

# SOCIAL MEDIA TIPS

- Instead of sharing a YouTube or Vimeo link, upload the video through the backend ([Twitter Media Studio](#) or [Facebook Creator Studio](#))
- Check the Twitter cards for links before sharing with [this tool](#)—if you would like to make a custom preview image, create a new card through [Twitter Ads](#)
- Cross promote your unique content from other platforms (share your LinkedIn article on Facebook or promote that you are doing a fun Instagram Story on Twitter)
- Incorporate trending/daily hashtags when appropriate in posts (#MondayMotivation, #TravelTuesday...)
- Create a free account on [bitly](#) to customize shortened links
- Find free stock photos (no royalties) for commercial use on [Pexels](#) or [Pixabay](#)
- Use sites like [Canva](#) or [Adobe Spark](#) to make easy custom graphics
- Get creative with [emojis](#) or different [font stylings](#)
- Interested in seeing what is trending? Check out the [TrendsMap](#)