



# Social Media Videos

## 4 Best Practices

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### get to the point

You only have three seconds to get and keep your viewers' attention, so make sure you start with that key content.

### design for no sound

Make sure your content is easy to follow without the use of sound - or tell people to turn the sound on right away. Captions and the accompanying text help tell the viewer what to do.

### host natively

Don't link to the video. You want to post the video directly to the social media site. You're going to get better views and engagement that way.

### call to action

Tell the viewers exactly what you want them to do after watching. Use that clear simple language in the text accompanying the video.

Using social media videos as a part of your messaging mix is an excellent way to engage your audience. You can even get started by using and repurposing the content that you are already creating.



Go to [PlumMedia.com/Podcast](https://PlumMedia.com/Podcast) to learn more.