

VIDEO: HOW TO SHARE & PROMOTE YOUR AMAZING VIDEO! CHEAT SHEET



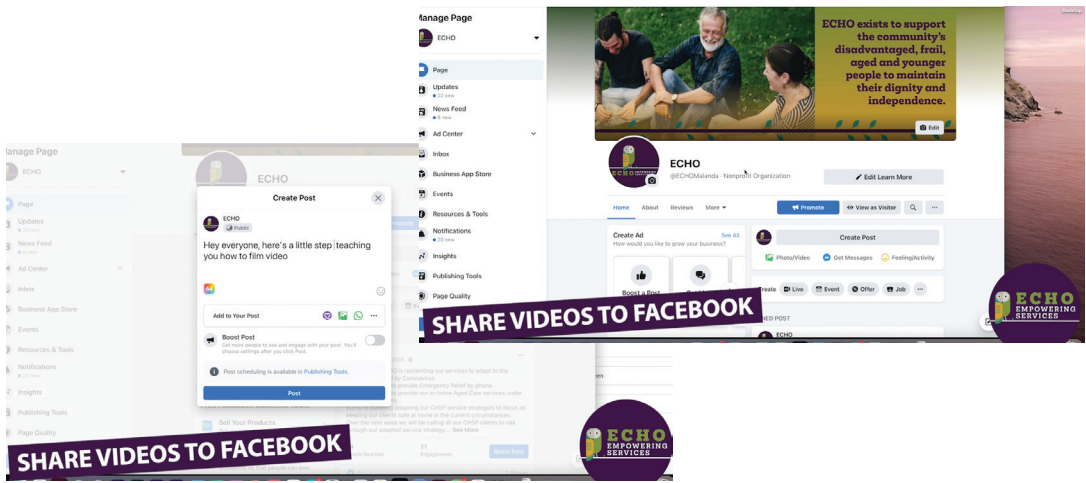
HELPFUL TIPS

- Share to the right platforms**
 - Share your video to your social channels including Facebook, Instagram and LinkedIn.
 - Share on video platforms such as YouTube and Vimeo.
 - Make sure your videos and posts are public and searchable.
- Share with News Outlets/Agencies**
 - If your video adds value to a topical news story, share your video with a media agency or news outlet - they can use your footage as B-Roll and often will credit you for your footage.
- Be Helpful, Not Spammy**
 - When sharing videos to forums and Facebook Groups/Communities, ensure that you are being helpful and not spammy. We want to make sure that our videos are adding value to people's lives and not annoying them.
 - Offer your videos as solutions or insight into common problems or community concerns.
- Submit videos to Competitions & Awards**
 - Do some research and find Video Competitions and Awards in your local region or your industry. Submitting your videos to these competitions garners you recognition, feedback and an opportunity to raise your audience and viewership.
 - Getting feedback from your peers and other video creators will help you to improve your video making skills.



HOW TO SHARE TO FACEBOOK

- Open an internet browser and open both Facebook and YouTube in two separate tabs.
- Copy the YouTube video link
- In Facebook, select "share new post" and type your post.
- Paste the YouTube video link into the post - a thumbnail will immediately appear to confirm that you have successfully added the YouTube video to your post.
- Press "Post"



HOW TO EMBED TO WEBSITE

- Open an internet browser and open both your website back end and YouTube in two separate tabs.
- Copy the YouTube video link
- Open your website page, and embed the video link to your page.
- If you need to find your video embed code, open your YouTube Video, select "Share" option beneath video and find "embed" option.
- Copy and paste embed code and paste to appropriate section in your website.

