



# The Ultimate *Social Media Video Checklist*

## ○ **Take advantage of templates**

Edit videos with Instagram Reels templates, InShot or CapCut - you only need your smartphone & existing apps!

## ○ **Add text over your video**

Like captions, a text overlay with your title or video topic can help a viewer understand the purpose of your video and decide if they'd like to unmute and continue watching.

## ○ **Record audio with your voice overlay**

Some of us aren't great at talking into the camera - no problem! Record your video, and then play narrator after you've compiled your scenes.

## ○ **Add a cover image**

Pick an engaging still from your recording or upload a separate branded image that will show as the cover or thumbnail of your video in your feed.

## ○ **Generate subtitles/captions**

Captions & subtitles ensure that even someone watching with your video on mute can follow along.

## ○ **Tag relevant partners and accounts**

ONLY relevant ones! Don't spam accounts by tagging them.

## ○ **Select music from the available music library**

Instagram, TikTok & YouTube all have their own music libraries to choose from without having to worry about copyright issues. If you have a business account, you will have different song options than a personal account.

## ○ **Write an engaging caption with hashtags & a CTA**

For some, this may be harder than the video recording & editing. Your video caption can be tailored to fit the character limits of the social platform you're publishing on.

Social media videos are incredibly important in today's digital landscape. As social media networks provide a platform for people to interact and engage with each other, videos can be used to further that connection. By creating content that people can watch and react to, brands can help deepen their relationships with their audiences.