

## Legit.ng invests in digital video capabilities and engages the Hausa-language community

Legit.ng is a Nigerian digital publisher that has been operating since 2012. The team covers politics, entertainment, and sports, and also has a dedicated Hausa-language section to promote local journalism.

### OPPORTUNITY

Legit.ng wanted to use digital video to increase its social impact, better engage current audiences, and expand its reach amongst Hausa-language speakers (currently underserved by digital video). The team saw an opportunity to upgrade digital video capabilities then revisit their video strategy to better utilize YouTube for driving growth.

### APPROACH

Legit.ng implemented organizational changes, purchased new equipment, and created dedicated digital video spaces in three cities so the organization could reach a broader audience with high-quality content.

**Reorganizing and growing the team:** The existing team was reorganized with the new goals in mind and new staff were hired. In addition, a brand new digital video team was established in the north of the country.

**Purchasing equipment:** Digital video hardware is scarce in Nigeria, so Legit.ng imported new equipment, including cameras, lenses, audio and live stream gear, and laptops. This was an investment in long-term digital video operations, and would help them with studio recording and in-the-field reporting.

**Creating the studio spaces:** Legit.ng created dedicated digital video newsrooms in three places — two major cities and one regional area. They engaged a third party to help select the spaces, then proceeded to build, renovate, and refurbish as needed (including soundproofing, creating backdrops, installing lights and audio gear) so the spaces could be used for reporting, interviewing, streaming events, etc. These investments have helped Legit.ng significantly increase the quality of their digital video publications, as well as test new formats.

**Launching Hausa-language productions:** Legit.ng conducted detailed market research for the language group and region to get a deep understanding of how to better connect with audiences. They experimented with new formats (e.g., mini-series) and focused on YouTube best practices around visual identity and Community engagement.

### RESULTS

Legit.ng have laid the groundwork for sustainable, long-term digital video operations, and grown their digital video audience.

- Established a **new Hausa-language production team**, who publish several videos each week.
- Gained **over 40K new subscribers**.
- **Launched two new series** (one which helped them receive a grant to explore gas flaring in the Niger Delta).
- Increased overall **volume and quality of videos** (now publishing several high-quality videos per week).

### LEARNINGS

**Package your video content for the platform:** When you're trying to reach an audience on any platform, it pays to take note of best-practices advice around presentation, marketing, packaging, and thumbnails — which is often different between publication platforms. Legit.ng learned the importance of using additional visual features, like channel covers, to promote new material and content. They also worked to improve the user experience through properly structured playlists and channel layout.

**Longer-form content helps to deeply engage audiences:** When Legit.ng started creating videos, they were usually capped at two minutes long. That meant reporters could only skim the surface of topics. But Legit.ng saw that audiences wanted videos that went deeper into certain areas (e.g., issues of national concern) and are planning to produce longer-form, evergreen stories in the near future.

**Produce platform-specific content:** Do not publish videos for the sake of publishing videos. You'll only get quality viewership if you publish content that delivers on the expectations of the platform's audience — for example, on different platforms, audiences have different expectations about video length. Also, get to know the content optimization possibilities of each platform, because that will help you get more eyeballs and drive growth.

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**Aside from the increase in our technical capabilities this project has laid the groundwork for us to pursue long-term journalistic projects and has helped us attract more Nigerians to the platform.**

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