



## Checklist 17: Video Traffic – Twitter

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Another great traffic source you can use to drive more views to your videos is to share your video link on Twitter.

- |   |   | Yes                      | No                       |
|---|---|--------------------------|--------------------------|
| 1 | Have you Linked your YouTube and Twitter accounts?<br><i>On YouTube and other similar video sharing sites, you can choose to link up your account with Twitter so that you automatically share your video on that platform as soon as it's uploaded. However, there are pros and cons to this which I'll explain shortly.</i>                         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | In your "connected Accounts" on YouTube connect your Twitter account.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Next check the box to "share your public activity to connected accounts"  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Video Upload Settings<br><i>In your upload settings before you publish a video or if you click on edit video</i>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Post your video thumbnail image<br><i>Similar to Facebook your videos won't appear full size, they will only appear as a small thumbnail which doesn't grab people's attention. So, instead of this you'll find it's better to create a Twitter post by uploading your video thumbnail image and then adding the link to your video in your Tweet</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Use Canva to create your Thumbnail<br><i>If you haven't already used Canva, this is an excellent, free and easy to use online resource that you can utilise to create your video thumbnails and much more...</i>  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Use an attention-grabbing headline<br><i>Make sure the first line of your Tweet grabs people's attention and lets them know what the video is about straight away</i>   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Remember to use Hashtags<br><i>Also add video related hashtags within your Tweet. This will help to give your Tweet more exposure</i>   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Add A Call to action  | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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*Make sure that you include a clear call to action in your Tweet such as “Click here to Watch this Video Now”*

*Don't assume people will click on the link you include in your post. You need to tell them to do it. You could also include your link in the comments section.*

Notes