

Tips and Resources

- Platform Changes
 - ✓ Sign up for updates through Social Media Today - <https://www.socialmediatoday.com>
- New Rules
 - ✓ Mobile is king, so content must be formatted for it
 - ✓ Videos should be square or vertical
 - ✓ Videos should be made for sound-off, meaning there should be words on screen so viewers can watch wherever they are
- Facebook Crossposting
 - ✓ <https://www.facebook.com/business/help/457328234477362>
- Tagging Tutorial Video
 - ✓ <https://www.youtube.com/watch?v=NEzvJQRcZMs>