

Day-07-Social-Media-Teasers

Teasers Are Your Secret Weapon

Before your video even hits YouTube, you can **set the stage for success** – and that's exactly what social media teasers are for. Think of them like **movie trailers for your content**. They're quick, attention-grabbing previews that **get your audience curious and excited** about your upcoming upload.

Why does this matter so much? Because the **first 24 hours** after your video goes live are **crucial**. YouTube watches those first hours closely to see how many people **click, watch, like, comment, and share**. The stronger your launch, the more likely YouTube will recommend your video to new people.

Social media teasers help you **stack those first 24 hours with momentum**. Plus, they pull in viewers who might follow you on Instagram, TikTok, or Twitter – but don't always see your YouTube uploads right away.

Where Should You Post?

When it comes to teasing your videos, you **don't need to be everywhere** – but you should show up where your audience hangs out. Here are some of the **best platforms** for pre-promotion:

- **Instagram Stories & Reels** – casual, behind-the-scenes vibes work great here.
- **YouTube Community Posts** – if your channel has this unlocked, use it!
- **TikTok** – perfect for repurposing short, attention-grabbing clips from your main video.
- **Twitter (X)** – great for building curiosity with quick tweets and value-packed threads.
- **Facebook Groups** – if your niche has active groups, this can work wonders.
- **Your Email List** – if you've started building one, tease your video to your email subscribers.
- **Discord Servers** – if you run a community (or are part of relevant ones), sharing teasers here builds excitement with your closest followers.

You don't have to hit **every platform** for every video – but the more touch points you create, the more **chances people have to remember** your upload is coming.

What Should They Include?

The best teasers have 5 simple ingredients:

1. The Hook (Why Should They Care?)

This is your attention grabber – **what's in it for them?** Are you exposing a secret? Solving a big problem? Showing something shocking? Make them curious enough to care.

Example:

"Ever wonder why your videos lose viewers so fast? I found the #1 editing mistake – and I'm showing you how to fix it in tomorrow's upload!"

2. The Value (What Will They Get?)

Tell them what they'll walk away with after watching – a new skill, insider knowledge, or just a good laugh.

Example:

"This one tip boosted my retention from 30% to 60%. You can copy it in 5 minutes."

3. The Release Time (When Is It Coming?)

Be crystal clear on **when they can watch** – especially if you have international viewers. Don't assume they'll remember your usual upload time.

Example:

"New video drops tomorrow at 6pm EST – don't miss it!"

4. A Quick Preview Clip (Show, Don't Just Tell)

Nothing sells your video better than **a taste of the actual content**. Share a **10-30 second clip** – something funny, valuable, or intriguing.

Example:

A fast-paced montage of you editing, making a big mistake, then fixing it.

5. A Call to Action (CTA)

Tell them **exactly what to do next** – turn on notifications, set a reminder, or just “be ready.”

Example:

"Tap the countdown sticker so Instagram reminds you when the video goes live!"

Teaser Formats That Work

Not all teasers need to look the same. In fact, mixing it up keeps things fun for you **and your audience**. Here are some **easy formats you can try**:

- **Behind-the-scenes sneak peeks** – raw, unpolished clips work well for Stories.
- **Quick value drops** – share **one juicy tip** from the video to prove it's worth watching.
- **Meme-style teasers** – if you can connect your video to a trending meme, do it.
- **Countdown posts** – create urgency with a “counting down to the drop” story.
- **Polls & Questions** – get your audience involved by asking something related to the video.

Example:

“What’s the biggest editing mistake you’ve made? I’ll show you mine tomorrow at 6pm!”

Maximise Your Teaser’s Impact

To really make your teasers work hard for you, follow these **pro tips**:

- Start teasing **at least 24-48 hours before your video goes live** – build anticipation early.
- **Reuse vertical clips from your actual video** – this saves time and ensures your teaser matches the video’s vibe.
- Add **captions** to all teaser clips – most people scroll social media with the **sound off**.
- On Instagram Stories, add a **countdown sticker** – followers can tap to get a reminder.
- For YouTube Community Posts, link to a **related video** (this builds a viewing habit before the new video even drops).
- Don’t be afraid to **be playful, mysterious, or even a little controversial** – curiosity drives clicks.
- **After the video is live, repost your teaser with a “Now Live!” message** – this reminds everyone who saw the teaser to go watch.

Think of social media teasers as **rolling out the red carpet** for your video. They don’t need to be complicated or overproduced – they just need to **make people curious and excited**. When you build hype before the video drops, you aren’t just hoping people show up – you’re **actively creating your own audience**.

