

# Short Video Checklist

Take your "CORE" video and chop it up into short videos. This is "Micro Content" and it is used to promote and expand your reach and exposure. Create as many as you want with the content you have. The more you have, the more exposure you can get.

- FB Reels - up to 60 seconds
  - FB Page
    - First comment is the link to your CTA
    - Post to Stories - Max 2 min
  - FB Profile
    - First comment is the link to your CTA
    - Post to Stories Max 2 min
- TikTok - APP - 30, 60 sec or 3 min. Upload up to 10 min
- YouTube Shorts (from Core Video already in YouTube) 60 sec
  - 1st Comment is CTA
- Instagram Reels - 3 sec to 15 min
- Instagram Story - Max 2 min
- Post to Twitter - Max 140 seconds
- Post to Pinterest - 4 sec to 15 min
- Post to LinkedIn Max -10 min
- Post Google Business Profile - Max 30 sec

