



# YOUTUBE BEST PRACTICES

YouTube can be a great tool to strengthen your business. Here are some tips to best utilize the platform.



## **Tag wisely**

Use tags and titles for the videos you share that will help people find your content.

## **Shorter is not always better**

In fact, total view time on YouTube is attributed to long-form content. Shoot for videos that are 3-5 minutes long.

## **Customize your page**

YouTube's account settings allow you to customize your page, utilize this feature.

## **Brand your profile**

Use RE/MAX graphics or images of your own for your profile background.

## **Subscribe to users**

Subscribe to other users who post relevant content (find them by using YouTube's extensive search tool). This gives you more opportunities to comment and spur conversation.

## **Respond to comments**

Be sure to respond to comments about your videos. Include links to helpful content if questions arise.

## **Link to your YouTube videos**

Direct people to your YouTube videos by linking them from your website and other social media channels.

