

Making the most of your video

some social media insights

1. Introduction

Now that you've created your video, how can you maximise its potential to connect with your audiences?

Social media provides a space for you to share your content/work, and connect and engage with your audience, supporters, sponsors and clients. Much of the information in this document also applies to your stories, media releases, images, items and events.

There are many social media platforms to choose from. It's up to you and your organisation's needs to engage with as many or as few as you can manage and will find useful.

You don't have to be everywhere. It is absolutely fine to focus your attention on one or two platforms only. Choose a platform you enjoy using and find easy to use.

Find a good workflow. It shouldn't be a headache to make posting on social media a part of your day. Once you've gotten the hang of it, you'll find your chosen platforms easy to use.

Here is a list of the common platforms used for sharing content. Click to read a summary below.

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)
- [YouTube](#)
- [TikTok](#)
- [Your website](#)

Recommendation: Don't hesitate to download a social media platform. Experiment and see if the platform is right for you. Just get started!

2. Getting started

How often do I post?

To help you get started, here is a general guide of how often your social media platform will need your attention.

Platform	Low	Suggested	High
Facebook	3 x per week	1 x per day	2 x per day
Instagram	1 x per day	1-2 x per day	3 x per day
Twitter	3 x per day	15 x per day	30 x per day
LinkedIn	2 x per week	1 x per day	1 x per day
YouTube	Create a schedule that works for you: e.g. 1 x per month		

Note: Don't overwhelm your audience with content and be selective about what you're publishing. And remember, you don't have to do it all. It's best to choose a couple of platforms you like to use and are effective rather than spreading yourself too thinly.

Read: [How often to post on social media](#)

When do I post?

When your audience is online will determine when you should post. Be sure to check your analytics tools like Facebook Insights. Or decide on a time of day that works for you and keep it consistent.

You might find posting before 7am or after 8pm works really well for your posts' engagement, in which case you could always "schedule" your posts instead of publishing them straight away.

What do I post?

Here are some ideas about the types of content you might post

Long video e.g. interview/ how-to video	Video teaser snippets taken from your longer video	Short video advertising an event/important date	Video soundbite + logo
Photo + description	Photo with text overlay inspirational quotes or client testimonial	Image to showcase your work e.g. artwork	Poster create your own in Canva – download on your phone free
Instagram stories photo or video	Facebook stories photo or video	Press release	Article/story from your website
Artist profile	Shared content make a list of artists, organisations or companies you can look to for appropriate content to share on your platform		Evergreen content how-to videos etc that you can repost and share regularly

Who is your audience?

Firstly, find out where your audience lives online. You can do this by researching the different social media platforms or do a survey. Ask people to tell you which social media platform/s they'd prefer to find you at.

Or find your peers/your inspiration and where they choose to share their content. You might like their strategy and find it fits your purpose as well.

It doesn't have to be a complicated or long process. You'll know pretty quickly if Facebook or Instagram or both is the right place for you to connect with your audience, keeping in mind that you'll have a platform preference too.

3. Popular platforms: a summary

Spend a little time thinking about what you'd like to share on social media. Think about your different audiences and then spend time on the platforms you are considering using.

Most of all, don't worry too much about getting it wrong. There are no mistakes.

The only mistake is to not give it a go!

Facebook

Why would you use this platform?

Facebook continues to grow every year since it was launched in 2004, in both active users and time spent on the platform. It's still by far the most used social media platform with nearly 2.45 billion monthly active users.

Read: [18 Facebook statistics every marketer should know in 2020](#)

You'll see that 1.62 billion people visit Facebook each day, and 88% of those catch up with friends and family here.

Even though teenagers aren't as active on this platform, there are still a lot of people to engage with. Keep in mind that video is the most important type of post for Facebook and if you want to get good engagement here, sharing your videos is key.

Or better yet, use Facebook Live. This engagement exceeds all other types of posts by a huge margin.

Post frequency

Most studies agree that once a day is optimal, with a maximum of two posts a day.

At a minimum, you should post to your Facebook pages three times a week.

The biggest takeaway: Don't overwhelm your audience with content on Facebook and be selective about what you're publishing.

Read: [How often to post on social media](#)

How to create an account

You can create an account for yourself and then sign into Facebook on your computer, by going to www.facebook.com. You can also download the App on to your phone.

You'll then be able to create a page for your organisation. You can also have a page as an artist.

What to post

Video, video, video (Facebook Live)! If you're after lots of engagement (comments, likes and shares) then uploading a video you made is your best bet. It doesn't have to be fancy, as long as the message is clear.

Or if you know your audience well and you know why they come to your page, share posts from other accounts, as long as it's interesting or useful to your audiences.

Build trust by only sharing good-quality posts.

Read: [How to get the most from your Facebook Live videos](#)

Read: [Making the most of Facebook](#), a how-to guide created by Arts Access Aotearoa

Instagram

Why would you use this platform?

Instagram is an entirely visual platform. Unlike Facebook, which relies on both text and pictures, or Twitter, which relies on text, Instagram's sole purpose is to enable users to share images or videos with their audience.

Read: [How to use Instagram: a beginners' guide](#)

As of 2018, Instagram reached the one billion monthly active user mark (TechCrunch, 2018). With more than 500 million active users using the platform daily, that's a lot of potential audience to engage with.

Post frequency

It's generally recommended to post at least once a day and no more than three times a day on Instagram.

How to use

Go to the [Instagram website](#) on your desktop and download the Instagram App from your App Store on iPhones or Google Play Store on Android phones.

To upload photos and videos to Instagram, you use your phone (you can only browse on your desktop).

What to post

On Facebook, you might choose to post 100 photos in an album. On Instagram you'll pick the best photo and post that one or maybe two or three (you can post 10 photos max at one time).

Instagram Stories have become very popular. The feature allows you to post videos or images that disappear after 24 hours. Instagram's Stories feature is similar to

Snapchat in terms of content: users often post more casual and candid videos and images, offering glimpses into their everyday lives.

For instance, you might post a carefully edited image of your artwork. But you might post a more candid video to your Story of you messily creating your artwork.

Note: Instagram videos in a regular post can only be 60 seconds long. Videos posted in your Instagram Stories can only be 15 seconds. Instagram livestream videos can be up to 60 minutes long.

Twitter

Why would you use this platform?

At its most basic, Twitter is similar to sending out a 280-character mass text to a wide audience, potentially reaching a much wider audience base from all across the world.

Read: [What is Twitter and how does it work?](#)

Pro: Twitter is incredibly easy to use.

Con: Tweets have a very short shelf life.

Post frequency

General consensus is three to 30 times a day. Tweets do have an incredibly short shelf life so it's important to spread your tweets through the day.

Following organisations/people/artists and sharing their posts is common here too.

How to use

You can create an account for your organisation and then sign into Twitter, by going to www.twitter.com on your desktop or download the App onto your phone.

You can use Twitter on your desktop just as easily as on your phone.

What to post

You could use Twitter to share a funny story, post a compelling video or ask your audience a question. Share links to your videos on YouTube and link to your events. The choice is yours.

LinkedIn

Why would you use this platform?

LinkedIn is one of the fastest-growing social media networks at the moment.

LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections. Your profile is the first professional impression of you or your organisation when recruiters and employers and sponsors use LinkedIn to search for candidates. It also demonstrates credibility in your industry and highlights your achievements.

Read: [7 benefits of using LinkedIn](#)

Post frequency

At least twice a week, and no more than once each business day, which is optimal. Post in the mornings.

How to use

You can create an account for yourself and then sign into LinkedIn by going to www.linkedin.com on your desktop or download the App on to your phone.

You can use LinkedIn on your desktop just as easily as on your phone.

You'll then be able to create a profile for your organisation. You can also have a profile an artist or individual.

What to post

Share new or updated blog posts. Share documents and ideas on LinkedIn, and build your professional profile.

YouTube

Why would you use this platform?

Video is one of the most popular content formats and it's regularly shared via social media. Keep in mind that in 2019, YouTube was the second most popular search engine in the world with two billion users. Google, at number one, owns YouTube.

Read: [5 reasons why your business should be on YouTube](#)

Previously, limitations of resources and budget were a barrier to making videos and having a YouTube account. But most people have a quality smartphone camera in their pocket and can start editing content, using free video-maker software right on their phone.

With a bit of planning and focussing on a clear message for your video (e.g. advertising an event), you can make a simple short video with lots of sharing (engagement) potential.

Post frequency

Don't abandon YouTube because you can't post weekly and don't post bad videos just to get something uploaded. Try starting with one video a month. Then try two a month etc. Try to keep when you post consistent. For example, decide to load a video on to YouTube on the first Monday of every month.

The best times to upload to YouTube are Thursdays and Fridays between noon and 3pm in the time zone of most of your subscribers. Monday and Tuesday are the worst days to upload to YouTube.

Read: [How often to post on social media](#)

How to use

You can create an account for your organisation and then sign into YouTube. Go to www.youtube.com on your desktop or download the App on to your phone. You can use YouTube on your desktop just as easily as on your phone.

What to post

Look at these interesting stats. "How to" and "recipe" videos are still very popular, with "teaching" videos also increasing a lot.

"During COVID-19 Pandemic lockdown there has been a +195% increase in average daily views for videos on 'How to' and 'Handstand' in the title, +200% increase in average daily views of 'bubble tea recipe' videos and +330% increment for 'banana bread' in the title. Pizza recipe videos have earned 700 million views. In March alone, 23,000 videos were uploaded to YouTube with 'remote teaching' or 'distance learning' in the title, compared to 300 video uploads in its previous months of 2020 before the lockdown."

Read: [YouTube statistics and facts](#)

TikTok

Why would you use this platform?

"It's been a minute since TikTok crashed the global social media party in 2018." And it's grown ever since. TikTok enables everyone to be a creator and encourages users to share their passion and creative expression through their videos.

"TikTok calls itself the 'destination for short-form mobile videos'. In some ways it's a bite-size version of YouTube, with videos ranging between five and 60 second in length. Creators have access to an assortment of filters and effects, as well as a massive music library."

TikToks don't just stay on TikTok. People share their content to other social media networks like Twitter, Pinterest, Snapchat and Instagram. The sharing capability is built into TikTok so it's easy to share your content. Even better, it's also easy for others to share your content.

Read: [Everything brands need to know about TikTok in 2020](#)

Post frequency

There is no guide on how often to post to TikTok. It will depend on your audience and what you use your TikTok account for. But you'll never have to worry about oversharing here. There's no such thing as posting too much on TikTok.

On average, an active TikTok user will post five videos a week.

How to use

Download the TikTok App on to your phone. Start by creating an account and you're away.

You can go to TikTok.com on your desktop to view videos but to upload videos to TikTok, you'll use your phone.

Simply browse and watch videos. Get to know the platform: you don't have to upload videos to use and enjoy TikTok.

What to post

There is no "typical" way to use TikTok. There is no rule book. You can be as creative as your imagination allows. Otherwise there are a few formats on TikTok that you can join in on. Lip-sync to your favourite song, "Duet" another user, or do a dance "challenge". Once you open the App you'll very quickly see the endless creative opportunity.

Your website

Having a website is the equivalent of owning some real estate online.

Having a place for people to find your location, opening hours, your contact details and a description of your organisation (an About section) is the aim.

Host your YouTube videos, articles, timetables, documentation, blog posts, events and news stories on your website. Then use your social media channels to bring your audience back to your website – your home.

Linking your online activity back to your website is considered best practice.

Creating and maintaining a website can be part of your weekly workflow, along with your social media platform(s). Create a weekly/monthly plan and ask for help to follow through.

