Creating video for digital channels
Creating video for social media
Length

**Twitter**
- Must be a maximum of 2 minutes 20 seconds - this is because Twitter does not permit videos any longer than this.
- If it is longer, it must also have a short version that can be shared on social media (2 minutes 20 seconds) and a longer version that can be embedded on a webpage or added to the YouTube channel.

**Instagram**
- Must be a maximum of 60 seconds if you uploading directly to Instagram as a post.
- Longer videos can be shared on Instagram via Instagram TV (IGTV.)
- For IGTV, you will be able to give the video a title, description and cover photo - the recommended size for cover photos is 420px by 654px (or **1:1.55** ratio).
Subtitles to included within the videos

It is important to include subtitles within your videos for both website, YouTube and other social channels. 70% of videos on social media are now watched without sound, on mobile devices in public spaces. Subtitles ensure that the audience can understand what the video is about. Otherwise they’ll stop watching.

Your should begin the video with the content, and should not start with a logo. This is because people lose interest and stop watching if it doesn’t grab the attention straightaway. Our logo tends to be a nice way to end the video.

An approved animated video of the logo can be obtained from the Digital Communications Officer (Social Media).
Sharing

• Where possible, videos should be uploaded directly to the social media channel. This means videos will auto play, rather than users having to click to watch.

• In some cases, social media algorithms devalue links (but not video), so your video is more likely to be seen by your followers if you upload it directly.

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Uploading videos to YouTube
Uploading video

• Once you have signed into the YouTube account, click ‘upload video’ under ‘CREATE’ at the top of the page.

• From here, click ‘SELECT FILE’ when the new window opens.

• Choose your file to upload.
Adding details

- **Title:** The title should be concise but descriptive; it should tell people what the video is about but not exceed more than 7 words. Include the College name to improve the chances of it being found using a search engine.

- **Description:** Use this to extend the viewer’s engagement by providing further information and relevant call-to-actions or links to a webpage.

- **Tags:** Select key words so the video can be found in search results. For example: ‘student life’, ‘geography’, ‘research’ etc.

- **Thumbnail:** YouTube will automatically choose a thumbnail from the video, but you will have the option to change this or add a bespoke image.

- **Playlist:** You can add your video to more than one playlist if relevant, e.g. ‘News’ and one of the School playlists.

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Title (required)
Runnymede Accommodation Tour | Royal Holloway, University of London

Description
We join resident YouTuber and Student Ambassador Nadia as she tours Runnymede, one of our halls of residence.
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Final steps

• You can either publish the video straight away or schedule it for a later date.

• There are three options for the video privacy:
  
  o **Public** means anybody can view the video on our YouTube channel.
  
  o **Private** can only be seen by you and the users you select. The video won’t appear on your channel or search results.
  
  o **Unlisted** means anyone with the link can view the video and it can be viewed on our website if you embed it. The video won’t appear on our YouTube channel or come up in search results.