



TIPS for Engaging on YouTube

- Add value and entertain. People come to YouTube to be entertained. They don't want sales pitches.
- There are options to add your social media links to the channel, but consider first if doing so will distract viewers from your featured link. Alternatively, if you are using content to connect and engage with your audience, you can make them aware of other places they can interact with you and remind people to like or share your content.
- Think carefully about the length of your videos. The average video duration is 2 minutes 46 seconds, so if it is much more than that, there is a chance you could lose viewers' interest. Avoid putting too much information in one video: if it is too long, you could consider breaking it down into several videos covering separate topics.
- Consider posting videos in response to questions or comments from fans—it's so much more engaging than an e-mail.
- Keep track of statistics, and use them to inform your YouTube strategy.
- Mix up your formats with tutorials, behind-the-scenes videos, regular commercials, and extended versions of the story you are telling on traditional media.
- It's worth remembering your potentially global reach when it comes to searching for videos. Try to optimize your content and key words accordingly.
- Don't always get stuck on high-quality production. Sometimes videos shot on the fly with your phone or small camera that are relevant and will help engage your audience in real time are more valuable and more authentic.
- It's not all about you. Let your fans and audience tell their stories.



TIPS for Engaging on Facebook

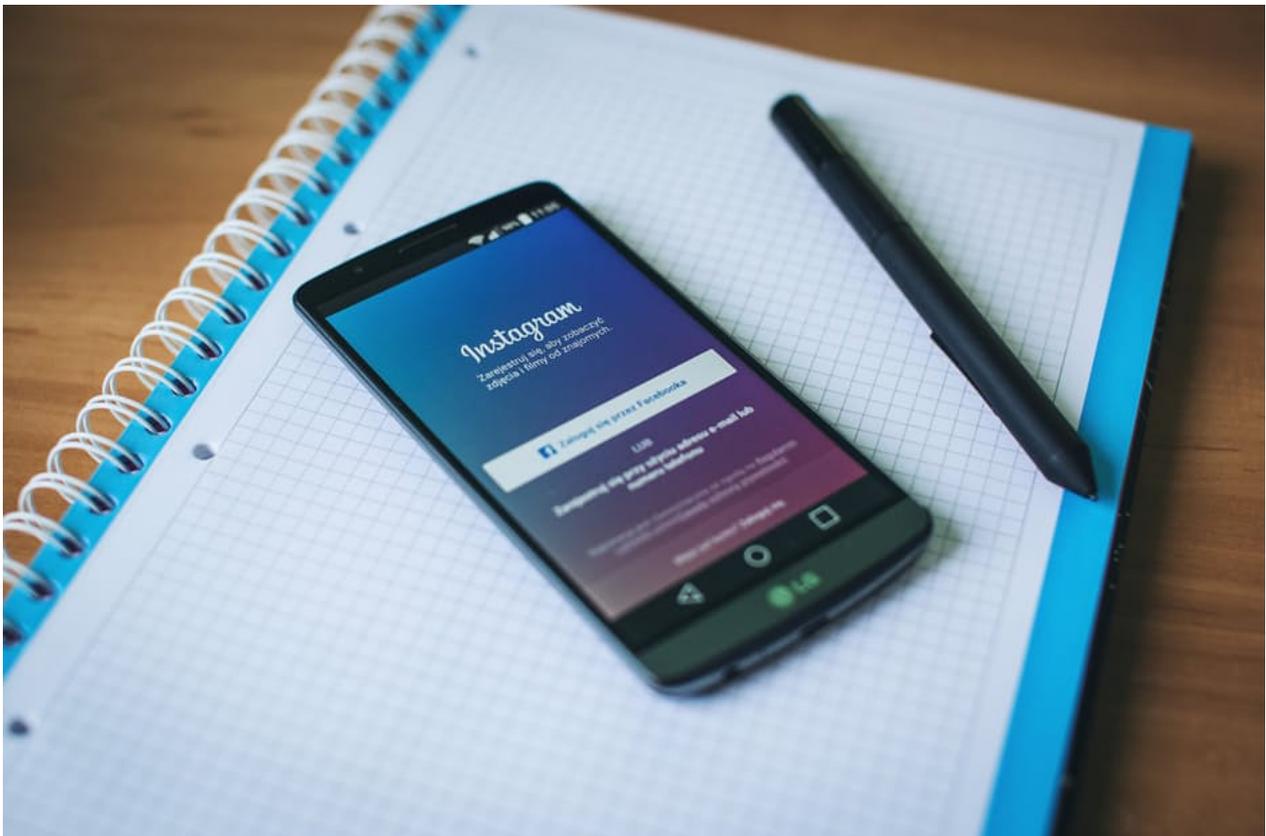
- Don't just use generic marketing photos on Facebook. Create photos specifically to generate a conversation.
- Think how you can communicate visually—fans are more likely to comment on, like, and share a photo or 1 minute facebook videos.
- Ask your fans to upload their own photos to give their perspective on how your products fit into their lives.
- Create campaigns specifically for Facebook that fans can join in with.
- Both photos and video work really well on Facebook and generate interaction with your fans.
- Get creative with your header photo, and choose something eye-catching and inspiring. Change it every now and then to keep it fresh.
- Integrate your regular marketing into Facebook, but let Facebook take it further. For example, show behind-the-scenes shots, or let fans decide what happens next.
- Don't worry too much about using professional photographs—a photo taken on a smartphone by a fan can sometimes tell a better story than a professional marketing shoot.
- Offer creative visual contests to engage your fans in a sustainable way.



Photo: Yoel Ben-Avraham

TIPS for Engaging on Twitter

- Have a strategy: don't clutter it with different messages. Develop your voice, and tweet around several key passion points. What do you want your followers to know you for? Why would they follow you?
- Use Promoted Tweet or Trend features to support your key messages. Photos and videos add interest, but they should integrate with the overall strategy.
- Keep material fresh by posting regularly.
- This isn't your organization website. You can have a bit of fun with your images or graphics and show a more relaxed side to your organization. People come to Twitter to find interesting content.
- Many people won't visit your actual organization page. They will be viewing your tweets from their own stream or from a third-party application, so don't assume that your audience will be able to see your previous tweets. Each tweet should therefore be able to be understood on its own.
- Mix up your content. Don't post the same types of tweets all the time.
- Ask questions to your followers.
- Use links. Link to articles, photos, or videos.
- Retweet. Find out what your followers are interested in, and share it with them.
- Use hashtags. Join in bigger conversations on a topic or start one of your own.
- Use calls to action. If you want something to be retweeted, say so. People are more likely to share your content if you ask them to share or retweet.
- Consider the location of the people in your audience. If they are mostly in your own country, tweet your critical messages then. If you have a worldwide audience, maybe it makes sense to repeat some of your tweets during different times of the day when your followers will be most likely able to see them.



TIPS for Engaging on Instagram

- Build a community by putting your official hashtag in your banner heading for fans to know how to tag you.
- Show the human side of your organization by mixing behind-the-scenes shots with audience, employee, and community photos and videos.
- Design and lifestyle are a big part of Instagram, so think how your service works in people's lives.
- Use filters creatively.
- You can find out more about your Instagram activity through their built-in statistics, so use them to inform your content as your profile evolves.
- Don't be "salesy" or use blatant promotion. Users of Instagram are media savvy, and they don't appreciate the community being used as a commercial.
- Brands that are popular on Instagram are original and artistic, and they blend their use of Instagram into their wider community building.
- Post regularly, and use the platform to show your take on current events, holidays, and seasons.
- Use specific hashtags for promotions or campaigns.
- Don't use too many hashtags. Keep it simple; otherwise, your community will splinter, and there won't be a central focus to your brand's message.
- If people are posting comments, then make sure you join in the discussion and interact with your fans.
- Blend Instagram with your website for a more interactive experience. Instead of simply using your own activity pictures, ask audience to upload their own photos or videos.

References: EKATERINA WALTER JESSICA
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