

SOCIAL MEDIA MARKETING

# YouTube search

## Using YouTube To Enhance Your Social Posts



Video significantly increases engagement and sharing on Social Media, in fact they have the most organic reach of any type of Facebook Post.

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*If you're looking to boost your marketing but not sure where to turn, videos can add a whole new dimension to your Social Media Marketing.*

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Time is so incredibly precious to people. We are in control of it and we hate when it's wasted, so why bore your fans and followers with long text updates?



**Video offers you the chance to engage with your audience visually meaning they are not only more likely to share or Retweet, they will like and follow!**

Think about it for a second. What were the last few things you shared on Facebook or Twitter? There's a high chance at least one of them was a video clip. If you're creating your own video content for YouTube, that's great, but not everybody has the time or skill to create their own videos.

**The YouTube search in the Content Research section of your dashboard will help you find awesome video content that engages your audience.**

### **Note**

Think of each video you post as a mini ad for your business.

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*With an impressive three billion daily views, YouTube stakes its claim as the world's second-largest search engine (behind Google) and is considered the third most-visited website in the world.*

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Think YouTube is only for cat videos? Think again ...



## Here's a few stats to help you understand the power of YouTube

- ▶ Total **number of people** who use YouTube – **1,300,000,000** (Fortune Lords 2016)
- ▶ More than **1 billion unique users** visit YouTube **each month**. (YouTube 2016)
- ▶ **300 hours of video** are uploaded to YouTube **every minute!** (Fortune Lords 2016)
- ▶ On mobile, the average YouTube viewing session is now **more than 40 minutes**, up more than 50% y/y. (YouTube 2016)
- ▶ Almost **5 billion videos** are watched on YouTube **every single day**. (Fortune Lords 2016)
- ▶ You can navigate YouTube in a total of **76 different languages** (covering 95% of the Internet population). (YouTube 2016)

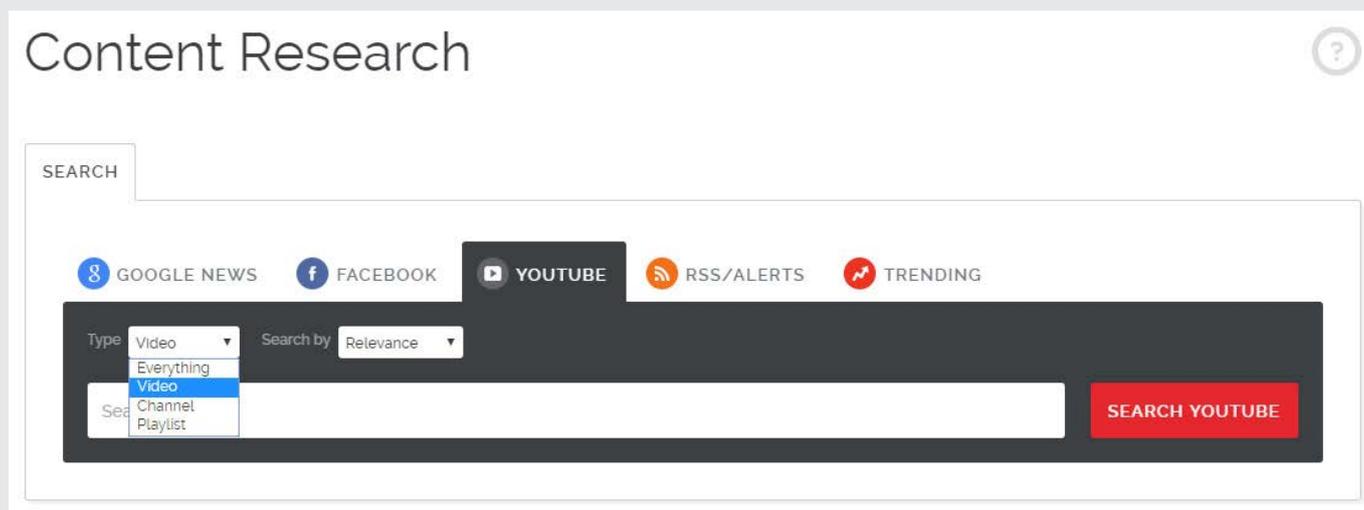
## Using YouTube for content research



This is one of the most powerful additional features of your dashboard. Searching for current, relevant videos then scheduling them onto your Social Media channels has never been easier.

**First of all, log into your Social Media Control Panel and click 'Research'.** Then select the 'YouTube' tab from your list of Content Research tools.

You'll notice that you have the option to search for videos, specific playlists or channels.



### **Note**

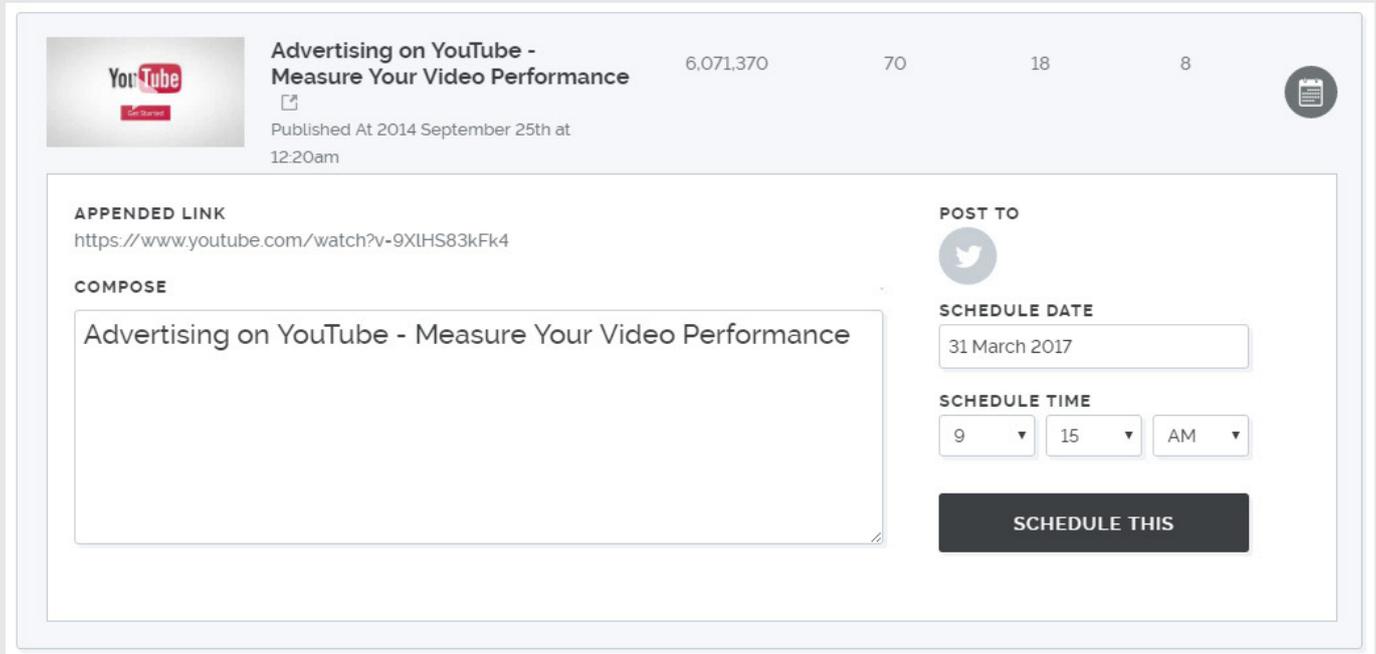
Remember to save these all important searches so you can return at a later date when you are ready to post more videos.

**To do a video search**, simply type in your search term to view a whole list of relevant YouTube content which you can then filter by Relevance, Date or View Count.

**To search for a playlist**, simply repeat this process but select 'Playlist' from the drop down list to receive your search results.

**Searching a channel**, involves a few extra steps, please read the **"Add a YouTube channel to content research"** PDF guide for step by step instructions.

Clicking the Scheduler icon to the right of a video or channel will allow you to choose what platform you would like to post to and when.



The screenshot shows the YouTube Scheduler interface for a video titled "Advertising on YouTube - Measure Your Video Performance". The video has 6,071,370 views, 70 likes, 18 comments, and 8 shares. It was published on September 25th, 2014, at 12:20am. The interface includes a "COMPOSE" section with a text area containing the video title, an "APPENDED LINK" section with the video URL, and a "POST TO" section with a Twitter icon. The "SCHEDULE DATE" is set to 31 March 2017, and the "SCHEDULE TIME" is set to 9:15 AM. A "SCHEDULE THIS" button is located at the bottom right of the scheduler panel.

## There you have it ...

A few easy ways to find engaging video content with your Social Media Control Panel to engage your audience using your Social Media Control Panel.