

How to Create Videos on YouTube

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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

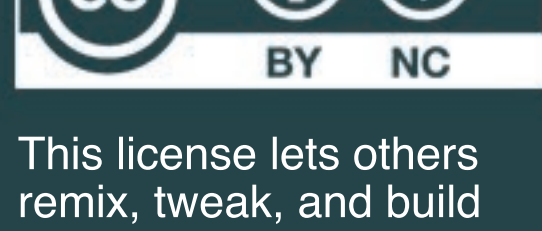
Features: Literally everything you can think of that you might want.

Overall: ★★★★★

creative commons

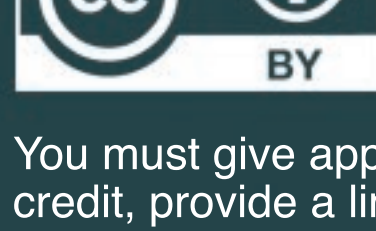
When creating videos you are going to want to be able to use videos and photos in your projects, but in order to do so you need to make sure you have the rights to use those particular photos or videos first. There are different licenses you can publish work under, depending on whether or not you want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

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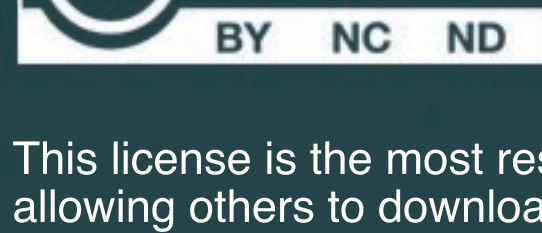


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Royalty Free Sound Effects

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

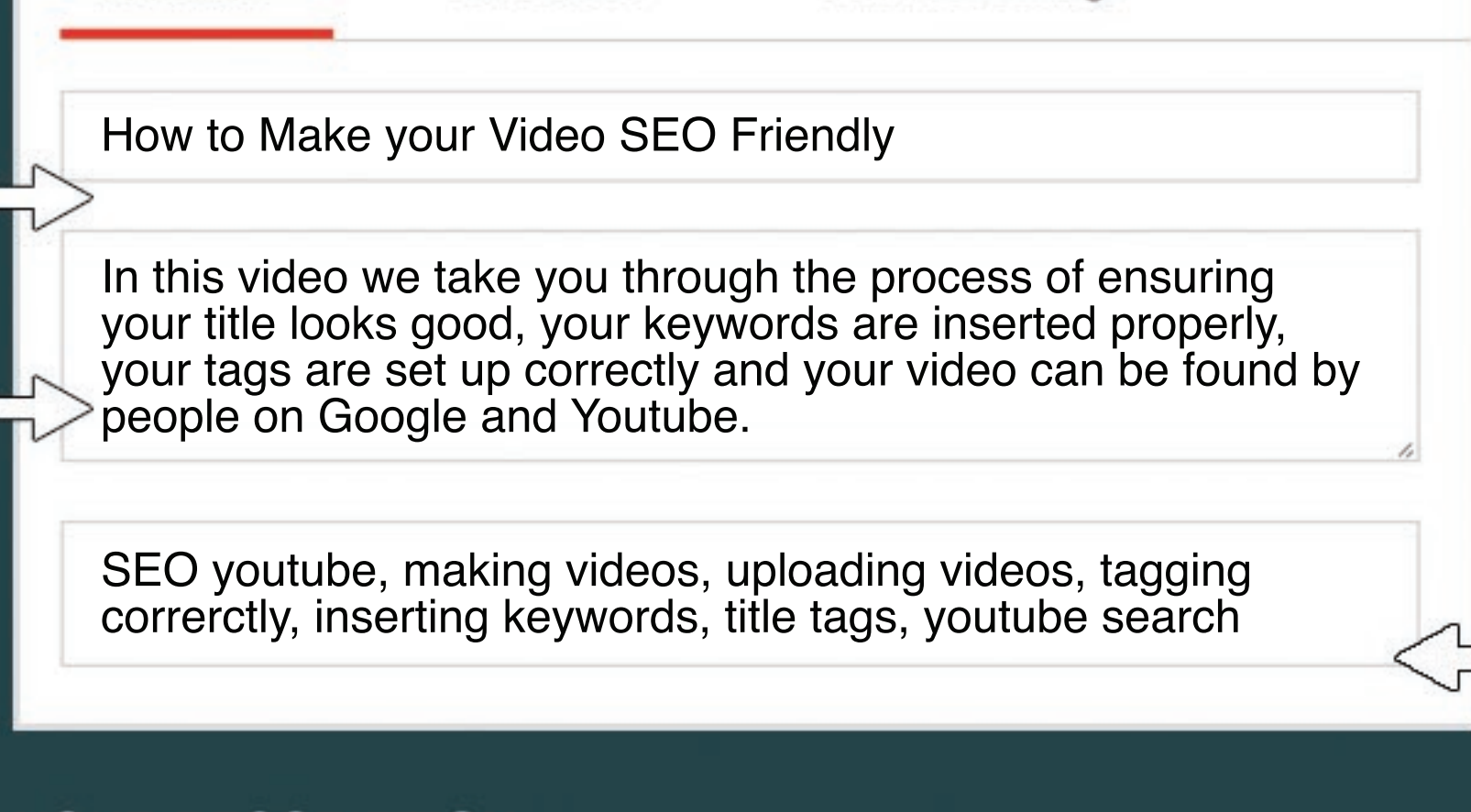
freemusicarchive.org



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



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!



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The Law Society of Scotland
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