Social Sharing (Improve) Checklist

Here's an at-a-glance list of actions you can take to improve your video content.

☐ Add all pieces of metadata

☐ Embed/post video on your agency website

☐ Promote video via email

☐ Promote video via Facebook/Twitter

☐ Share the video with relevant communication partners

☐ Review metrics to see where you can improve

☐ Moderate audience comments on the video

See our complete guide to video content at howto.gov/social-media/video