



# SOCIAL MEDIA VIDEO BEST PRACTICES GUIDE

## Opportunity

The BBC Media Partner Centre now hosts an expanded library of archived videos, with supported on-boarding training, for you to download and use natively on websites and social media sites like Facebook and Twitter. As a BBC affiliate, you have access to these rights-cleared videos. To learn how to download and distribute this content, view the [access guide on our website](#).

## Who distributes these videos?

Dozens of stations like yours have distributed videos produced by the BBC in the past. These videos routinely garnered hundreds of views, and several garnered well over 10,000 views.

Short, mobile-friendly videos like the ones produced by the BBC are regularly distributed across Facebook, due in large part to their tendency to increase digital foot traffic and engagement at significantly higher rates than image-based campaigns.

Generally, the barrier to distributing videos like these is the upfront cost and labor of video production. With these published videos, driving traffic to your social media page is easier than ever.

## Best practices

Ultimately, quality of content is more important than quantity.

Aim for consistency in media posts instead of mandated high frequency. Remember to tag the BBC (@bbcworldservice) when posting these videos.

- Generally, most optimal times to post are weekdays from 9 – 10 a.m., 11 a.m. – 12 p.m., and 1 – 4 p.m. However, this will vary based on your specific audience.
- Least effective times to post include early mornings, late evenings, and weekends after 8 p.m.



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- If you are curious to know optimal Facebook posting times and more for your unique audience, visit your [Facebook Page Insights](#).
- If you are curious to know which of your tweets garnered the greatest number of impressions and highest engagement rate, visit your [Twitter page analytics](#).
- If you are curious to know how many users viewed your Instagram post and the number of times your post was seen, visit your [Instagram page analytics](#).

Videos shared on social media channels tend to garner significantly higher impression shares compared to static images shared on the same platform. Experiment by sharing these videos at different times of the day to see what times are most effective for your audience.

Engaging your network with high-quality, engaging and evergreen video content can increase digital traffic to your Facebook page so that when you share station and program-specific content, your posts are more likely to reach the audience you are targeting.