

The Post Bulletin creates a daily “5 Stories To Read” video for our social media accounts. We post these on Facebook, Twitter and YouTube. These are short, minute-long videos that give out the latest or most important five headlines from the morning. We use this as a way to hook viewers from the three different social media networks into a story and drive them to postbulletin.com. YouTube, specifically, is a social media network we haven’t used much in the past. These videos have been successful in broadening our reach in that audience.

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