

Social SEARCH

Optimizing Short-Form Videos for
Social Media Algorithms

Presented By:



Today's **Agenda**



- Search Algorithms on Social Media
- Short-Form v. Long-Form Videos
- Are Hashtags Still Relevant?
- Engaging Video Elements
- Music: What's New in 2025

Social Media Facts

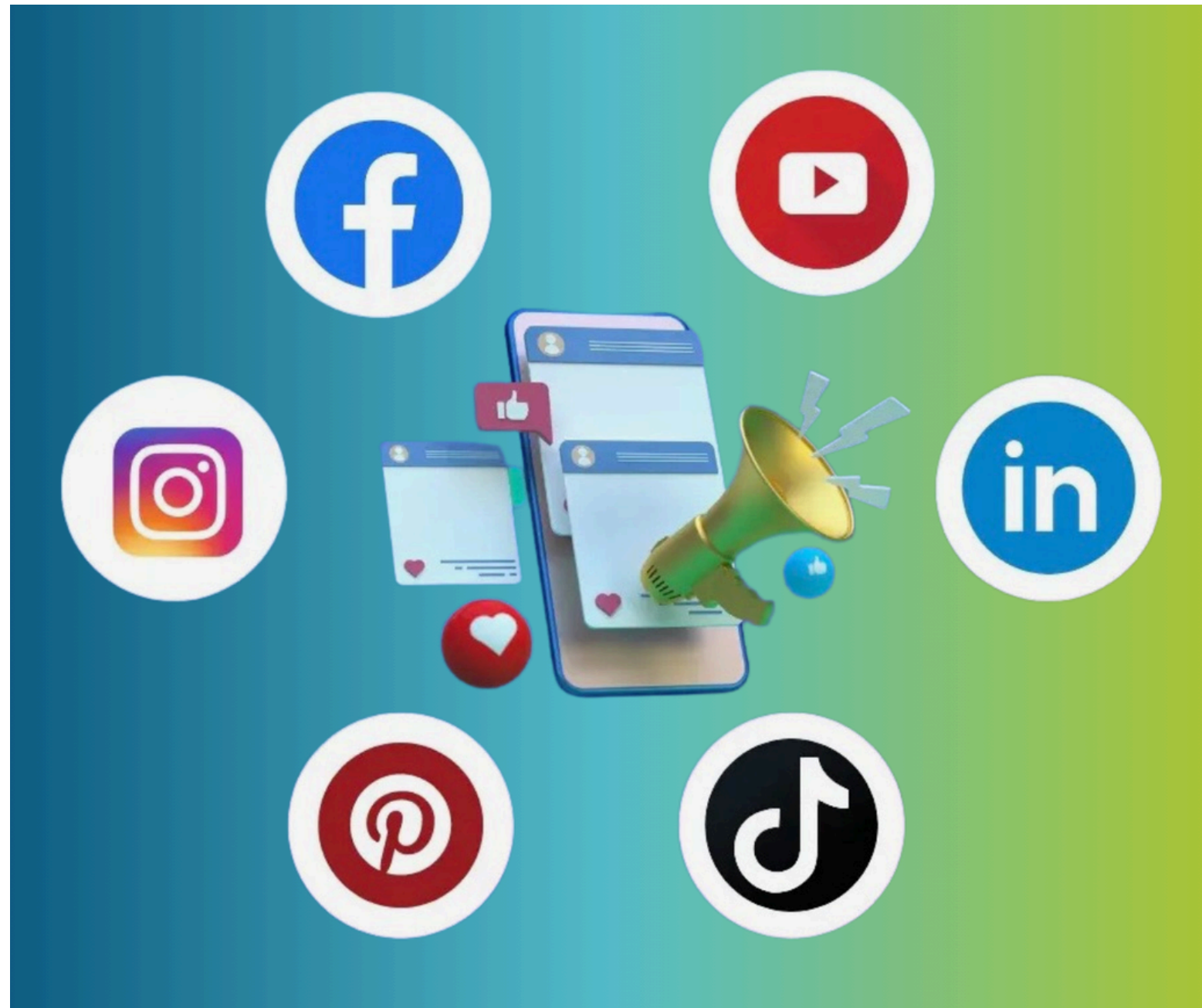


*Sprout Social

DID YOU KNOW?

- 3.065 billion monthly active users on the Meta platforms.
- 2.1 billion people use Meta platforms daily.
- TikTok has 50 Million daily active users in the United States.
- YouTube has 122 Million daily active users in the United States.
- 71% of consumers interact and eventually visit or buy from companies they trust based on their social media content.

Search Algorithms on **Social Media**



1) Think Google

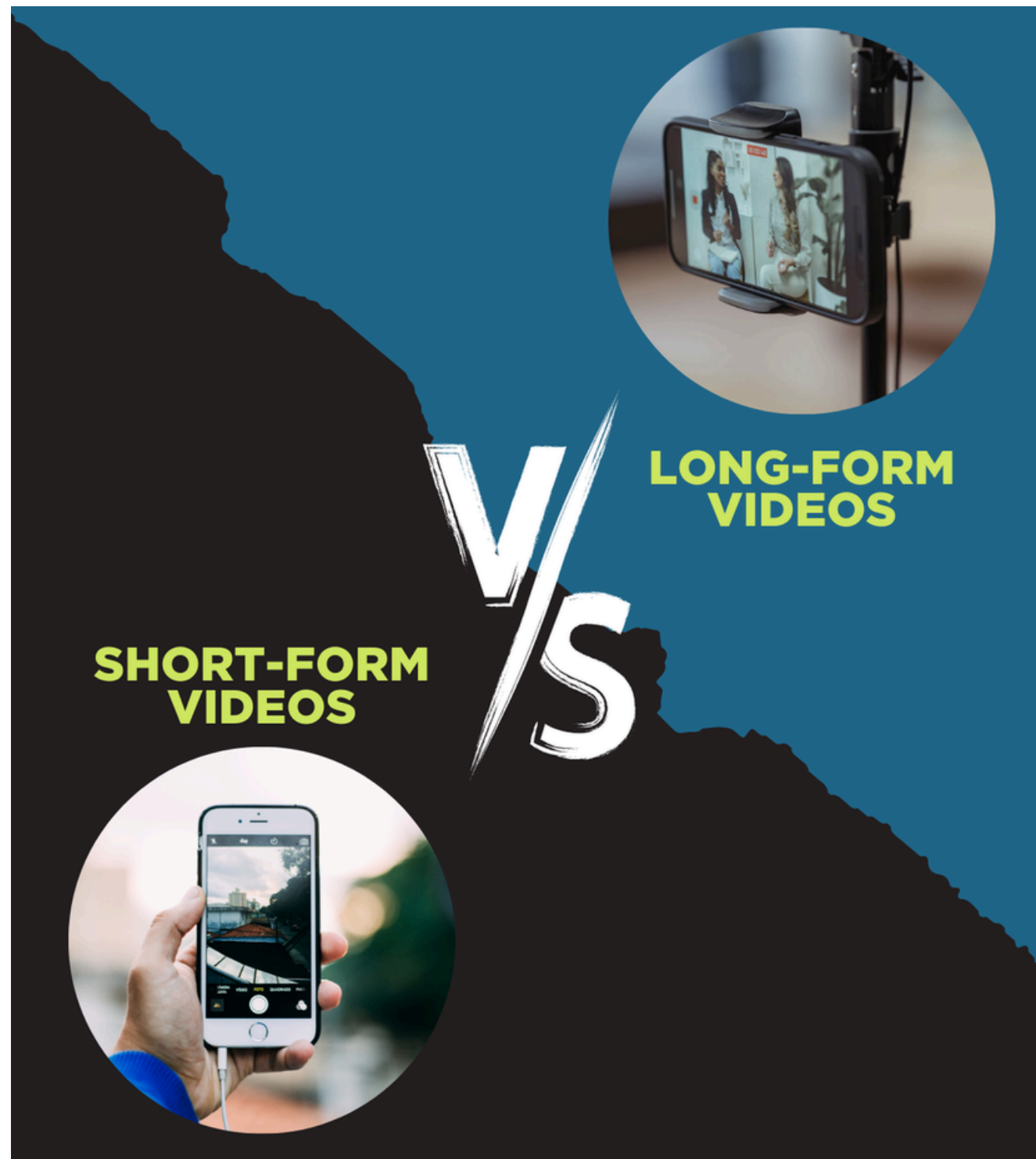
2) Personalized Experiences

3) Strategic Keywords

4) Elements Within Video

5) User Engagement

Short-Form v. Long-Form **Videos**



Short-Form Videos

Short-form videos are under 10 minutes long and are the most popular on social media platforms.

Long-Form Videos

Long-form videos are over 10 minutes long and are more popular on YouTube for tutorials, interviews, etc.

DID YOU KNOW?



- Vertical videos with audio see a 35% higher click-through rate and 53% higher engagement rate on both Facebook and Instagram.
- Reels now reach 200 billion viewers per day.
- 500+ million people watch Stories daily - Add your videos!

Are Hashtags Still **Relevant?**



1) Instagram: The CEO of Instagram, Adam Mosseri, says hashtags don't help posts reach more people now and Instagram has removed the feature to follow hashtags.

2) Facebook: American Marketing Association reports in 2025 that more than 1 hashtag in a caption actually decreases engagement for posts.

3) TikTok: 3 by 3 Rule - Use 3 hashtags for topic, 3 for problem it solves, 3 for the audience you're seeking. (TikTok, 2025)

4) YouTube: Add up to 3-5 hashtags in the description. (YouTube, 2024)

Engaging **Video Elements**

THUMBNAIL

Your thumbnail should grab the user's attention.

VOICEOVERS & AUDIO

Voiceovers and audio add to the SEO functions for your videos.

A HOOK

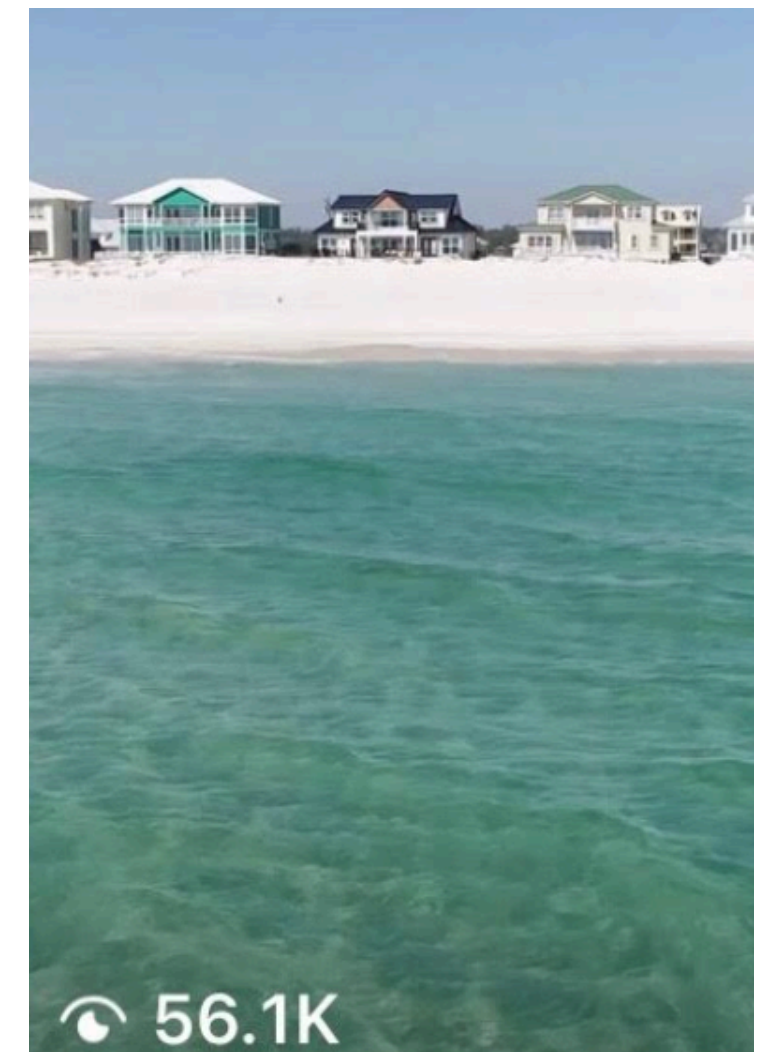
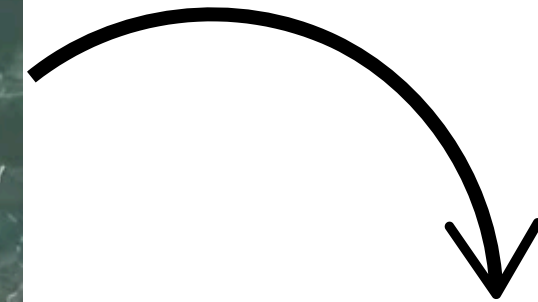
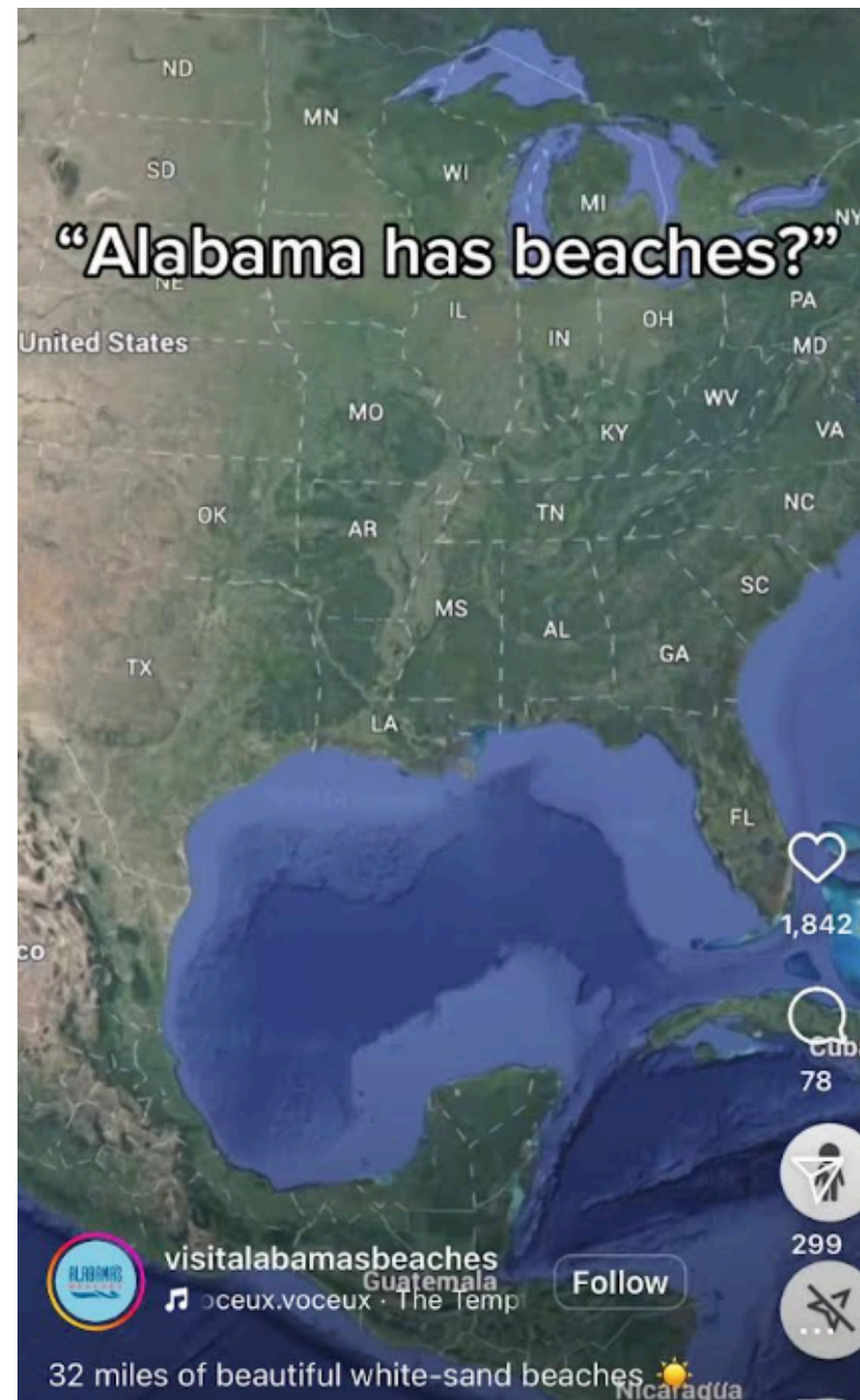
The initial 3 seconds of a video determine if the user stops to watch.

VIDEO LENGTH

20-30 seconds is ideal for social media videos.

CTA - CALL TO ACTION

Add a CTA without it sounding like an ad.



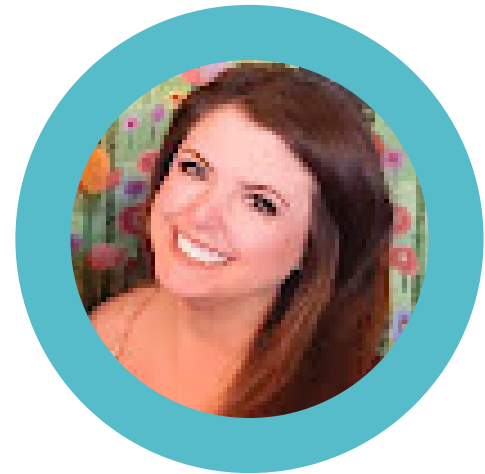
Music – **What's New in 2025**



TRENDING AUDIO: What's new for 2025?

- 1) Business accounts can now use copyrighted music! BUT - you will not be able to boost or use it in ads.
- 2) Many artists now release tracks/albums on social media first.
- 3) Genre-bending (“mashups”)

THANK YOU



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