



STATESMAN LIMITED

CASE STUDY: PERFORMANCE ANALYSIS OF SHORT-FORM POLITICAL VIDEO CONTENT FOR REPRESENTATIVE JIM DESANA

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PREPARED BY:

Statesman Limited

BACKGROUND

Statesman Limited produced and distributed a series of short-form videos for Michigan State Representative **Jim DeSana**. These videos were designed to inform constituents about key political policies and recent legislative events. Each video provided a concise yet impactful overview of a specific policy issue or political development, with a focus on clarity, engagement, and shareability. The project aimed to:

1. Increase audience engagement with Jim DeSana's legislative messaging.
2. Drive organic reach through compelling political storytelling.
3. Test the performance differences between video lengths to refine content strategy.

VIDEO OVERVIEW

VIDEO	LENGTH	CONTENT	TOPIC	DISTRIBUTION
Towing Video	1:30	Policy Issue	Predatory Towing	Facebook
Session Video	:50	Political	Session Attendance	Facebook

Both videos covered timely political issues relevant to DeSana's constituents and were released within the same week to ensure a comparable engagement window.

KEY FINDINGS

1. AUDIENCE ENGAGEMENT BY LENGTH

- **Session Video** (under one minute) significantly outperformed **Towing** (over one minute) in terms of **views, shares, and audience retention**.
- Despite having similar topics and release timing, **Session Video** generated a **notable spike in organic reach** within 48 hours of posting.

2. PLATFORM ALGORITHM PREFERENCE

Analysis suggests that major social media platforms **algorithmically favored** the shorter video:

- Videos under 60 seconds are classified as "short-form content" on platforms like Instagram Reels, Facebook Reels, and YouTube Shorts, which boosts exposure.
- Users were more likely to watch these videos to completion, triggering further algorithmic recommendations.

3. ORGANIC REACH & COMMUNITY IMPACT

The high organic reach of the **Session Video** indicates that **brevity combined with high-impact messaging** resonates strongly with audiences in the political communications space.

- The concise nature allowed for **easier resharing**, particularly by grassroots supporters.

- Comment sections saw more active debate and conversation compared to the longer-form video.
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KEY INSIGHTS FOR POLITICAL MESSAGING

1. **Under-One-Minute Format Wins** – Content under 60 seconds performed better in retention and shareability, especially when explaining single, high-impact policy points.
 2. **Front-Loaded Messaging** – Opening with the core message in the first 5 seconds drove higher completion rates.
 3. **Platform-Specific Optimization** – Leveraging Reels/Shorts formatting increased visibility beyond organic followers.
 4. **Emotional Hook & Direct Address** – The personal, direct-to-camera delivery style of Jim DeSana boosted trust and authenticity.
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STRATEGIC RECOMMENDATIONS

1. **Prioritize Sub-60-Second Videos** for the majority of policy and event updates.
 2. Use **longer videos sparingly** for deep-dive issues, supplemented with short clips for social platforms.
 3. Repurpose each short video across **Facebook Reels, Instagram Reels, YouTube Shorts, and X/Twitter native video** for maximum algorithmic exposure.
 4. Continue **testing variations** (topic type, call-to-action placement, visual format) to refine performance.
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CONCLUSION

The case study reaffirms that **short, focused, and engaging political video content** drives superior organic reach and audience engagement for legislators like Representative Jim DeSana. Statesman Limited's strategic emphasis on under-one-minute videos aligns with current social media consumption trends and provides a blueprint for effective political communications moving forward.