



BEST PRACTICES TO OPTIMIZE VIDEO FOR SOCIAL MEDIA

When video is used on social media your audience is more likely to engage with it. If your agency is looking for a new way to attract quality candidates and grow your business consider creating videos and sharing them on social media.

How do your videos get noticed? The key is Search Engine Optimization (SEO).

Here are some best practices for the top three social platforms to get you started.

YOUTUBE

To appear in search results and related video suggestions, YouTube needs to know what your video is about. Your title needs to be clear and concise. Include a description about what the viewer will see; it is not a sales pitch or ad for your company. Finally, add relevant tags (keywords) to your video and avoid jargon.

To go more in-depth on YouTube optimization check out the videos and resources in the [YouTube Creator Academy](#).

FACEBOOK

Facebook Live videos are archived immediately but you can add meta data and change the thumbnail image. Your title should include keywords someone might use when searching for the topic of your video. Like YouTube, tags can also be added to Facebook Live videos. Adding a description, date, location and category are easy things to do to help your video get discovered.

Facebook Videos should be created in HD. Again, adding a relevant title, thumbnail, description and keywords are best practices. Choosing a category helps Facebook's algorithm understand what the video is about. Once you have a high-quality, well-optimized video, don't forget to boost it.

[Social Media Examiner](#) has some more helpful tips on creating a successful Facebook Live Broadcast.

TWITTER

Videos on Twitter lead to over 2 times more engagement and the option of having your video auto-play. You should optimize your tweets with a description and keywords to ensure people who disabled the auto-play feature know what the video is about. Keep the video length 30 seconds or less. Remember, most will play the video without sound, so consider adding captions within your video.

Need a deeper dive in to Twitter videos? Check out [Hootsuite](#) or [Brightcove](#) for more tips.

Consider using the SEO best practices above to help your video be found, rank higher on Google and drive engagement with your company.