

Promoting Your Video Pitch on Social Media

Between 1 June and 15 June your video pitches will be available on the Creative Spark Big Idea Challenge homepage and it is your responsibility to promote them and get as many votes as possible to increase your chances of becoming your country's People's Choice winner.

Firstly, decide what social media channel you want to use to promote your video: facebook, instagram, twitter, snapchat and tik tok are very good channels to reach a large audience, and, depending on the nature of your idea, you could also consider sites such as linkedIn, pinterest, or tumblr.

Then, make sure that you write a relevant caption for your idea: use specific language to attract the attention and curiosity of the audience and make sure you link your posts to the voting page on the Creative Spark Big Idea Challenge site. When relevant, include suitable hashtags (#) to further increase the reach of your posts.

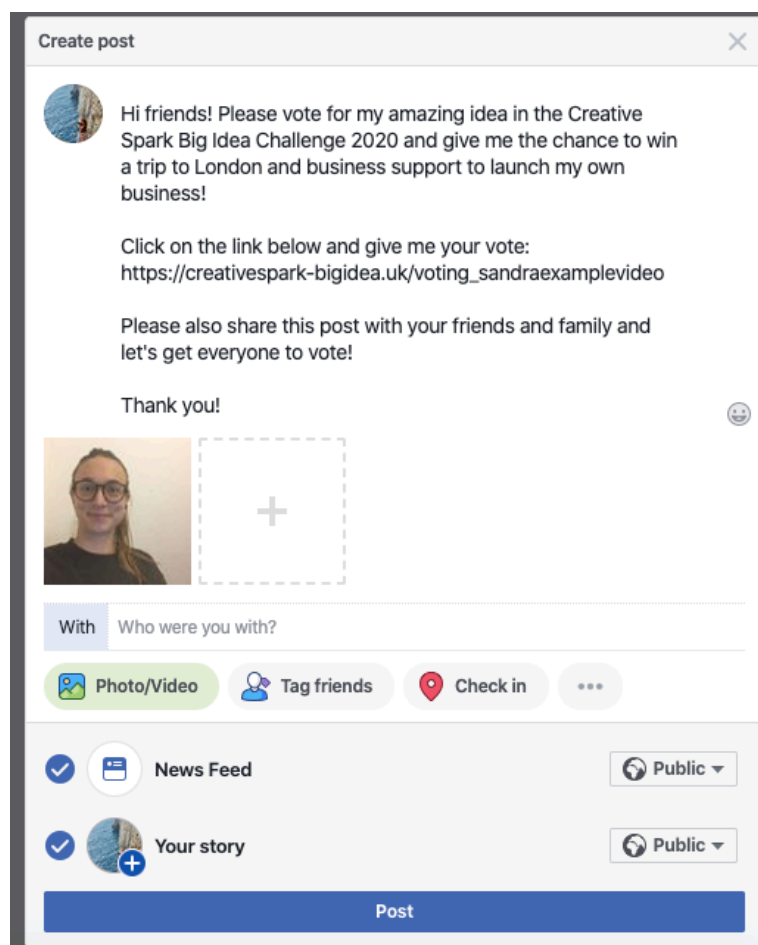
Finally, your **CALL TO ACTION**: your ultimate goal when promoting your video is to get as many votes as possible on the creativespark-bigidea.uk website. This means you have to make sure that you link the voting page for your video to all of your posts and ask your audience to go there and give you a vote. In addition, you should ask all of your friends and family to share your posts as well! This will give you access to an extended network of people who can vote for you and support your idea.

Every channel has different methods for uploading videos and there will be different limitations in terms of size, file format, and length of the recording. You will find a list of video guidelines for the most popular channels below.

Facebook

You can choose to share your videos in different places on facebook: the recommended ones are facebook's feed and facebook stories. You should use the direct voting link from creativespark-bigidea.uk to direct your audience to the page where they can vote for your video. In order to increase the visibility of your post in the facebook feed, you should also add a picture from your video as a thumbnail – see example below.

- Creating the post:



- Final result:



If you wish to upload the video file directly to facebook, you can find the recommended video specifications below.

Video Guidelines for facebook feed:

- Aspect ratio: 9:16 to 16:9
- Resolution: utilise the highest-resolution video as long as it meets file size limitations
- Size: 4 GB max.
- Video length: 1 second - 240 minutes
- Captions: recommended but not mandatory
- Sound: recommended but not mandatory
- Text: 125 characters

Video Guidelines for facebook stories:

- Resolution: utilise the highest-resolution video as long as it meets file size limitations
- Size: 4 GB max.
- Video length: 1 second - 15 minutes
- Captions: Not available
- Sound: Optional

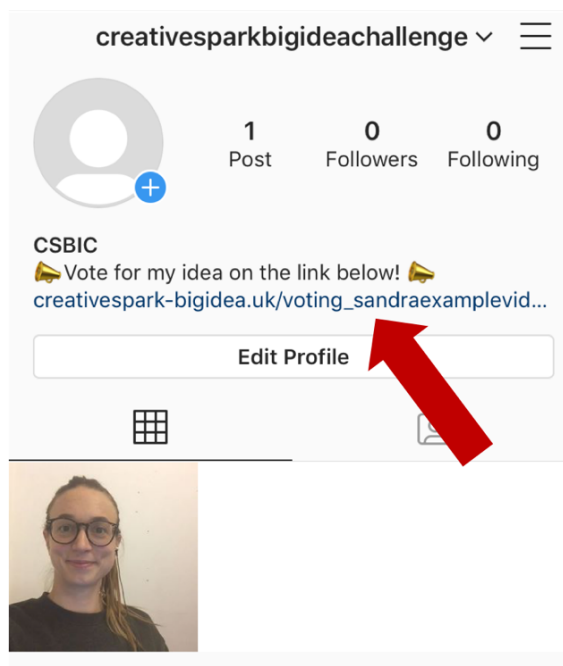
Instagram

The best way to promote your video through Instagram is to upload a picture from your video and link your voting link in your biography – remember that links in Instagram captions cannot be clicked and therefore not very user friendly. See examples below.

- Post with picture from video



- Link in the profile biography



Instagram allows you to upload video files that are maximum 60 seconds long: after you recorded a video, you can also add a filter, caption and location before sharing it with your audience. You will not be able to upload videos from a desktop computer, but only from the mobile application. Below you will find instagram's instructions on how to upload videos.

To post a video see instagram's instructions here:

https://help.instagram.com/456185931138729?helpref=hc_fnav

To upload multiple videos see instagram's instructions here:

https://help.instagram.com/269314186824048?helpref=hc_fnav

Twitter

There are different ways to share videos on Twitter:

- **Record:** this allows you to record and directly share videos in the app
- **Import:** the Twitter app also allows you to upload videos from your phone or table library
- **Upload:** if you are using Twitter from a desktop, you can also upload videos on twitter.com

Find all the detailed instructions here: <https://help.twitter.com/en/using-twitter/twitter-videos>

Video guidelines for Twitter

- Resolution: from 32 x 32 to 1920 x 1200 (and 1200 x 1900)
- Maximum frame rate: 40 fps
- Video ratios: 1:2.39 - 2.39:1 range (inclusive)