



Putting Your Videos to Work

ILCA-CALM Conference

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September 9, 2022

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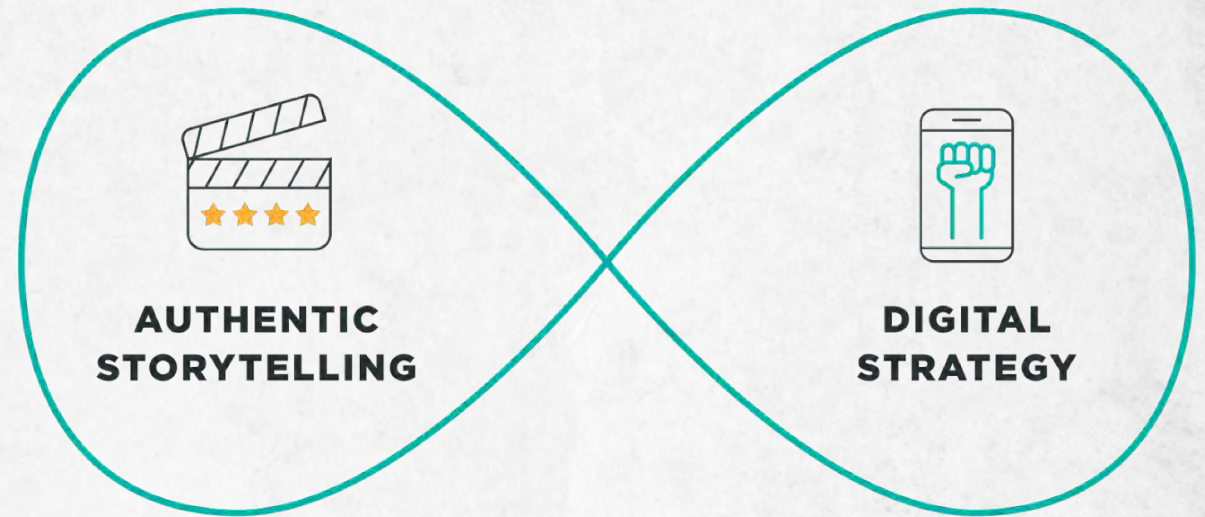
TIME OF DAY MEDIA

Time of Day is an Emmy Award-Winning agency specializing in movement storytelling and digital strategy. We are proud members of the Writers Guild of America, East, US Federation of Worker Cooperatives, and a Certified Minority & Woman-Owned Business with the City of New York.



We're Filmmakers & Organizers

As long-time organizers, our work is driven by our passion for building movements that win. As award-winning filmmakers, we know how to tell a powerful story. Our approach combines this expertise to create campaigns that **INSPIRE** our audience, **ORGANIZE** them to take action, and **WIN** real change for our communities.



Overview of this Workshop

- Your favorite social media video (15 min)
- Presentation (45 min)
- Q&A (15 min)

Favorite social media video

394th Judicial District Court

Recording of this hearing or live stream
is prohibited.

Violation may constitute contempt of
court and result in a fine of up to \$500
and a jail term of up to 180 days.

394th Judicial District Court

394TH JUDICIAL DISTRICT COURT OF TEXAS

Jerry L. Phillips



H. Gibbs Bauer



red ponton

**Click image to watch video*

Stories are the engine of an effective campaign



Advocacy for our patients doesn't stop when our shift is over. Shout out to RN Renee for the reminder about why we need adequate PPE and calling on the President to help us get it NOW.



Every single healthcare worker death is preventable.
#GetMePPE

**Click images to watch videos*

A Better World Is Possible

A good story moves us on a heart level. This emotional connection can, in turn, inspire us to take action - whether it's liking a Facebook post, signing a petition, or voting in an election.

**Click images to watch videos*



Know Your Audience

“Check Out Those Moves” which won a Writer’s Guild Award, is a dance video with a GOTV twist produced for We Make the Future. We made a TikTok style version as well, shot on an iPhone, which actually outperformed the more expensive scripted video.

**Click images to watch videos*





Find the Right Storytellers

Of course we always want to feature workers, but they are not always the people who will move our audience. This video, which features customers in addition to workers, garnered so much support that UPS re-hired all 250 drivers who it had laid off. This video, produced for 1199SEIU, focuses on nursing home residents, with workers playing a supporting role.



**Click images to watch videos*

Have Fun!

Harness the power of humor, movement, and social media trends to make content that your audience actually wants to watch. In [CWA's 2021 Convention video](#), their members have fun while celebrating their organizing victories. We produced a parody of an Airbnb Ad which was covered by CNBC.



**Click images to watch videos*

Targeting your Audience

If an amazing video is posted to your Facebook but none of your members watch it, does it exist?

Meta

- If your audience is internal, Facebook and Instagram are usually sufficient, especially if your budget is tight (consider other platforms for external audiences and/or larger budgets)
- Facebook and Instagram are also GREAT for new organizing leads
- Advertise to members regularly to keep up engagement and reach
- If you've put \$\$ into a video, you should also put \$\$ into ads.



CASE STUDY

New York State Nurses Association (NYSNA)

2018 Election at Albany Medical Center Albany, NY

GOAL

Use social media to amplify and augment the field campaign to organize a 2,000 person unit (two previous attempts had failed)

TARGET AUDIENCES

Registered Nurses, in particular younger nurses



CASE STUDY

New York State Nurses Association (NYSNA)

2018 Election at Albany Medical Center Albany, NY

IMPACT

(3 week campaign)

- 66,000 engagements and 80,000 video views
(including their most-ever watched video)
- Generated excitement among AMC nurses and created an online community of support from other nurses at union facilities across NY state
- Contributed to a LANDSLIDE 2-1 VICTORY, with organizers attributing 10-15% of all “YES” votes to Time of Day’s digital campaign.

**Click images to watch videos*

New York State Nurses Association
April 9, 2018 · 🌐

We're voting YES!
We're all voting YES! Join the movement for a union at AMC - vote YES on April 12th & 13th for your patients & your profession - every single vote matters! [#unionstrong](#) [#nynurses](#) [See Less](#)

Patricia Powers
You got this !! We are pulling for you at The Brigham in Boston. Unity is Power 🙌🙌. Trish Powers RN OR/ Trauma Chairperson for the 3400 Union RNs At Brigham and Women's Hospital / Mass Nurses Association Boston
Like · Reply · 1y · Edited 14

Gayle Durivage
Good luck amc nurses, I'm pulling for you, every nurse needs to vote yes!! Management is not to be trusted, just reminding everyone again, last vote we lost by one and in believe it was management control , please vote yes and set a precedent! Nurses a... [See More](#)
Like · Reply · 1y 10

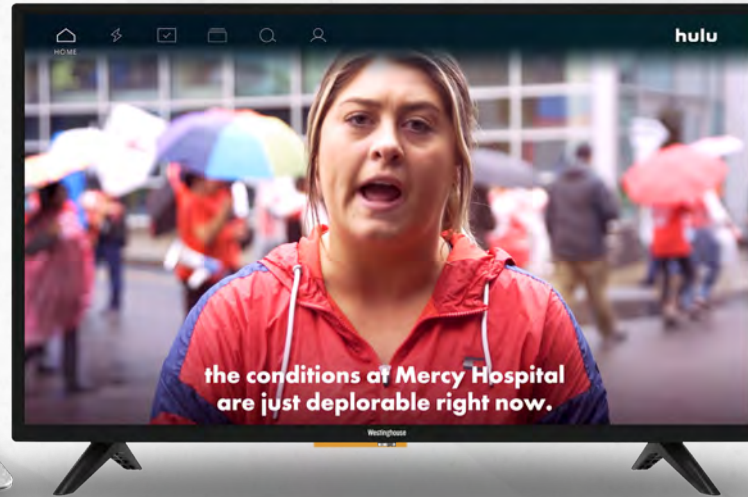
Thomas Raymond
Vote Union for collective bargaining and conditions of employment. You won't regret it
Like · Reply · 1y 9

Mary Fitzgerald
Bronx Nurses Support You!!! Great Video!
Like · Reply · 1y 9

When should you consider moving beyond Facebook/IG?

If you're running a **PERSUASION/AWARENESS** campaign and have an ad **spend budget of 10K+**, consider **YouTube video ads**. This could be for an external audience, for example targeting elected officials about legislation. Or, it could be for an internal audience, for example trying to get your members out to the polls.

Wrap-around Digital Campaign



If your ad spend budget is 20K+ with a relatively small universe (a few thousand), consider a wraparound campaign that **follows your audience as they move through their digital world** - from scrolling through their Instagram feed, to checking the latest headlines, to binge-watching their favorite programs.

A larger universe will require a higher ad spend. In addition to the size of the audience, costs vary based on length of ad run, how strong your list is, and how easy it is to reach your audience with geofencing and keywords.

CASE STUDY

Communication Workers of America (CWA)

2021 Catholic Health Systems Strike Buffalo, NY

GOAL

Frame the public narrative of the strike as health care heroes fighting for their patients vs. greedy hospital executives, energizing striking workers and their supporters, and putting pressure on the boss to settle.

TARGET AUDIENCES

1. Hospital executives
2. Striking workers
3. Elected officials in Buffalo and Albany
4. Buffalo-area Democrats and progressives



CASE STUDY

Communication Workers of America (CWA)

2021 Catholic Health Systems Strike Buffalo, NY

IMPACT

Historic Contract Victory!

- After a five-week strike, workers won an agreement that included safe staffing provisions and wage increases.
- The employer expressed anger about the ads at the bargaining table and asked that they be paused during negotiations.
- Over 3 million ad impressions made through paid social, in-app display, OTT/pre-roll, and ad buys in the Buffalo News and Politico.
- Story-based display ads featuring worker portraits far outperformed ads with more generic messaging, underscoring that creative really does matter. We have to both REACH our audience with sophisticated targeting and ENGAGE them with compelling content.



CTR
6.45%



CTR
11.11%

Q & A

Thank You!



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