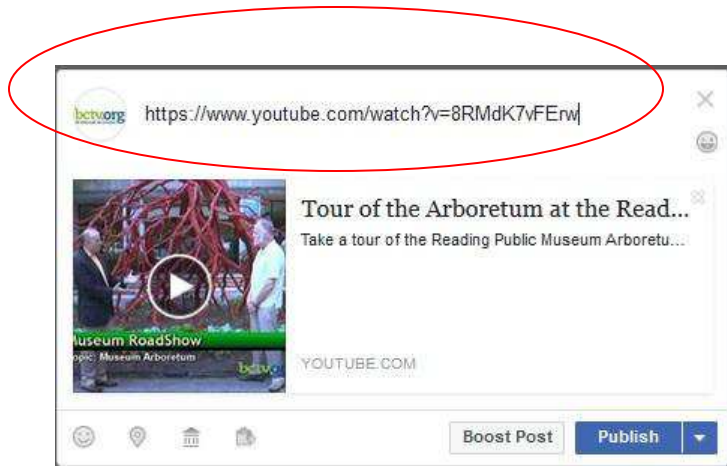# Tips for increasing your program's reach:

1. **POST** the link on the social media platform of your choosing (Facebook, Twitter, email blasts...) you can do this by either copying and pasting the link (left picture) or opening the link and sharing it straight from YouTube (right picture).

2. **TAG** guests and organizations involved in each program by using the @ sign and typing their name. This makes them aware that you're posting the program and gives them the ability to share it themselves-which increases the show's viewership. This works for both Facebook and Twitter.

Facebook

Twitter