

# How to Make a Video: Part 3

## (3) Promoting

### Step 6: Promoting your video (*post-production*)

You have made a great video, now you need to ensure it is watched by your target audience!

#### 6.1 Videos made for specific occasions

You may have made your video for a **specific occasion**, such as a conference, meeting or political event, but it could be re-edited and used to raise awareness of a situation or challenge for a wider audience.

#### 6.2 Who do you want to view your video?

If your organisation has a website, you can house your video on it, or you could make your video available on YouTube, either where it can be seen by anyone, or in a password protected area, where only people selected and contacted by you will be given access to the video.

If you want to encourage your members to view your video you could promote it in your newsletter or on your website, but if you want as many people as possible to view your video, then you can **promote it on social media**.

#### 6.3 Using social media to promote your video

Social media is the most effective way to reach a wide target audience. Here are some tips:

##### 1. Title & description

Choose a short title that includes a one or two paragraph description that concisely outlines what is in the video.

- To ensure your video is seen by as large an audience as possible, you need to use **keywords** that people are using in search engines such as Google.
  - You can use the [Google Keyword Planner](#) to find the popular keyword phrases that are getting a solid number of searches but don't have too much competition – this will make your video easier to find
  - *When selecting keywords, these should accurately reflect what's happening in your video*

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### 2. Social Media Channel Interaction

You can use your video to respond to questions and enquiries from followers. If somebody asks about a certain topic that's covered in your video, share it with that person or send it to them.

- You can use platforms like Facebook, Instagram, Twitter and Google+ to promote video content
  - Share from **your organisation's account** or, with permission from the relevant person in your organisation, you could share via your personal account
  - Make sure you **prioritise the channels** where you have the most followers
- Organisations can ask their **staff and known associates** to share the video, in order to reach a wider audience
- **Share content at the right time** - to get as many people as possible viewing the video, share it when most are online and active, which is in the evenings
  - This doesn't mean you should not share videos during the day, it just means the evening is the most important time!
- Don't be afraid to **share content at multiple times** to ensure people who missed it the first time may see it the second time, or the third
- You could try using a quote from the video to promote it, giving users a different sneak preview of what's to come

### 3. Tagging

Use relevant [hashtags](#) and tag relevant sources/accounts to tie public conversations from different users into single streams.

- Hashtags make it easier for people to source and follow discussions about certain topics, events and promotions
- They feature on all the mainstream social media channels, apart from LinkedIn, and can substantially increase the amount of engagement a post gets -

*For example, if you were to use #rheumaticdiseases, your post would then be tied to all the other posts that mention this hashtag.*

### 4. Paid promotion

If there's budget, consider putting some money behind the promotion of your video – costs can be surprisingly cheap on platforms like [Facebook](#) and [Twitter](#).

What you would essentially be paying for is your video appearing in front of the eyes

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of a substantial number of people beyond your own followers and friends – the result would be more views.