchase of a [6-month Pro Meeting Plan](#) or a [6-month 100 Attendees Webinar Plan](#) or to use for any one current BlueJeans' subscription meeting or webinar plans.

Agreement to Official Rules. By participating, Entrants agree to abide by and be bound by these Official Rules and the decisions of BlueJeans, which are final and binding in all matters relating to the Contest.

Permission. Permission to use a participant's video will be obtained with a reply from the content creator on their own social media channel where their video was posted, consenting to use their video on the BlueJeans' website and other marketing material or ads. A reply with the #ShareItBlueJeans will give BlueJeans this consent. An email will also be sent asking for that same permission.