

## Video Distribution Checklist

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Now that your video is complete, use this checklist to embed and promote your video as widely as possible.

### HOST > EMBED > SHARE > SOCIAL

- Display on a big screen TV in your lobby
- Use in meetings and presentations
- Upload to streaming service (Wistia, Vimeo, YouTube)
- Link from your YouTube channel
- Publish natively to Facebook
- Encourage staff to share
- Request other individuals/groups/channels to link/promote
- Publish to Twitter, and ask others to retweet
- Publish on LinkedIn, personal and company pages
- Promote on relevant LinkedIn groups
- Publish to relevant blogs
- Embed on landing pages
- Promote on email newsletter
- Request partners to promote
- Request influencers to promote
- Add to email signature
- Add to relevant forums
- Measure results to see what works
- Rinse and repeat!