

VIDEO MARKETING TIP SHEET

BEST PRACTICES FOR SHARING VIDEO

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INTRODUCTION

Sharing marketing videos online can be used to inspire audiences, tell compelling stories, showcase the impact of LBS programs, connect emotionally with viewers, and expand the reach of your organization's message. Video is more effective because it is easier to learn from than text alone. Video creates more connection with your audience and, therefore, has more of an impact.

When creating a marketing video for your agency, begin by identifying your target audience and deciding on the call to action the video should draw viewers to. For example, this could be visiting your website or signing up for a newsletter. You can use videos to share success stories, promote events, recruit volunteers, explain the programs you offer, showcase your staff to build familiarity, and thank partner agencies or volunteers.

HOW TO GET PEOPLE TO WATCH MARKETING VIDEOS:

Creating short videos that are 1-3 minutes long is key to a video being watched. The first few seconds should be engaging, with someone asking a question or saying something interesting instead of a logo and title which can appear onscreen after the initial few seconds. Watch the beginning of various YouTube videos to see what engages you; this is a great way to learn.

Being authentic is important. Being yourself is the most engaging because it is natural, but this is easier said than done! Before filming, do something like jumping jacks or singing or making silly faces to get your energy moving. And, if you are interviewing someone, do the same with them. Add interesting visuals with free images and video from Pexels and Pixabay. If you are doing a quick video in your car or office that doesn't require editing, no other visuals are needed as the short length of the video will lead people to watch it.

Use subtitles as many people watch videos without sound and won't be able to fully understand your video if it requires volume. Conversely, be sure to add engaging music for viewers who do have sound turned on. Use the music libraries of copyrighted music that most social media platforms offer or use copyright-free music. Once your marketing video has been created, post it on every social media platform that your agency uses. The more places that people can watch your video, the more views you will receive. You can also add a QR Code that links to the video to a brochure which can be posted on the window or door of your office as well as on bulletin boards at partner agencies and local Chambers of Commerce.



**MANY PEOPLE WATCH
VIDEO WITHOUT SOUND**

Send an email to local employers and partner agencies with a link to the video. The word “video” in an email subject line boosts the open rate by 19%, so it is important to use subject lines such as “Check out our new video!” or “Watch our newest video to find out more about our programs.” In addition to adding a link to the video within the body of the email, attach a photo of a frame from the video (also called a thumbnail) that is linked to the video. This is important because emails that contain a thumbnail of a video have a clickthrough rate that is 20% higher than those with a regular link. Make your email short and sweet as well, and this will help greatly with getting as many viewers for your marketing video as possible.



**“VIDEO” IN AN EMAIL
SUBJECT LINE BOOSTS THE
OPEN RATE BY 19%**



SCHEDULING POSTS:

The two main types of software currently used for posting videos and social media content are Buffer and Hootsuite. Once you are familiar with this type of software, using these can save you a lot of time as posting regularly is the best way to get the word out about the programs your agency offers.

Buffer is better for small organizations as it is user-friendly and has a free plan for use with three social media accounts and 10 scheduled posts per channel. Paid plans start at \$6 per month per channel.

Hootsuite is for larger organizations and does not offer a free plan; paid plans start at \$99/month for 10 social accounts. It has a more complex dashboard and a bigger learning curve, but it is preferred by bigger agencies as it also has more features.

If you only post once a week, then it may be easier to post on each social media channel manually. This is beneficial when you want to have more control over your post in terms of hashtags and replies which can sometimes get confusing when using scheduling software. Both Buffer and Hootsuite are worth looking into depending on the size of your agency and the frequency that you post on social media.

TRACKING ANALYTICS:

When you post marketing videos and content on social media channels, you can check the analytics to measure their success. Each platform has a different way of viewing analytics which are always being updated, so it is helpful to search for instructions on YouTube and include the current year when doing so to learn more about the following metrics:

Views: The number of people who have watched your video for a specific number of seconds as defined by each platform.

Engagement: Comments, likes, shares, and even dislikes are all sources of engagement data.

Watch Time: The total amount of time that someone watched your video.

Social Shares: When people share your video, this is a reliable metric for success as it brings in new leads by widening your audience.

Click-through Rate: Refers to the number of people who completed a call to action such as visiting your website.

Conversion Rate: Refers to the percentage of viewers who not only clicked on your website but also completed the goal you have set, such as signing up for a newsletter.

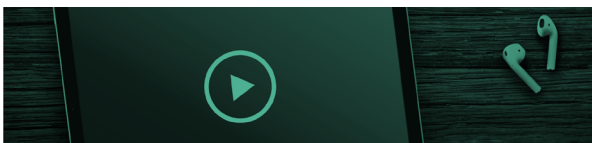


BEST PRACTICES FOR SHARING VIDEOS ON SOCIAL MEDIA:

Each platform has a different approach and while many agencies solely use YouTube and Facebook, it can be helpful to use TikTok to reach younger adults as well as LinkedIn to reach employers and business associations. Most social media platforms offer the option to boost your video by paying to do so which allows your video to be viewed by a much larger audience that is also targeted to your local area. Here are some tips for best practices for each of the social media types:

YOUTUBE:

When you post a video on YouTube, it is very important to include a keyword in the video title. This means using a word that a viewer would search for when looking for the type of content you have created such as adult learning, literacy, or upskilling. Below the video, you can include a basic description. Be sure to include as many keywords as possible that relate to your video in addition to listing them as hashtags. This is the best way to get as much exposure as possible as views are counted when someone intentionally watches your video for a minimum of 30 seconds. Short videos get the most views, but you can post long videos on YouTube as well if it is necessary for sharing a success story or an interview. If you are a keynote speaker at a workshop or conference, this is a great place to post a long video of it.



INSTAGRAM:

Instagram now has four different types of video content and views count after three seconds for all of them. Instagram stories are 15 second videos that disappear after 24 hours, although they can be saved to your profile in the highlights section. They use interactive elements such as stickers and you can add a website link to a story, which is the only type of post you can add a website link to. Unfortunately, Instagram only allows links in the account description at the top and they cannot be added to regular posts; therefore, stories are a good way to drive viewers towards a call to action. Instagram Reels are recorded vertically as they are inspired by TikTok and are 15-30 seconds long with access to a music library. Instagram Video offers posts that stay on your profile and can be up to 60 minutes long. This can be useful when posting success stories and interviews. Lastly, you can use Instagram Live videos which can be up to four hours long, hosted by up to two accounts and can be shared for up to 30 days.

FACEBOOK:

Including a call to action when posting a video on Facebook, such as a link to a website, is beneficial. So even if someone doesn't have time to watch a video they may still click on the link. Be sure that your video is shareable if you are working from a private Facebook account as well as the account for the agency. Videos should be under three minutes long but can be up to 60 minutes and views are counted when someone watches it intentionally for three seconds. There is no need to add hashtags or keywords on Facebook. You can pay to have the post boosted but be sure to look at the preview in the Ads Manager section before posting to ensure that it looks like you want it to. After posting, try viewing it on a computer, tablet, and mobile to see how it looks. Sometimes with Facebook, the main image (thumbnail) for the video may be cut off once it is boosted, or it might autofill the description from your website in a way that does not look right. It is a good practice to always check all social media posts on different types of devices after posting to make sure that everything is in order.



TIKTOK:

TikTok is primarily used by youth, so youth aged 18-22, who access LBS programs, may use this as their main social media platform. It uses vertical videos and short videos between 15-30 seconds are best. Videos on Tik-Tok are often used to tell a story and background music is more important here than on other platforms.

X (FORMALLY TWITTER):

Although there are fewer people using Twitter at this point, it is still used and worth posting videos on this platform for the time being. Using hashtags is the best way to have your video viewed. The maximum video length two minutes and 20 seconds with views being counted when someone watches it for two seconds. Meta has introduced Threads as a Twitter alternative in the same way that Google has introduced Post. Both platforms are worth posting on if you have extra time to do so.

LINKEDIN:

LinkedIn offers three ways to post videos. Shared video is when you share someone's video or they share yours, which is commonly done. Native video is a video that you have uploaded directly from your device or computer and can be up to ten minutes long. These have a higher level of engagement than shared videos, so it is beneficial to download videos when possible and upload them to LinkedIn directly from your device. It is also possible to pay to boost video ads which can be up to 30 minutes long and have advanced audience targeting.



**WHEN POSSIBLE,
UPLOAD VIDEO DIRECTLY
FROM YOUR DEVICE**

CANNED SOCIAL GRAPHICS FOR UPCOMING OBSERVED DATES:

Attached to this tip sheet are ten social media graphics that can be used with some of the upcoming dates relating to LBS programs. These 'canned' graphics were made using Canva with copyright-free images downloaded from Pexels. The quotes were generated with the free version of ChatGPT. You can ask this AI assistant to create copy for your social media posts which saves a lot of time when creating content.

You can add these upcoming observed dates to your calendar for the 2023-2024 year to remind you when it is time to use these canned graphics:

Labour Day: September 4th, 2023

International Literacy Day: September 8th, 2023

Healthy Workplace Month: October 2023

Media Literacy Week: October 23rd – 27th, 2023

National Skilled Trades and Technology Week: November 5th - 11th, 2023

Financial Literacy Month: November 2023

Family Literacy Day: January 27th, 2024

International Women's Day: March 8th, 2024

World Maths Day: March 23rd, 2024

National Volunteer Week: April 14th – 20th, 2024

Mental Health Education Week: May 6th – 10th, 2024

National AccessAbility Week: May 26th - June 1st, 2024

Labour Day: September 2nd, 2024

International Literacy Day: September 8th, 2024

Healthy Workplace Month: October 2024

Media Literacy Week: October 28th – November 1st, 2024

Financial Literacy Month: November 2024

You can also create extra content for these events or any other local events including videos, reels, stories, and animated posts.

CONCLUSION:

We hope you find these tips helpful and that you can use them to grow your audience for your marketing videos and social media posts.

Check out the other tip sheets in this series:

- [Networking](#)
- [Using Marketing Language](#)