

VIDEO CONTENT

SOCIAL MEDIA UPLOAD TIPS

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GETTING YOUR VIDEOS ONTO YOUR PHONE

Use the Dropbox app to open the video you want to share on your phone. Export the video to your camera roll and upload to your social media platforms from there. This ensures the videos play in high resolution and don't pixelate – this is especially important for videos with titles and graphics in them.



INSTAGRAM

- Step 1** - Open the Instagram App on your phone
Step 2 - Tap on the Camera icon
Step 3 - Go to the Gallery and select your video file

PRO-TIP: Instagram defaults to the 1:1 aspect ratio.

Step 4 - Tap the Crop button to change the ratio. This will ensure your video will upload to its full size and isn't cropped as default.

Step 5 - Tap Next

Step 6 - Tap Cover and select a cover image from the video. Choose an image that encourages people to click on the video.

PRO-TIP: DON'T ADD FILTERS TO YOUR VIDEO - We have given your video a complete colour correction during the edit.

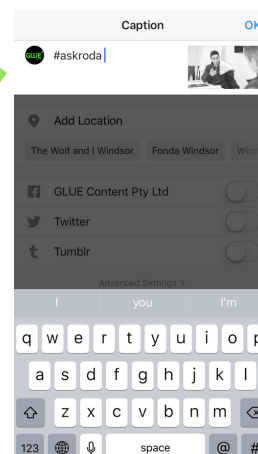
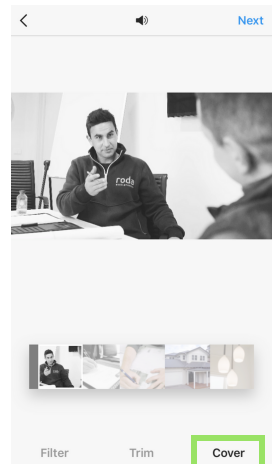
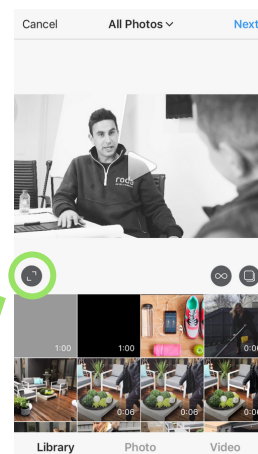
Step 7 - Tap Next

Step 8 - Add your caption, hashtags, location etc for your followers.

Step 9 - Tap the check mark, and you're done!

PRO-TIP: Don't share your video to Facebook from Instagram. It will compress and the quality will lessen. Upload to Facebook separately. See Facebook instructions on the next page.

PRO-TIP: Add an image to your Instagram Story telling people a new video is up on your page and link in your Instagram handle so they can get there quickly. This will drive people to the post that don't have it coming up naturally in their algorithm.



SOCIAL MEDIA VIDEO UPLOAD TIPS



FACEBOOK

STEP 1 - Open the Facebook app on your phone or computer.

STEP 2 - Tap Photo/Video at the top of your Timeline

STEP 3 - Go to the gallery and select your video file.

STEP 4 - Tap Done

PRO-TIP: Facebook doesn't always upload the HD as default, but it is easy for you to do. See how in Step 5.

STEP 5 - Tap Edit

STEP 6 - Tap HD Upload Off so it turns **BLUE** and now shows as HD Upload On

STEP 7 - Tap Done

PRO-TIP: Watch the preview file before you finalise your post to ensure it's playing as intended.

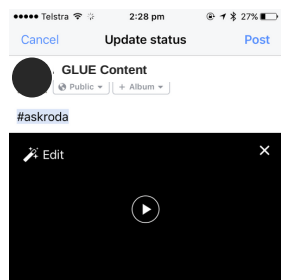
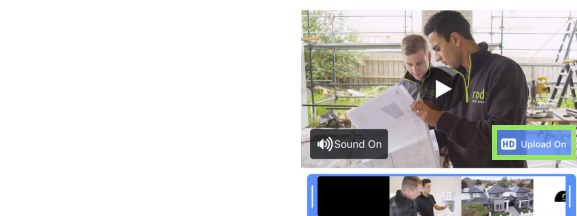
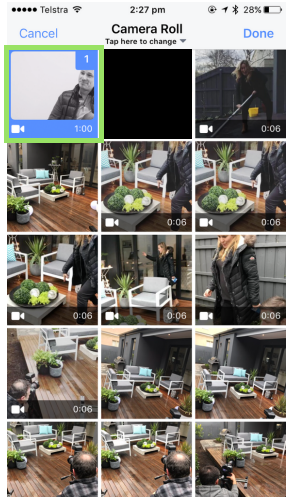
STEP 8 - Add your caption, hashtags, location etc for your followers.

STEP 9 - Tap Post and you're almost there.

STEP 10 - A progress bar will appear at the top of your timeline showing your video uploading. Facebook will notify you once your video upload is complete. Now you're done!

PRO-TIP: '85% of Facebook video is watched without sound' -

Subtitles can be added to videos on Facebook to ensure your video performs well. YouTube has lots of tutorials about how this can be done. If you need us to assist you with this we are happy to do so, however this will incur a fee.



SOCIAL MEDIA VIDEO UPLOAD TIPS



Step 1 - Open YouTube on your computer and log in to your account

Step 2 - Click on Upload at the top of the page.

Step 3 - Select Public from the drop down list to ensure your video will be visible to others once it is uploaded.

Step 4 - Select the video you want to upload from your computer.

PRO-TIP: While your video is uploading you can edit both the basic information and the advanced settings of the video, and decide if you want to notify subscribers.

Step 5 - Add your Title, Description, and tags while your video is uploading. Make sure your title is something that people will search for. i.e. 'What to ask your builder before you build' rather than 'Roda Developments New Video'

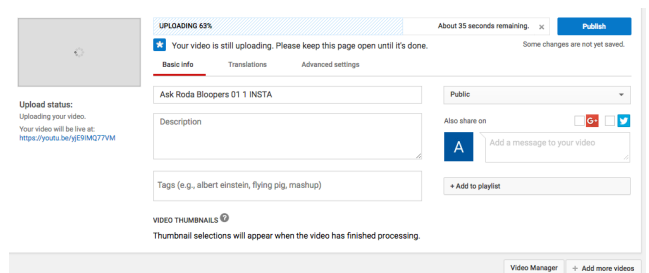
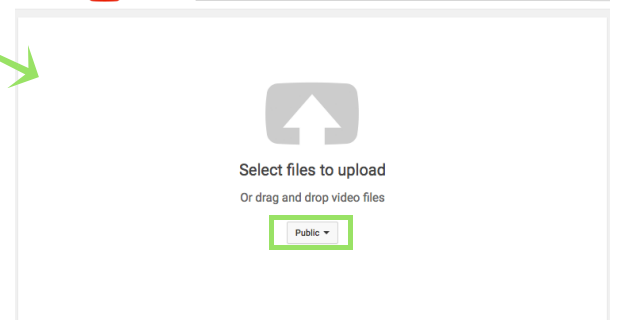
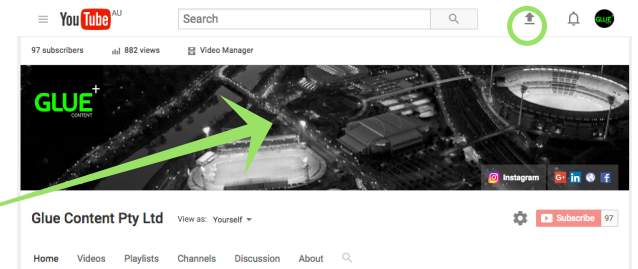
PRO-TIP: YouTube will compress your video during upload. Make sure you adjust your settings so your video plays in HD.

Step 6 - When your video is playing, click the Settings icon in the bottom right corner.

Step 7 - Tap Quality and select HD from the options.

Step 8 - Tap Publish and you're done!

PRO-TIP: Videos on your website is better for your SEO if it is embedded from YouTube. Do this by copying the Video URL direct from YouTube.

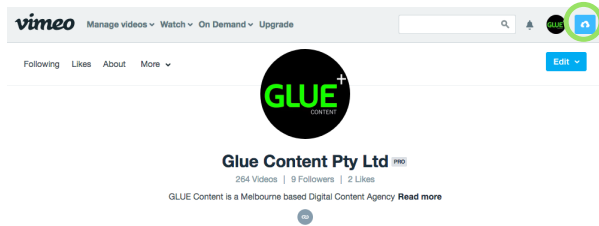


VIDEO INFORMATION

Channel: Ash Downes
Uploaded time: August 23, 2017 2:08 PM
Duration: 0:59
Raw file: Ask Roda_Bloopers 01_1_INSTA.mp4
Views: 2
Likes: 0
Dislikes: 0
Comments: 0
Video URL: <https://youtu.be/yjE9IMQ77VM>

Your account isn't eligible for custom thumbnails. [Learn more](#)

SOCIAL MEDIA VIDEO UPLOAD TIPS



STEP 1 - Open Vimeo on your computer and log in to your account.

STEP 2 - Click on the Upload icon in the top right corner of the page.

STEP 3 - Select 'Anyone can see this video' from the drop down list to ensure your video will be visible to others when it has uploaded.

STEP 4 - Select the video you want to upload from your computer.

PRO-TIP: While your video is uploading you can edit both the basic information and the advanced settings of the video, and decide if you want to notify subscribers.

STEP 5 - Add your Title, Description, and tags while your video is uploading. Make sure your title is something that people will search for. i.e. 'What to ask your builder before you build' rather than 'Roda Developments New Video'

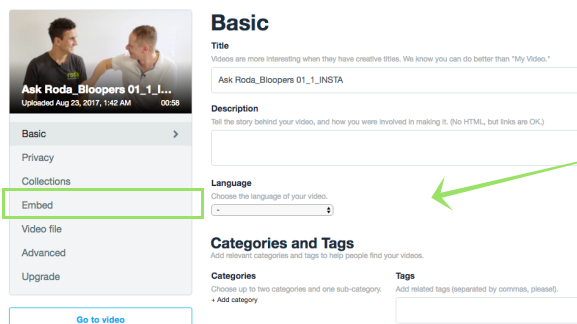
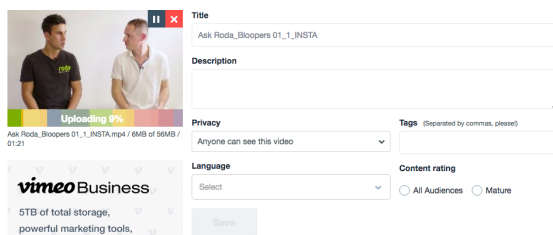
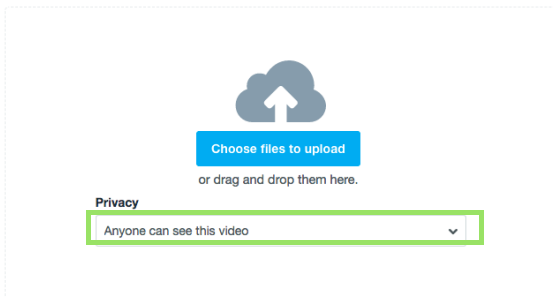
PRO-TIP: Vimeo will always upload your video in the highest resolution.

PRO-TIP: Videos on your website is better for your SEO if it is embedded from Vimeo. Do this by following the below instructions.

STEP 6 - Once your upload is complete, your video will be published.

STEP 7 - To embed the video in your website, click Edit Settings.

STEP 8 - Tap Embed from the side menu and then click Embed Code when the new screen opens. This will provide you with the embed code for this video.



Videos > Ask Roda_Bloopers 01_1_INSTA

Embed code

