

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>