

You & Linked **FOR BRANDING**

**YOUTUBE IS THE 2ND LARGEST SEARCH ENGINE
(NEXT TO GOOGLE)**

YOUTUBE:

- ✓ Videos (short and long)
- ✓ Thought leadership, how-to, etc.
- ✓ Extensive analytics

LINKEDIN:

- ✓ Photos, videos & written word
- ✓ Thought leadership
- ✓ Recruiting