

Social Media and Marketing

Links

You should always add a link to your posts that go back to your Tumblr or website. These links will help ensure that shared posts return people who look at them to your Tumblr or website. It is very easy for people to forget to give credit when reblogging.

Additionally, it is important to make sure that you link back to anything that you share or reblog. Giving credit where credit is due is simply good manners and will help you develop relationships with other people. Additionally, Tumblr has a no plagiarism policy, and the users are fast to point out missing links or credit.

Content and Voice

When creating your video content, you need to understand what will appeal to your target market. Your channel and brand will help guide you, but remember that each video must provide value for the viewers. They need a reason to watch. Consider how the content meets needs such as saving time and money or solving problems.

Once you determine your content, it is important to establish your voice or how you will present it. For example, will you have a spokesperson? There are different ways to create videos:

- Live action
- Text graphics
- Animated
- Interactive
- Music or voice overs

The purpose of the video and your audience will determine the content method of creation, so do your research before developing videos.

Optimize Search in Profile

Profiles on LinkedIn should be optimized to provide the best possible search results. Search engine optimization (SEO) is important in Google searches. Once you set up your profile, choose the keywords you want to represent the business. Make sure to place your keywords carefully. LinkedIn recommends placing keywords in the following locations.

- Headlines
- Titles
- Projects
- Content

Make sure that the keywords are relevant to each section. Avoid stuffing, and use keywords in an organic way.