

Legal Services National Technology Assistance Project



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How to Create Youtube Videos



To start, let's get you set up with some software to actually create these videos. I have put together three different options for you, depending on the level of complexity you feel comfortable with and depending on the amount your organization has to spend on video editing.



iMovie Video Editor

Price: Free

Ease of Use: Very Easy

Features: basic video trimming, transitions and sound effects. Some random video filters that you probably won't use.

Overall: ★★☆☆



Camtasia 2018

Price: \$250

Ease of Use: Very Easy

Features: basic video trimming, transitions and sound effects. Software can publish directly to Youtube. Ability to add text and text animations and effects. Screen recorder.

Overall: ★★★★★



Final Cut Pro

Price: \$299

Ease of Use: Extremely Difficult

Features: Literally everything you can think of that you might want.

Overall: ★★★☆☆



When creating videos you are going to want to be able to use videos and photos in your projects, but in order to do so you need to make sure you have the rights to use those particular photos or videos first. There are different licenses you can publish work under, depending on whether or not you want your project to be shared or not. Here are a few of these classifications you will see when looking for these clips and photos:

Non Commercial CC BY-NC License



This license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don't have to license their derivative works on the same terms.

Attribution 2.0 Generic



You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. No additional restrictions.

Royalty Free Sound Effects

Lots of sites have royalty free music and sound effects. Posting music you don't have the rights to possibly result in legal action, and Youtube may take down the videos and give you a copyright strike

Great Free Music Resources:

bensound.com

ccmixter.org

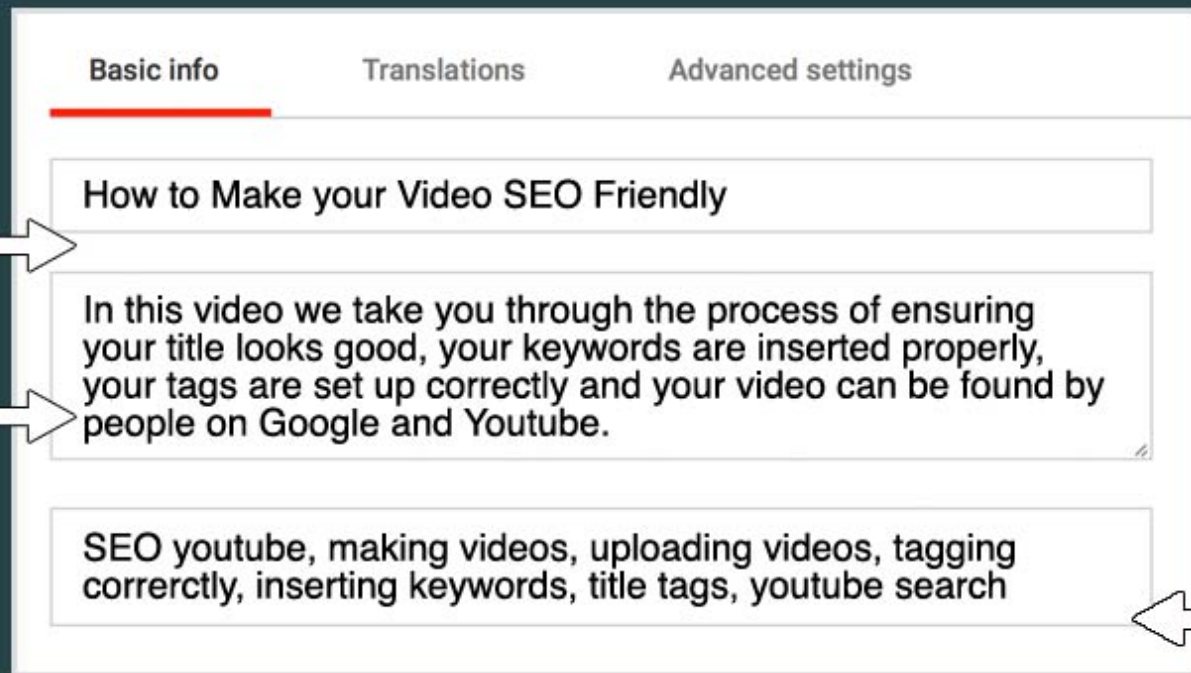
freemusicarchive.org



SEO Your Video

YOUR YOUTUBE TITLE

- Needs to be what people will be searching for to find your video
- Make sure your title is very descriptive, not at all vague and just long enough to convey a point
- Very long titles tend to be hard to rank on Google



The image shows a screenshot of the YouTube video settings interface. At the top, there are three tabs: "Basic info", "Translations", and "Advanced settings". The "Basic info" tab is selected and highlighted with a red underline. Below the tabs, there are three text input fields. The first field contains the title "How to Make your Video SEO Friendly". The second field contains the description "In this video we take you through the process of ensuring your title looks good, your keywords are inserted properly, your tags are set up correctly and your video can be found by people on Google and Youtube." The third field contains the tags "SEO youtube, making videos, uploading videos, tagging corrrerctly, inserting keywords, title tags, youtube search". Three white arrows point to these fields from the left side of the image.

Basic info Translations Advanced settings

How to Make your Video SEO Friendly

In this video we take you through the process of ensuring your title looks good, your keywords are inserted properly, your tags are set up correctly and your video can be found by people on Google and Youtube.

SEO youtube, making videos, uploading videos, tagging corrrerctly, inserting keywords, title tags, youtube search

YOUR DESCRIPTION

- Should be 3-4 sentences
- Link back to your website (or applicable page on your website)
- Don't go crazy here, most people won't read these even so just do a quick recap, and add a few links - don't try and make a meaningful contribution in this area
- Make sure this contains a link to your website and a few keywords

THE TAGS ARE

- Should be potential search terms people might use to find your content
- Be repetitive, cover your bases
- Think about what people might actually search for, don't only use industry jargon

Add a Thumbnail

- Be clear, bold and easy to read.
- You shouldn't have to strain your eyes to look at it
- You don't necessarily need to use words, sometimes it can be more effective to just use a photo.
- Use bright colors!



How legal aid can help you

The Law Society of Scotland
2 years ago • 3,068 views

Legal aid is a fundamental part of Scotland's legal system and society. It makes accessing legal representation and advice from a ...

LEGAL AID, ORGANISED
PANCHAYATS AND WORK,
EDUCATION AND PUBLIC
ASSISTANCE

Article 39A - Equal justice and free legal aid

39A. Equal justice and free legal aid

The State shall secure that the operation of the legal system

shall provide free legal aid, for securing justice

to any citizen

by reason of economic or other disability.



Legal aid, Organise Panchayat, Public Assistance :
Directive Principles : The Constitution of India

Indian Law School

4 years ago • 4,806 views

(in Hindi) Article 39A - Equal justice and free legal aid 39A. Equal justice and free legal aid The State shall secure that the ...

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