

IGTV



IGTV is still a great way to go deeper with your audience by sharing longer, more personal videos. Consider using this time to explore creating IGTV content around topics you're passionate about. Also, discover others' IGTV content to help you feel closer to the outside world.

First, a few general tips and tricks:

- ✓ Engage the viewer in the first 3secs
- ✓ Publish original (not repurposed) content
- ✓ Use sound, editing, and graphics techniques to make your IGTV stand out
- ✓ Use the Series tool to share episodic themed IGTV content
- ✓ Use Feed Preview so your existing audience sees your IGTV content

The new IGTV cropping tool allows you to select a thumbnail image so it still looks great on your grid



IGTV FAQs

Q: What's the best way to increase IGTV views?

A: Always use Feed Previews

Q: What's the best day to post to IGTV?

A: Weekends (plus Fridays)

Q: How long should my IGTV video be?

A: The sweet spot is 3-5mins (consider breaking up a longer video into 3-5min segments)

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Start here when you plan your IGTV video content:

Does it stand out?

Is it shareable?

Is it something I care about?

CHALLENGES: ideas to get you started

- ★ Reaction video to the latest episode of your favorite show
- ★ Updates on how you're feeling/preparing during this time
- ★ Home/hotel/closet/garage tour
- ★ Unboxing videos
- ★ Daily reflections
- ★ Longform Q&A video
- ★ A series about your passion / hobby

