Published on *University of Colorado* (https://www.cu.edu)

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]
Display Title:
Tips & Tricks | 75 Facebook and Instagram Video Tips
Send email when Published:
Yes

Source URL:https://www.cu.edu/blog/ecomm-wiki/tips-tricks-75-facebook-and-instagram-video-tips

Links
[1] https://www.cu.edu/blog/ecomm-wiki/tips-tricks-75-facebook-and-instagram-video-tips
[2] https://www.cu.edu/blog/ecomm-wiki/author/292
[3] https://offers.hubspot.com/thank-you/75-facebook-and-instagram-video-tips?marketing_company_auto__c=No&browser_country=US&browser_language=en&lastname=Jon f757-40dc-b325-3890aecf9328 [4] https://www.cu.edu/blog-tags/tools-trade [5] https://www.cu.edu/blog-tags/event-management