

# THE HOW TO OF

# Video

**videos** are the means in which you are conveying your message. The text is great but it's not what holds the attention.

The platforms you post to require different dimension. Which is important to consider before you start!

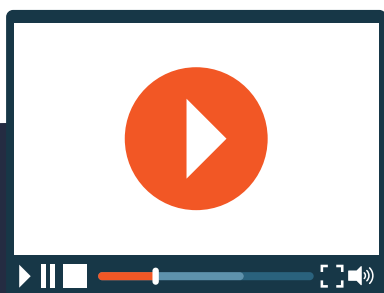
## MP4, MP3, .MOV?

It's easy enough to confuse these two, but they're quite different from each other.

- **mp4** is often the go-to format for posting videos to a lot of different platforms.
- **mp3** is an audio-only file type and the best for posting for podcasts
- **mov** is the generic format for a video from an iPhone

## OPTIMISATION FOR POSTING

When deciding on what you want to use your video for, first you need to consider if you're going to use this as well for your website. Websites need to be fast, so you will need to get a link from youtube for sharing the video link. You can use Adobe Premiere Pro or Camtasia for great results. Edit before you post to remove the ums!



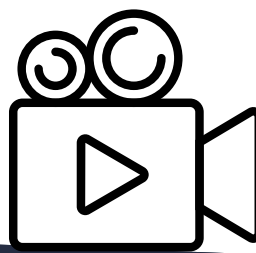
## DIMENSIONS MEANS SIZE

The size of the video needs to be different for most platforms.

Let's get those for the usual ones.

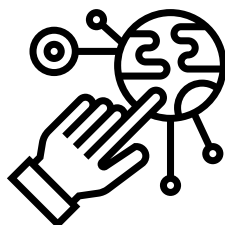
- Facebook All 1280 x 720 px
- Instagram Square 1080 x 1080 px
- Pinterest 1920 x 1080 px
- Websites \*depends on placement but make sure you optimise it with an image for lazy loads

Sometimes these can change year on year so make sure you check!



## BRANDING

Do you put your brand on your video? That is completely up to you. I do this every time! Remember a call to action!



## MAKE IT YOURS

Making original videos means you stand out. Sometimes just putting a small thank you message to your community is a great way for people to see the real you. Remember always Test Test Test

