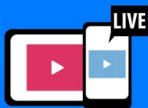


SHOWCASE YOUR

DENTAL VIDEOS



ON MULTIPLE SOCIAL NETWORKS



facebook



Share your YouTube videos on Facebook on weekdays between 1 pm and 4 pm. This window has been found to result in greatest number of click through rates in a day.



Your video post should be accompanied by a short sentence or two describing the content.



Consider live-streaming videos, which garner 10 times as many comments.



twitter



All you need to do is copy and paste the video URL. Twitter will incorporate a playable, embedded version of your video into the tweet.

Again, a catchy description needs to accompany the video so your followers are motivated to click the URL.

Given the character limit on Twitter, be choosy in what you post. Short and crisp tweets with videos achieve maximum success!



Linked in



The rule of thumb on LinkedIn is to be very selective of what you post as it is the most professional network of all platforms.



LinkedIn is not the best option for promoting your video all on its own. It is suitable for sharing topical articles and blog posts that are of relevance to your industry.

