SOCIAL MEDIA TIPS

YOUTUBE

1. Be yourself. It can be a video short or long, funny or serious, but let the viewer know what you’re all about.

2. Have fun, when possible. You can be fun and still say something important.

3. Tag your video. Without the right keywords, the best video in the world will go unseen.

4. Share your video on other social networks. More people talk on Twitter and Facebook than YouTube. Don’t withhold your creativity from them.

5. Caption your videos. Your words are important. Make sure everyone hears and sees them.

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