



# SOCIAL MEDIA BEST PRACTICES

## FOR PODCAST & VIDEO CONTENT

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Posting consistently and intentionally is what turns great content into real growth. These best practices will help your episodes reach more people and drive viewers back to the full show.

### 1. Lead With Short Form First

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- Short form clips are the primary driver of discovery.
- Post 15 to 60 second clips that highlight a strong moment, insight or reaction.
- Focus on moments that stop the scroll rather than full context.
- Think curiosity, tension or clarity in the first 2 seconds.

### 2. Post Across Multiple Platforms

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- Do not rely on one channel.
- Share clips to Instagram Reels, TikTok and YouTube Shorts.
- Post the full episode to YouTube and your podcast platforms.
- Reuse the same clip across platforms with small caption tweaks if needed.

### 3. Use Clear, Simple Captions

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- Your caption should guide the viewer.
- Open with a short hook or question.
- Keep it conversational and easy to read.
- End with a call to action such as watch the full episode, link in bio or listen wherever you get podcasts.

### 4. Prioritize Consistency Over Volume

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- Consistency builds momentum.
- Aim for 2 to 5 clips per episode spread over time.
- Post on a predictable schedule your audience can expect.
- One strong clip posted consistently beats many clips posted randomly.

### 5. Tag and Credit Everyone Involved

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- Increase reach through collaboration.
- Tag guests, co hosts, brands, and partners (& us - we love a good repost!)
- Encourage them to reshare clips to their audience.
- Use location tags when relevant to boost local discovery.

## 6. Keep Visuals Clean and Readable

- Most people watch without sound.
- Always use captions.
- Keep text within the safe zone so it is readable on all platforms (see below)
- Avoid overcrowding the screen with too much text or graphics.

## 7. Drive Traffic Back to the Full Episode

- Every clip should support the bigger goal.
- Mention the full episode in captions or on screen text.
- Link the episode clearly in your bio or profile links.
- Occasionally post reminders that the full conversation is live.

## 8. Engage After You Post

- Posting is only half the job - reply to comments early to boost engagement.
- Like and respond to shares when possible.
- Engagement in the first hour helps content perform better.



(Guide from: [heysaraschultz.com](https://heysaraschultz.com))