

Question	Answer
At the end of Youtube descriptions I include 10 keywords and 10 hashtags. They are separated from the description so don't visually interfere. Will this many keywords and hashtags be a hinderance or a help in SEO?	10 standalone keywords is a potential hindrance. YouTube explicitly prohibits keyword stuffing in descriptions, and a block of keywords that's separate from the main text may be interpreted less favourably than incorporating them into useful, readable sentences. I'd generally suggest weaving important keywords into the description instead. The 10 hashtags is not automatically a problem just because there are ten. They can help viewers find related content, but YouTube doesn't promise better rankings from adding more.
The new feature of different captions for each photo on carousels on insta, does this impact SEO at all?	Instagram recently introduced a feature that allows you to add different captions for each slide of a carousel post. As this has only recently been rolled out, there's no evidence yet showing that LLMs and search engines (like Google) are indexing the different captions. At the moment it looks like social SEO commentators are assuming it may help discoverability, but nobody has published a proper test on this yet. However, multiple sources suggest that as the multiple captions provides the platform more context about the content, it will help to increase your visibility on the Instagram platform itself.
How does Text on Images relate to this? My manager is insistent we must not have text on images for Instagram - as it is 'a visual platform'	Adding titles to posts on Instagram can be a really effective way to signal what the post is about to the audience and the algorithm. If it's a video, you can also choose a thumbnail that contains the title. If the text is burnt into the post from another editing program, like Canva, then make sure that you include it in the caption that goes along with the post so that the algorithm and search can read it and benefit from the extra context. Audiences are also more likely to read it if it's in the caption. Be careful about including too much text on your posts - Instagram isn't a fan of lots of text and graphics as it thinks that they're ads, and audiences don't find them very engaging.
Are hashtags still useful on Facebook and LinkedIn?	Hashtags can still be useful on both platforms, especially if you've got a project or are part of a wider campaign that has one that you might want to use - for example, #VolunteerWeek2026.
	Adding one or two hashtags to your Facebook and LinkedIn posts won't do any harm and can provide the platform with more context or give you a chance to get in a keyword that doesn't fit in the post caption, but adding too many can look like spam. Use hashtags that relate to your audience, location, and subject, and avoid any that don't reflect the content of your post.
Maximising Hashtags wise, would you recommend using one of the hashtags for our venue or keep the 3 tags event specific?	Hashtags are a useful way to get keywords into a post where they won't fit otherwise. Use hashtags that relate to your audience, location, and subject, and avoid any that don't reflect the content of your post.
with the cap of 5 hashtags on instagram - adam mosseri recently mentioned that they don't necessarily help with reach but more so to help the search element in which case would you be selective of what hash tags to use	Try to find niche hashtags relating to what you do - if they're too broad or have millions of posts, the algorithm can get confused or show the post to someone who won't be interested in it. On Instagram, aim for hashtags with under a million posts, or under three million if that's not possible. At the same time, if you're the only one using a hashtag, then it might not help you get any visibility or tell the algorithm what the post is about. You can use bespoke venue hashtags, but as you only have three to use you may want to limit these to just one.

Is it okay to use Linktree as your main link across social profiles?	Yes. To get the most from your Linktree, make sure that you keep your links up to date and that they're consistent across your social media platforms. Clear out old links from your Linktree every now and then to ensure that the list isn't getting too long. Social profiles generally now allow you to have more than one link, so you can include your website and your Linktree links in your profile if you want to.
If you have a location tag on your IG account profile, do you also need to include it in the bio text?	You don't have to, but if it's important that people come in the door then it can be useful to include your location in both the geographical location field and in your bio. The location tag is indicating to search where you're based; this can help your profile and content show up in searches related to a specific city or geographical area. Meanwhile, the bio gives additional context through language, which can help the platform with understanding profiles and matching searches. It can also help the audience to identify if you're the right organisation. If you have a fairly common organisational name, or you know that other accounts share your name, then including the location in your bio (and potentially your username) can make it much clearer who you are and where you're based.
If text content is scanned on image posts, how are captions scanned on video content? How does that work?	An image post gives the social media platform one document to read and interpret. A video gives the platform a caption, a transcript, on-screen text, and the visuals themselves. The more information you provide, the more context the platform has to understand what your content is about. Social media platforms now use technologies such as Optical Character Recognition (OCR) to identify and extract text from images and usually have integrated AI, so they are better than ever before at understanding content. However, OCR and AI can easily get things wrong, so we need to ensure that we're making it easy for them to understand and serve posts, with social media SEO.
How do poster-style posts work with search?	While platforms are better at reading text overlaid onto images now, they can still get it wrong, so the caption accompanying your image also needs to provide information. Search is generally better at drawing information from a post's text fields, so you're missing an opportunity if you don't include some keywords and context in the caption. Generally, platforms prefer natural images and video content to graphics/posters, because they tend to get better engagement. Poster-style posts can often end up under-performing when compared with posts containing just a photograph and with the information included in the caption instead. It's also worth considering that we're exposed to advertising and promotional graphics all day, every day, which can lead us to unconsciously scrolling past content that looks like an advert. A poster-style post may therefore have to work harder to capture attention than a more natural image or video.
Will you ever get penalized for designing via Canva and then posting?	There's no concrete evidence that social media platforms penalise posts sent from a third-party API, whether it's a designing and scheduling app like Canva, or a social media scheduler like Hootsuite or Sprout Social. However, platforms do tend to prefer posts that use their own editing tools, either when creating posts directly in the platform or through their separate editing app, like Edits for Instagram. That's because the platforms like you to use tools such as titles, subtitles, filters and more.

Do linktree links in Instagram bios affect search rather than your main website linked?	We haven't seen any evidence that this is the case so far. To get the most from your Linktree, make sure that you keep your links up to date and that they're consistent across your social media platforms. Clear out old links from your Linktree every now and then to ensure that the list isn't getting too long. Social profiles generally now allow you to have more than one link, so you can include your website and your Linktree links in your profile if you want to.
So using #LinkInBio is bad? (in the caption)	It's unlikely that the algorithms are penalising your posts for using "link in bio" in the caption, but consider if your post really needs a call to action, and how this fits in with the 80/20 rule (as mentioned in the webinar). If you are constantly trying to send your audience away from social media, then the algorithms will stop showing your posts to people and audiences often don't want this either. Focus on zero-click content that's entertaining, informative or educational.
How effective is saying "link in bio" or "go to x link" in captions? are we at the point that this is obvious and actually works against the content?	
Is it worth going back through existing posts and editing the text to add keywords?	I wouldn't rush to rewrite hundreds of posts. Your time is usually better spent creating future content with good SEO. However, if you have evergreen posts that are still relevant and could continue to be discovered through search, then it could be worth going back and improving the captions, alt text, or other fields where the platform allows it. Alternatively, you could post the content again, with stronger social media SEO. People often forget that you can reuse content on social media. If it's been more than 6 months since you shared a post then the audience will usually either have forgotten about it or not seen it to begin with, so you can absolutely use that content again. When you do this, don't repost it word-for-word though - it's important to make some tweaks to the text and the visuals where needed. Many platforms now place greater value on original content and may be better at recognising duplicate posts than they were in the past.
What is a good audio set up for video interviews?	Cheap lapel mics from a reputable brand such as DJI are a great way of keeping the audio quality high whilst not spending a fortune. If you're using a mobile phone then one of these are great and I have been using them for interviews for some time now. https://amzn.to/4ydGpAm And best of all they can be used with a mirrorless camera if you want to upgrade later to a bigger set up.