Video Your Way

Video 7: Three, Two, One Liftoff!

Watch the video: developllc.com/vyw-week7

You completed your video! Now you've got to get ready to share it with the world.

But first, what did you love/hate about editing?

What worked? What didn't? What surprised you?

? Questions to Ponder

Now that you have your video, you have to think about how best to share it with the world!

Where will you house your video? YouTube, Facebook, Vimeo, etc.?

Who do you want to see your video and how will you ensure they do? Do your different audiences require different communications strategies? (Answer: Probably, yes.) What strategies will you use?

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How does the video fit into your existing communications plans? What will you share when?

How can you get the most bang for your buck with this video? What creative ideas do you have for sharing it with your audience effectively?

What keywords describe the topic for your video? What are the names of the people or organizations featured? What questions might people type in their search bar to find your video?

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👣 Jumpstart Activity

Create your social media posts and/or email and visual assets.
Create at least 3 social media posts, draft one email, and create a YouTube thumbnail, and one visual for either your email or social media post.

Spend some time this week doing some basic content optimization - basically making your video more friendly to the platforms of your choice - and crafting your communications language. Here are the social media graphics dimensions:

Social Media Graphics Dimensions (circa 2019)

- YouTube Thumbnail: **1280 x 720 pixels (px)**
- Facebook Post: **940 x 788 px**
- Facebook Story: **1080 x 1920 px**
- Instagram Post: **1080 x 1080 px**
- Instagram Story: **1080 x 1920 px**
- Twitter Post: **1024 x 512 px**

At DeveloPlay, I like to give all my clients a "send off" kit of visual assets, a how-to for uploading videos to YouTube, and some recommendations for email and social media language about their videos. Check out the link below for these guides and tips!

Link to Download Email and Social Media Tips:

www.developlayllc.com/vyw-tipsdownload

Case-sensitive password to see the page: **VideoYourWay**