**CLASS PROJECT**

**Project 1: The One-Minute Video**

Video content tends to perform the best on Facebook, as stated in this chapter. Dennis Yu and Logan Young of [BlitzMetrics](https://blitzmetrics.com/) travel the world teaching businesses and individuals the principles presented in “4 Components of the Minute Video.”



Analyze the image above, “4 Components of the Minute Video,” and then watch [Young’s live example video](https://fast.wistia.net/embed/iframe/ifxadwvigy?seo=false) from a recent social media marketing conference.

1. Record your own one-minute video. It can be on any topic so long as the video follows the four components of the one-minute video as outlined above.
2. You can record their videos via camera or phone (doesn’t have to be high-production quality).

*Grading:*

Make sure your videos include the four components of the one-minute video as presented as part of this assignment.