

VIDEO

Facebook & YouTube

- 8 Billion video views per day on Facebook
(grew from 4 Billion to 8 Billion in just 8 months)
- In 2019, 80% of all Internet traffic will be video
- YouTube: Video use increases by 100% each year
- 92% of mobile video consumers share video with others
- Companies using videos have 41% more web traffic
- A social video generates 1,200% more “Shares” than text and images COMBINED!

VIDEO AND FACEBOOK LIVE

- **Posting VIDEO**

- You can add video to your post in 2 ways
 - Upload from your phone/computer
 - Share a link
- Use the description to properly tag and # your post
- When filming on your phone always turn your phone horizontal

- **Going LIVE**

- Choose exciting and fun opportunities to go live.
- Warn people that you are going live and as new people are popping into your surroundings.
- Can NOW use Vertically or Horizontally
- Type up your description with tags and #'s **BEFORE** going live to help build your audience
- **Interact** with your audience throughout the shoot... comment back, say hello, keep them engaged

Get Creative... Play Around... & Try New Software!

Forms

- Jot Form
- Wufoo

Newsletter

- Club Runner - New Bulletin
- Mail Chimp

Social Media Scheduler

- Hoot Suite
- Facebook

Free Graphics

- Google Images
- Rotary Brand Center
- Pixaby

Graphic Design Online Editor

- Canva
- Crello

Video Creator

- Adobe Spark
- Animoto