

Let's have a look video on Facebook



Here are a few hints and tips about Facebook!

- Record in landscape or square
- The ideal recording length is between 60-90 seconds (but is reducing all of the time)
- If you are doing an interview or you have content that will take you over the 2 minute mark, consider doing a Facebook live instead
- On your Facebook Story, record and post in portrait rather landscape
- If you have the chance to upload the video into Facebook rather than post the link, do it. The Facebook Algorithm will show it to more people
- Add subtitles if you can as many people will watch the video without the sound turned on
- Share the video in any groups that it is relevant to
- Repeat it a week later just in case people missed it
- Use the video editor to make sure you have the best description, thumbnail and tags

Let's have a look video on Twitter



Here are a few hints and tips about Twitter!

- Keep the videos short and to the same length as Facebook
- Post in Landscape or square so people can see the whole video in their feed
- The maximum length of a Twitter Video is 140 seconds
- You can go live and stream on Twitter using Periscope (their version of Facebook Live)
- As the time-line moves so quickly, it's OK to upload again after 3-5 days as people might of missed it
- Great for snippets of concerts, talks, presentations and quick reflections

Let's have a look video on LinkedIn



Here are a few hints and tips about LinkedIn!

- The latest adopter to video gives you the biggest opportunity.
- Landscape is the preferred orientation of a video on this platform
- Up to five minutes of video is the best for engagement
- Upload straight onto LinkedIn rather than a post a link
- There is no option for live streaming or stories
- You can use the same video as Facebook, Twitter and Instagram but make the message more professional
- Make sure your videos are high quality and edited if possible
- When LinkedIn launch groups within their main app, share your video within those to increase impact

Possibly the biggest opportunity to make an impact out of any platform!!

Let's have a look video on Instagram



Here are a few hints and tips about Instagram!

- Upload on your profile on landscape or square
- Use boomerang videos as short snappy way of conveying your message
- You can crop video before you upload them to make them square
- Maximum upload time is 1 minute on your profile
- Only option is to upload straight into the platform (you can use links to share the video)

Instagram Stories

- Upload as portrait
- Ideal for quick videos (Make a collection)
- Use it to tell the story behind your other posts

IGTV

- Instagram TV allows you to Live stream and upload videos up to 1 hour long.
- Great for interview, giving longer tips and when you are at events
- Only one way to post a video, in portrait!

Let's have a look at YouTube



Here are a few hints and tips about YouTube!

- Don't upload in portrait as it gives you the dreaded lines on the side of the video
- Upload in Landscape (think of a TV screen)
- No maximum upload limit
- Best engagement is between 3-10 minutes
- Consider giving sample videos if you are posting a longer video
- Create play-lists and end screens to help people see other relevant videos
- Use tags to help people find your video
- Choose the best thumbnail for the video
- Make sure subtitles are correct
- Consider uploading any Facebook Lives/Periscopes you have saved