



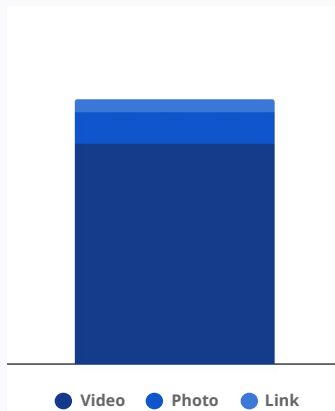
**Using Social To Drive Traffic  
To Owned Media Platforms**  
Media

# Facebook Best Practices

## Consistent Video-Focused Post Cadence

BBC iPlayer's Facebook account maintains a consistent posting cadence - which averaged 5 posts per day in June.

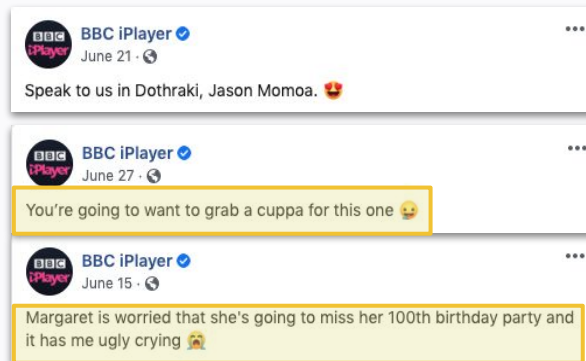
Of the 162 posts in June, 83% were **videos** posted natively to Facebook in a 4:3 aspect ratio.



## Concise & Casual Post Copy

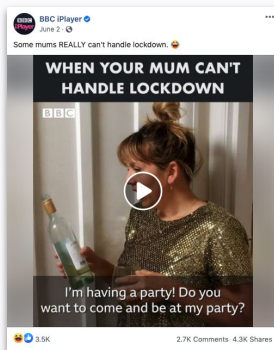
Post captions on the BBC iPlayer Facebook page are typically 1-2 short, snappy sentences aimed at piquing reader interest.

The page uses localized terms and often speaks in the first person to personify the page.



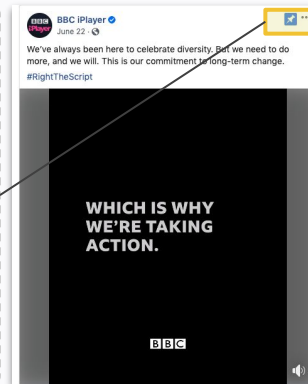
## Use of Pinned Comments to Drive Traffic to iPlayer Site

Rather than linking to the actual content page on iPlayer, the link is posted as a comment and then pinned as a top comment.



## Pinned Posts

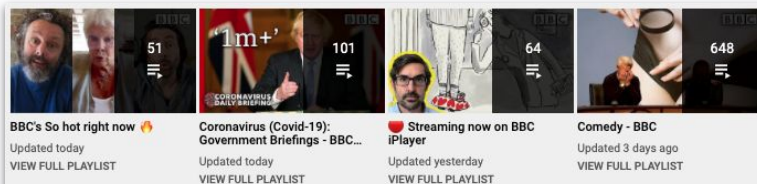
Use this native tool to ensure important content relating to upcoming events, important/priority information, or high-value content - as this allows a post to remain at the top of your feed regardless of other activity occurring on the page.



# YouTube Best Practices

## Channel Playlists

Organize channel content using playlists, which enable users to dive into the content type that they're interested in, while taking advantage of the autoplay feature to ensure viewers continue to interact with your content.



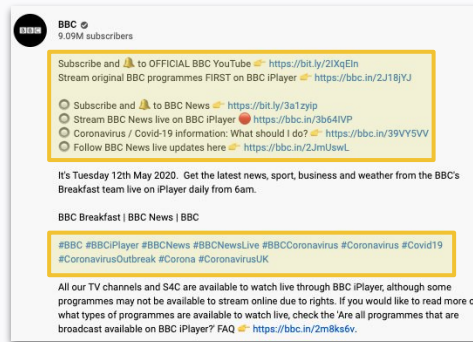
## Custom Thumbnails

Create custom thumbnails for all videos to capture user interest when searching for specific content, and to catch their eye in the suggested videos bar. Use bold, concise text that clearly indicates the video's purpose.



## End Screens & Cards

Use these native features to recommend related videos on your channel during and at the end of videos. This encourages viewers to remain on your channel and presents additional opportunities to drive them to other owned channels and platforms.



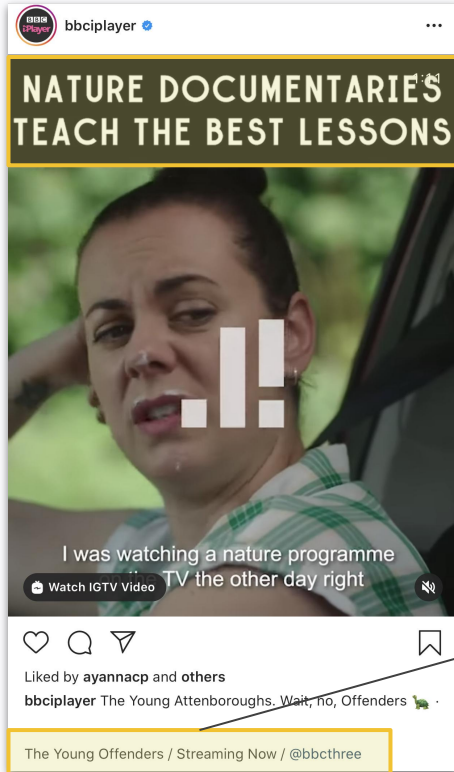
## CTA's in Video Descriptions

As shown, BBC uses video descriptions to drive viewers to other owned channels such as their iPlayer.

## Use of Relevant Hashtags

With YouTube being a search engine, use relevant hashtags to ensure videos are discoverable for relevant user search queries.

# Instagram Best Practices



## Text in Videos & Subtitles

Bold, clear text enables viewers to watch and follow along even when in situations where audio is turned off - allowing them to still get value out of video content.

## 4:5 Aspect Ratio

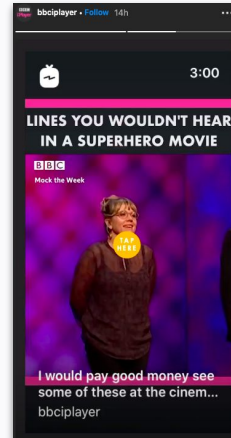
Use this ratio for both photo and video content to ensure content occupies maximum screen real estate on user devices, allow content to remain on screen for longer as they scroll.

## Consistent CTA's

All content (IGTV, video, photo) directs users to the location where they can view the full piece - such as their owned platform.

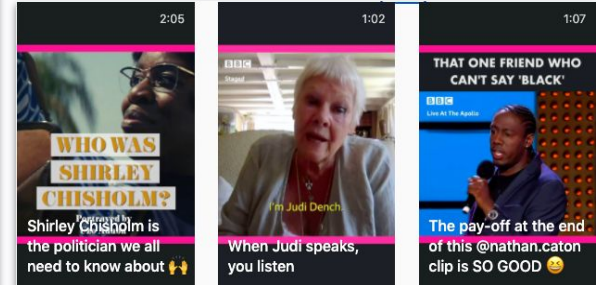


Mock The Week / Streaming Now / BBC iPlayer



## Use of Video & IGTV

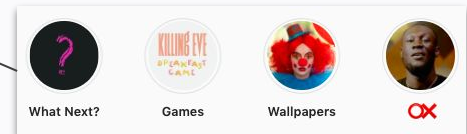
Video is the center of Instagram strategies of most outlets, such as BBC, which posts an average of 5 videos daily. IGTV enables long-form content to drive further awareness of content available on other owned platform and channels.



## Use of Stories & Stories Highlights

Sharing owned content on Stories draws further to it, and increases discoverability on the Explore Page.

Use Stories Highlights to categorize content into recurring content buckets - providing prospective followers with an indication of what to expect if they follow.



# Twitter Best Practices

## Pinned Tweets

Use this native tool to ensure important content relating to upcoming events, important information, or high-value content - as this allows a tweet to “stick” to the top of your profile and will be the first content seen by profile visitors.



## Minimal Clickable Clutter

Reduce hashtag and tagged account clutter by including only 1-2 highly relevant hashtags or related accounts - as tweets with high clutter tend to receive below average engagement.

## Engaging Copy Formats

Use varying styles of writing to engage and capture the interest of readers - short sentences, bullets, numbered lists, tweet “threads”, etc.

## Visual Tweets

Ensure Twitter content is accompanied by photo/video to capture user attention and increase the likelihood of them engaging.

## Content Lead Magnets

Use short clips from larger content pieces (such as TV shows, etc.) to drive awareness, including a CTA to drive viewers to the full piece.

## Cross-Promotion of Owned Channels

Use the profile bio and native Retweet function to cross-promote other subject or show-specific accounts aimed at fans of specific topics.

