

## 4 TIPS TO PROMOTE YOUR CULTURE DAYS VIDEO ON THE WEB

### 1. WHERE DO I UPLOAD MY VIDEO?

We recommend you use [YouTube](#) to host your Culture Days video. YouTube is the second largest search engine in the country, and one of the largest sites for mobile phone traffic, so people are just as likely to go there to look for you as to use Google. You can set up a [free account](#) in a few minutes. The video size limit is 2GB and the video time limit is 15 minutes.

### 2. HOW DO I SHARE MY VIDEO WITH OTHERS?

Once uploaded on YouTube, you can share your video URL via email, [Twitter](#), [Facebook](#), or other social media channels! The "Share" link under your video is one of the easiest ways. Click on your social media network of choice and it pops up. Then hit "Publish." Remember to use an app like [bitly](#) to condense long URL's and save character space.

### 3. WHAT DO I SAY?

Modify the following sample posts to suit your needs. Be sure to replace the words in red with your personal information and include the link to your activity on [Culture Days website](#):

- *What are you planning to do for #CultureDays 2016 in **#community**? Join our event [\[link to the video\]](#)*
- *There are thousands of free #CultureDays activities happening across Canada including our activity **@YourTwitterHandle** [\[link to the video\]](#)*
- *SHARE this with anyone you know who likes **#ActivityCategory!** [\[link to the video\]](#) #CultureDays*
- *Behind-the-scenes content from some of the best #CultureDays activities this year [\[link to the video\]](#)*
- *Hey, #CultureDays folks! Save the date, we're hosting a fabulous & fun meetup at **#Address** on **[date]** Stay tuned! [\[link to the video\]](#)*

### 4. HOW TO INCREASE EXPOSURE?

An effective way to increase exposure is to use hashtags in the video description as well as when sharing on social media channels. A hashtag is a word or phrase preceded by (#) sign and used to identify messages on a specific topic. Not only can hashtags help you target a topic, but they can also help you target your audience. Using the #CultureDays hashtag increases the likelihood that you'll get retweeted by Culture Days followers. Don't forget to link your video to Culture Days social media accounts by using the following handles: @CultureDays (Twitter) and @CultureDays.FeteDeLaCulture (Facebook).