

# Create Conversations on Google+

## Be active.

- **Post up-to-date content** throughout each day to be part of timely conversations.
- **Share a photo with each post.** Photo posts are more beautiful and engaging in the Stream.
- **Share video posts** and bring together conversations across Google+ and YouTube. [Connect your YouTube channel to Google+](#) to help people find your videos.
- **Write longer posts** – even a paragraph or two. There is no character limit on Google+ posts, and longer posts can spark great conversations, and help posts tell your story across Google, including in Search.
- **Post animated GIFs.** Animated GIFs work everywhere on Google+, in posts, cover photos, and profile photos. Try [Auto Awesome](#) to create an animation out of your own photos (or a panorama or HDR photo!).
- **Share high-resolution photos.** Google+ features beautiful images in a large format post style that can span across the multi-column Stream.



## Be interactive.

- **Ask a question, or include a call to action.** Give your followers something to respond to.
- **+1 great comments** on your posts, and +mention great commenters in responses. Show your followers you're listening.
- **Include hashtags in every post.** Hashtags help people discover your posts on Google+, especially around timely and popular topics. They can be included in the text of post, or passively added based on post content. To see who else is talking about the same topics, you can click on a hashtag at the top right of a post and flip through related posts.
- **Host Hangouts to talk to your followers face-to-face.** [Hangouts](#) let you create video calls for up to 10 people, and you can stream your conversation live to YouTube with [Hangouts On Air](#).

## Be reactive.

- **Try out different kinds of posts.** Experiment with photos, infographics, animated GIFs, or long-form text posts to find out what your community likes to engage with.
- **See how many people have seen your photos.** Click on your photo to see a larger view, then click Photo details on the right side. Views will appear for popular photo posts.