Funding the Future

What videos should be shared here?

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Our first experiments with broader publishing of materials related to the Taxing Wealth Report has produced some surprising results.

The YouTube videos on this report were only modestly viewed, at best.

Even fewer people watched on Instagram, where I have no track record, as yet.

In contrast, the short video published on Saturday on capital gains tax has achieved around 6,000 views on TikTok. Being realistic, a significant number of them stopped watching very quickly, but that is completely normal for that channel. People flick onto videos there before deciding whether to stay or not very quickly. What we were pleased about was that the number watching the whole video there not only exceeded that number on all other platforms, but also was about double the normal rate for TikTok as a whole.

Yesterday's video on Wes Streeting (so far not shared here, but now included, below) broadly replicated these findings.

A few videos do not, of course, form the basis for a publication policy but they do suggest directions of travel, some of which are confirmed by research on other peoples' activities.

The first observation is that short videos are more popular than long ones. I think we already knew that, but the ratio is really quite strong, and in proportion to return for effort, that is impossible to ignore.

Second, TikTok provides significant opportunity to reach new audiences. Whilst about one third of those watching the shorter video all the way through there reflected the older age range of the average reader of this blog, based upon questions that I previously asked here, we did reach right down into people in the 17 to 24 age range that this blog does not usually reach in any significant numbers. That is because as far as that age range are concerned, blogging is an outmoded form of communication.

As a result we already realise that there is real merit in keeping videos to 90 seconds, or less, so that they can be more widely disseminated on Instagram and TikTok, whilst still being more likely to be viewed on YouTube.

It also seems clear to us from our discussions that videos might come in three broad types.

The first might be on specific themes. The obvious examples of this are those we might make on the Taxing Wealth Report.

Then there might be those on current day politics. This one is from yesterday (although we need to get the vertical format filming right, as well as picking better thumbnails).

https://youtu.be/PDt9yhTUWsk?si=A-r211tFjH388Wxl

Finally, there are those that I am thinking of calling 90 second economics. These will explain a big economic idea in that amount of time. We've tried a few. It is possible. These might be thought of as a video glossary.

As yet we have lots of things to master if this experiment is going to prove worthwhile. What is certain is that I would not have time to do this on my own. We need to coordinate output over a blog, Facebook, LinkedIn, Twitter, Mastodon, YouTube, TikTok, Instagram and podcast platforms. That is something we do really need to think about. It might require investment in much more expensive programs like Hootsuite indue course, but we are not there yet, and in any case, we need to learn to walk before we run.

All this being said, there is a question that I want to ask, because the opinion of readers here matters to me. This concerns how much of the shorter form content that we plan to produce should be shared here, and the way in which it might be shared.

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Thank you.