

A blue tufted armchair is positioned in a studio setting. The chair is the central focus, with its back and right side visible. It has a classic tufted design and wooden legs. In the background, there is a window with a grid pattern, and a light source on a tripod stand is visible, casting a glow on the floor. The floor is a light-colored, possibly concrete or stone, with some shadows and reflections. The overall atmosphere is professional and artistic.

PUT YOUR VIDEO IN COOL PLACES

JUNE 2015

 **ANGRYCHAIR**

SOME SWEET PLACES

YouTube

Log in to your YouTube account and click the 'upload' button on the top right of the screen.

This window will ask you to select a file or drop a file on.

Once your video starts uploading, it will let you do some things like edit the name of your video, put it in a playlist, add a description and add keywords.

Our rule of thumb is to fill out everything as honestly as possible, Google will love you for that because it makes them look cleverer (because your description tells people searching exactly what they'll find in your video).

We recommend transcribing your video and putting it below your description. You can add the transcription as closed captions too, just google how to do that if you're feeling adventurous.

Here's a nifty tip: if you're going to use YouTube a bit then jump into the 'Channel Settings' and 'verify' your account. Then enable 'monetisation'. Monetisation allows YouTube to put ads on your videos which you'll get a little cut from if they get clicked on by people watching your videos. If you turn it on, Google will let you do more cool things, like schedule the release of your videos and let you upload a 'Custom Thumbnail' rather than the choice of only three. I usually turn the monetisation setting off on the individual videos in 'Video Manager' later on.

If this is getting a bit too much for you, give us a buzz and we can talk you through it.

Email Signature

In your email client go to 'Settings' and select 'Email Signature'.

Copy the URL of your video on YouTube.

Anywhere in the signature create some text that describes what the video is, for example 'Profile' or 'About Me'. Then select the text turn it into a link to the YouTube URL you have just selected.

Click save.

This will allow people who receive your emails to click on the link and watch your video. ANNNDD when someone receives your email in their Gmail or Google Work account, they will see the video as though it's an attachment.

LinkedIn

Across the top bar, click 'profile' then 'edit profile'.

Hover your mouse over one of the sections of your profile like 'Summary'. In the top right corner of the box you'll see a rectangle icon with a little + symbol on the bottom right, click on that.

In the dialogue box, paste the YouTube or Vimeo URL of the video you want to embed.

Click 'Continue'

Check the information in the 'Title' and 'Description' boxes is correct and spelt correctly.

Click 'Add to Profile'.

Vimeo

Log in to your Vimeo account and click the 'upload' button on the top right of the screen.

This window will ask you to select a file or drop a file on. You can select up to 5 videos to upload at once.

Once your video starts uploading, it will let you do some things like edit the name of your video, put it in a playlist, add a description and add keywords.

Our rule of thumb is to fill out everything as honestly as possible, Google will love you for that because it makes them look cleverer (because your description tells people searching exactly what they'll find in your video).

We recommend transcribing your video and putting it below your description. You can add the transcription as closed captions too, just google how to do that if you're feeling adventurous.

Once the upload has finished, Vimeo usually gets its elves to work some magic in the background so it could be a few minutes or longer (depending on how long your video is) until you'll be able to share it.

Facebook

Log in to your Facebook account and select your business's 'page'.

Where you'd usually write your status, you'll notice a 'Photo/Video' option, click that.

Click 'Upload Photos/Video' and from the dialogue box, select your video.

Enter the title and a brief comment about what your video is about, then click publish.

Worth adding: at the time of writing Facebook allows you to put a 'call to action' on your video which lets viewers click through to your website, online store, membership page etc. As long as Facebook keeps this option up it's well worth choosing something from that menu to appear on your video to drive traffic to your website. Make sure you have the link pointing to the most relevant page to your button and the video itself.

Also worth mentioning: You can also just copy and paste your YouTube/Vimeo/Website URL into a post on Facebook, and it will appear in your followers feed. However, the only way to have the video 'autoplay' in their feed is to upload it to Facebook itself. At the time of writing we recommend you upload the video directly to Facebook as the benefits of the auto-load feature are excellent, and Facebook will provide you with metrics on impressions, views and clicks.