

Tips & Tricks | 75 Facebook and Instagram Video Tips ^[1]

November 9, 2017 by [Kate O'Connell](#) ^[2]

With the new year just around the corner, now is a great time to take another look at your social media strategy. Video is an increasingly valuable communication channel and works well on both Facebook and Instagram platforms. This [helpful article](#) ^[3] on Hubspot is full of actionable tips for you to ensure that your social media strategy leverages video in a nimble way.

Highlights include:

- 9. Build connections through community
- 24. Write for ear, not the eye
- 51. Narrow your messaging
- 61. Make sure your video is mobile-friendly (this is a big one!)
- 69. Use that data to produce higher converting videos in the future

You can read the full post [here](#) ^[3].

[Tools of the Trade](#) ^[4], [Event Management](#) ^[5]

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