

## Congratulations! You've produced an incredible video for your business. Here's a checklist to get the best results out of your smart investment.

One video is all it takes to be a bonafide YouTuber! If you don't have a **YouTube** account, it's important to create one. You can use **Wistia** or **Vimeo**, but we recommend YouTube.

- ☐ Give your video an interesting title with some relevant keywords people might search.
- ☐ Take the time to write a description that fits with the video content. Include relevant keyword phrases.
- ☐ Include a Call-to-Action in your video description. What do you want people to do next?
- ☐ Include a link to your website or specific page on your site related to the video.
- ☐ Spend time giving your video keywords.
- ☐ Enter a location for your video, especially if you're a local business or geographic location is important to your target market.
- ☐ Consider adding captioning for ADA (accessibility) reasons, as well as those who may watch with the sound off.
- ☐ YouTube allows you to upload your video script to quickly create captioning, if you have it in digital form.

**When posting a video on Facebook the first time, post it natively.**

*Warning! The following Facebook video tips will sound repetitive of YouTube, because they are.*

- ☐ Give your video an interesting title.
- ☐ Take the time to write a description that fits with the video content.
- ☐ Tag people or businesses in the video for added visibility and engagement.
- ☐ Include a Call-to-Action in your video description. What do you want people to do next?
- ☐ Include a link to your website or specific page on your site related to the video.
- ☐ Spend time giving your video keywords.
- ☐ Ask your staff to help share your video and tell them what you're trying to accomplish.
- ☐ Consider adding captioning for ADA (accessibility) reasons, as well as those who may watch with the sound off. Facebook has a captioning auto generator that will create these for you. You simply need to proof and correct as needed.

**“ Research shows that 80-90% of video watched online is watched without sound.**

**If your video is 30-90 seconds in length, you can use it as your Facebook cover image.**

- ☐ Add a description and link to your website

Only about 5-10% of your **Facebook** fans see the things you post, so don't assume they saw your video the first time you post it. Plan to share it again, when it makes sense. Change up the post or call to action.

- ☐ When reposting a video on Facebook, you don't have to upload it natively again. You can use the share feature or pull in from YouTube.
- ☐ Go into your Facebook page settings to make sure your "Video" tab is set to show and ordered toward the top of your left-hand navigation tabs.

If your video is 3-60 seconds long, you can post it to your business or personal **Instagram** feed.

- ☐ Make sure you find trending or popular hashtags to use in your post.
- ☐ If your video is on the longer side, you can upload a video between 15 seconds and 10 minutes to IGTV on your Instagram account.
- ☐ If your video is no more than 15 seconds, you can use it in your Instagram Stories.

## GLENCOE

### Wine & Spirits

When our client, Glencoe Wine & Spirits created some simple, yet creative mixology videos to share with customers, their social media engagement soared with one video that reached over 15,100 people and generated 646 engagements! And most importantly, people are mentioning the videos when they walk in the store.

[glencoewineandspirits.com](http://glencoewineandspirits.com)

While you can't embed a video in an **email**, you can create a thumbnail image and link to your video on YouTube.

- ☐ Create an email to send out to your customers or prospects around the video.
- ☐ Use the word "video" in your subject line, as close to the front as possible for better open rates.

Include the video thumbnail and link in your next **newsletter**.

“ A video tweet has 6x higher chance of getting retweeted than a photo tweet.

If you use **Twitter**, you can upload video to your Twitter feed.

- ☐ Twitter is a fast-paced platform, so don't assume people saw your video the first time you posted. Share on a regular basis, but make sure you change up your posts.
- ☐ Use relevant #Hashtags.

Upload video 3 seconds to 10 minutes natively to your **LinkedIn Profile**.

- ☐ Use hashtags.
- ☐ Tag relevant people or pages in your post.
- ☐ Include a call-to-action. What do you want people to do next?

Upload video 3 seconds to 10 minutes natively to your **LinkedIn Company Page**.

- ☐ Use hashtags.
- ☐ Tag relevant people or pages in your post.
- ☐ Include a call-to-action.



## Additional Considerations

- ☐ Does your **website** or blog have a featured video? Consider updating on a regular basis, posting the video you just produced.
- ☐ Post video on places of your **website** where it's most relevant such as "About page", "Staff Bios", "Services" pages, or embed in a blog post.
- ☐ Do you participate in Give to the Max Day in November (or something similar in your state)? Your page on the **GiveMN.org** website has video uploading capabilities, so post it there.
- ☐ Video **Facebook ads** do well both in terms of performance (visibility, engagement, views). Consider a paid ad to your fans, relevant audience, or retarget people via the Facebook pixel who've been on your website.
- ☐ Play your video on a **close-circuit television** in your office or waiting area if you have this?
- ☐ Check with your **local television** station if your video content could be used there.
- ☐ Post a link to your video from your **Chamber membership** business page.
- ☐ If you're hosting an **event**, set up your video to play in the reception area.
- ☐ If you do **tradeshows**, use your video at your space or in promotion of it.
- ☐ If your video solves a problem or answers a frequently asked question, make sure anyone who answers phones or works directly with customers can send the link with some written script in an **email** to them, as needed.
- ☐ Use your email as part of an **email drip** or automated email series to nurture customers or prospects.
- ☐ Try pinning your video to the top of your **Facebook** and **Twitter** feed.
- ☐ Share your explainer (non-promotional) video to answer questions in **Facebook Groups** or **LinkedIn Groups** or another community you're a part of.

According to Hubspot research, the following optimum length of videos should heighten your chances for best results on the following social media.

### Instagram videos

26 seconds

### Twitter videos

45 seconds

### Facebook videos

1 minute

### YouTube videos

2 minutes

