

Share Your Video Live on Social Media



If you're streaming a live event on [HHS.gov/Live](https://www.hhs.gov/live), consider sharing it to a wider audience. We'll help you do it!

BENEFITS

- ▶ **Larger Audience** – HHS social media channels have a built-in audience of followers who can watch and share your video, resulting in higher viewership
- ▶ **Longer Shelf-Life** – Videos stay on the Facebook/Twitter pages after they have ended and continue to earn views
- ▶ **Engagement** – People can interact with your video in real-time and you can share additional links or answer questions.
- ▶ **Emphasis** - Whether it's a keynote address or a panel discussion, you can choose what part of your agenda you want to highlight on social media.
- ▶ **No Additional Cost** – Facebook and Twitter use the existing stream produced by HHS-TV

Tell the HHS-TV team that you're interested in sharing in social media. They will review your agenda and work with you and the ASPA's Engagement team to plan the social video.

RECOMMENDATIONS

- ▶ Social videos should not go over 60 minutes in length
- ▶ Promote in advance so that people can get reminders
- ▶ Announce who is going to speak
- ▶ Link to your page so that people can get more information

For more information, and to set up a social live stream, contact Andrew Palczewski at andrew.palczewski@hhs.gov.

