



How to Post Your Video **Online**

Use this guide to help you confidently post your **#MyHigherLandingStory** video on the most popular social platforms. Remember to include the hashtags **#MyHigherLandingStory** and **#ContestEntry**, and tag Higher Landing on each platform to ensure your post is counted!

LinkedIn

Uploading a Video:

1. Go to your LinkedIn homepage.
2. Click on the "Start a post" field.
3. Click the video icon to upload.
4. Select your video file.
5. Add a caption with **#MyHigherLandingStory** and **#ContestEntry**.
6. Tag **@Higher Landing**
7. Click **Post** to share.

Caption Guidelines:

- **Character Limit:** 3,000

- **Recommended Length:** 200–400 characters
 - **Truncation & Hook Tip:** LinkedIn shortens posts after ~200 characters on desktop (less on mobile). Put your **hook** in the first **100–150 characters** to make sure it's seen.
 - **Best Days to Post:** Tuesday–Thursday
 - **Best Times to Post:** 9:00 AM – 11:00 AM
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Instagram

Uploading a Video:

1. Open the Instagram app and tap the “+” icon.
2. Choose “Post” and select your video.
3. Tap **Next**, write a caption including **#MyHigherLandingStory** and **#ContestEntry**.
4. Tag **@higherlandinginc**
5. Tap **Share**.

Caption Guidelines:

- **Character Limit:** 2,200
 - **Recommended Length:** 138–150 characters
 - **Truncation & Hook Tip:** Captions are cut off after **125 characters**, so keep your **hook** in the first **100–125 characters**.
 - **Best Days to Post:** Tuesday–Thursday
 - **Best Times to Post:** 7:00–9:00 AM and 11:00 AM–2:00 PM
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Facebook

Uploading a Video:

1. Go to your Facebook homepage or profile.
2. Click “Photo/Video” to upload your video.
3. Add a caption with **#MyHigherLandingStory** and **#ContestEntry**.
4. Tag **@Higher Landing Inc.**
5. Click **Post** to share.

Caption Guidelines:

- **Character Limit:** 63,206
 - **Recommended Length:** 50–60 characters
 - **Truncation & Hook Tip:** Posts may be shortened after **140 characters** on mobile. Keep your message up front.
 - **Best Days to Post:** Monday–Thursday
 - **Best Times to Post:** 7:00–9:00 AM, 1:00–3:00 PM, and 7:00–9:00 PM
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TikTok

Uploading a Video:

1. Open TikTok and tap the “+” icon.
2. Record or upload your video.
3. Tap **Next**, add a caption with **#MyHigherLandingStory** and **#ContestEntry**.
4. Tag **@Higher.landing**
5. Tap **Post**.

Caption Guidelines:

- **Character Limit:** 2,200
 - **Recommended Length:** Under 100 characters
 - **Truncation & Hook Tip:** TikTok typically shows only the first **80–100 characters** on the main feed. Lead with your hook.
 - **Best Days to Post:** Tuesday and Thursday
 - **Best Times to Post:** 10:00 AM – 12:00 PM
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X (formerly Twitter)

Uploading a Video:

1. Log in to X and click the “post” or “+” to compose a tweet.
2. Click the media icon to upload your video.
3. Add a caption with **#MyHigherLandingStory** and **#ContestEntry**.
4. Tag **@Higher_Landing**
5. Click **Post** to share

Caption Guidelines:

- **Character Limit:** 280
- **Recommended Length:** 70–100 characters
- **Truncation & Hook Tip:** No truncation, but shorter captions (under 100 characters) drive more engagement.
- **Best Days to Post:** Tuesday and Wednesday
- **Best Times to Post:** 9:00 AM – 3:00 PM

Caption Examples:

- Taking control of my career felt impossible! Until Higher Landing helped me land my dream job! Their program gave me the tools, confidence, and strategy I needed to stand

out. Happy 10th Anniversary @HigherLandingInc #MyHigherLandingStory #ContestEntry #CareerGrowth

- Job searching was overwhelming, until I found Higher Landing. Their program gave me the clarity and tools to stand out, and now I'm in a role I love! Watch my story. Happy 10 year anniversary @higherlandinginc #MyHigherLandingStory #ContestEntry #CareerGrowth

Additional Hashtag Examples:

#CareerChange #JobSearchTips #CareerGrowth #ProfessionalGrowth #WorkLife
#CareerDevelopment