

## SOCIAL MEDIA TIPS



AMERICAN PUBLIC HEALTH ASSOCIATION  
*For science. For action. For health.*

# YOUTUBE



- 1 Be yourself. It can be a video short or long, funny or serious, but let the viewer know what you're all about.
- 2 Have fun, when possible. You can be fun and still say something important.
- 3 Tag your video. Without the right keywords, the best video in the world will go unseen.
- 4 Share your video on other social networks. More people talk on Twitter and Facebook than YouTube. Don't withhold your creativity from them.
- 5 Caption your videos. Your words are important. Make sure everyone hears and sees them.

VISIT [YOUTUBE.COM](https://www.youtube.com) TO BE PART OF THE CONVERSATION

