



**VIDEO EQUIPMENT AND  
HOW TO SHARE YOUR  
MARKETING VIDEOS ONLINE**

**Video  
Marketing  
Part 3**

# What We Will Cover

## **Part 1: Video Equipment**

- Microphone
- Tripod / Gimbal
- Lighting

## **Part 2: Sharing your video online**

- How to design an eye-catching video thumbnail
- How to upload your video to YouTube and tag it to get found in search
- How to embed the YouTube video on your website
- What if your video is the wrong shape for a social network?
- How to share your video on Instagram
- How to post your video on Facebook
- How to post your video on LinkedIn

# Option 1: RØDE Wireless Go

Wireless microphone that you can use up to 70 metres from the camera.

Cost: Approx €170



## Rode Wireless GO

€199.00

Colour: \*

Please, select one ▾



SKU:

RODE-WG

**Watch a video overview here**  
<https://www.youtube.com/watch?v=BOQpi1YSFGI>

**Links to  
Irish  
Websites**

<https://berminghamcameras.ie/rode-wireless-go.html>

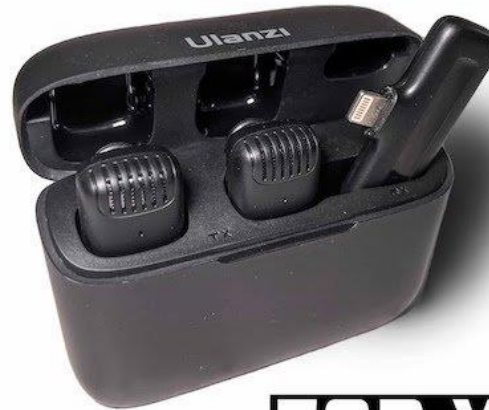
## Option 2: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the  
charger port of your phone

2 microphones

Works up to 65 feet away from  
the phone

Cost: Approx €70



**DUAL  
WIRELESS  
MIC  
FOR YOUR PHONE**

Watch a video demo

<https://www.youtube.com/watch?v=o6F0lZzmnX4>

This is the version for iPhones: <https://www.amazon.co.uk/J12-Lightning-Smartphone-Microphone-Compatible-black/dp/B0BK9FDT3M>

This is the version for Android: <https://www.amazon.co.uk/ULANZI-Microphone-Plug-Play-Recording-Transmission-Black/dp/B0B38Y8NYY>

# Tripod

## INCA IN3530D 3-Way Head QR Tripod - Black

Cost: Approx €40



### **Links to Irish Websites**

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/tripods/inca-in3530d-3-way-head-qr-tripod-black-10218727-pdt.html>

# Tripod Adjuster mount

Neewer Cellphone Holder Clip Desktop Tripod Mount with Mini Ball Head Hot Shoe Adapter for 14-inch and 18-inch Ring Light and iPhone, Samsung, Huawei Smartphone within 1.9-3.9 inches Width  
by Neewer



★★★★☆ 200 ratings

Price: £13.99 **prime**

**Note:** This item is eligible for **click and collect**. [Details](#)

New (2) from £13.99 **prime** FREE Delivery

Style Name: **Style 1**

- **KIT INCLUDES:** (1) Vertical Bracket Smartphone Holder; (1) Mini Ball Head with Lock and Hot Shoe Adapter Camera Cradle; **NOTE:** Smartphone is NOT included
- **360 DEGREE ROTATABLE:** 360 degree rotation design is perfect for rotating your phone into portrait mode (vertical) or landscape mode (horizontal) without taking the phone out of the adapter
- **EASY ADJUSTMENT:** Screw the 2 thumb screw knobs to adjust the phone clip's direction and width, easy to secure your phone into the mount without causing damage to your phone; Suitable for smartphones within 1.9-3.9 inches width, such as iPhone X 8 7 plus 7 6 plus, Samsung S8 S7 S6, Huawei, etc.
- **DETACHABLE SMARTPHONE CLIP:** Mount smartphone to a tripod, monopod, selfie stick, video slider, ring light, stabilizer, handle grip with 1/4-inch thread; The Smartphone Holder is detachable to use alone with 1/4-inch screw tripod mount
- **MINI BALL HEAD:** This ball head adapter fits onto a standard accessory shoe and locks into position; Can be used to mount accessories onto a flash bracket

[See more product details](#)

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If you're buying on Amazon for work, we recommend creating a FREE Amazon Business account for downloadable VAT invoices, business-only pricing, greater payment flexibility and more. [Create a free account](#)

**ISOUK** Fine Tip & Microfiber Stylus (2 Pack)

ISOUK Fine Tip Stylus, Disc Stylus Pen, (2 PACK) Universal Capacitive Stylus Pen For Smartphones...

★★★★☆ 17  
£8.98



[https://www.amazon.co.uk/Neewer-Cellphone-Desktop-Adapter-Smartphone-Black/dp/B07D3K9C8R/ref=sr\\_1\\_8?keywords=smartphone+tripod+adjuster+mount&qid=1585573634&sr=8-8](https://www.amazon.co.uk/Neewer-Cellphone-Desktop-Adapter-Smartphone-Black/dp/B07D3K9C8R/ref=sr_1_8?keywords=smartphone+tripod+adjuster+mount&qid=1585573634&sr=8-8)

# Fantaseal® Ergonomic Smartphone Handheld Grip Stabilizer Holder

Versatile camera grip, with a Smartphone Clamp, perfect for phone to shoot smooth video and photos. (Allowable Cellphone Size 3.5" to 5.7")

Cost: Approx €12



**amazon**

[https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh\\_aui\\_detailpage\\_o01\\_s00?ie=UTF8&p\\_sc=1](https://www.amazon.co.uk/gp/product/B01M3VRD5Y/ref=oh_aui_detailpage_o01_s00?ie=UTF8&p_sc=1)

# DJI Osmo Mobile 3

Brilliant Gimbal for taking videos as you are moving.

It has a motorised weight and balance system so your video looks as smooth as a drone video

Cost: €110



## Links to Irish Websites

<https://www.currys.ie/ieen/cameras-and-camcorders/photography-accessories/camcorder-accessories/dji-osmo-mobile-3-handheld-gimbal-10226788-pdt.html>



## Neewer Camera Photo Video Lightning Kit: 18 inches/48 centimetres Outer 55W 5500K Dimmable LED Ring Light

- Very good lighting kit for a beginner on a budget
- Ideal for “how to” videos, customer testimonials, company videos where you require good lighting



[https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh\\_aui\\_detailpage\\_o05\\_s00?ie=UTF8&psc=1](https://www.amazon.co.uk/gp/product/B01N0OJPXC/ref=oh_aui_detailpage_o05_s00?ie=UTF8&psc=1)

# What We Will Cover

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# Examples of thumbnails



Why do you need a thumbnail?

- It is what tempts people to click play on your video on your website.
- It appears in YouTube and Facebook search results
- A typical CTR is 2-4 % and a good thumbnail can improve that.

A good thumbnail should be

- Eye Catching / Colourful
- Immediately legible
- Conveys what the video is about

# Examples of thumbnails



Decide what the thumbnail will be.  
E.g., will it be

- 1. A photo of you (or something eye catching) on a coloured background with text?



# Examples of thumbnails



Decide what the thumbnail will be. E.g., will it be

2. A screenshot from the video with text?



# How to design a thumbnail



In Canva.com or Canva app you can

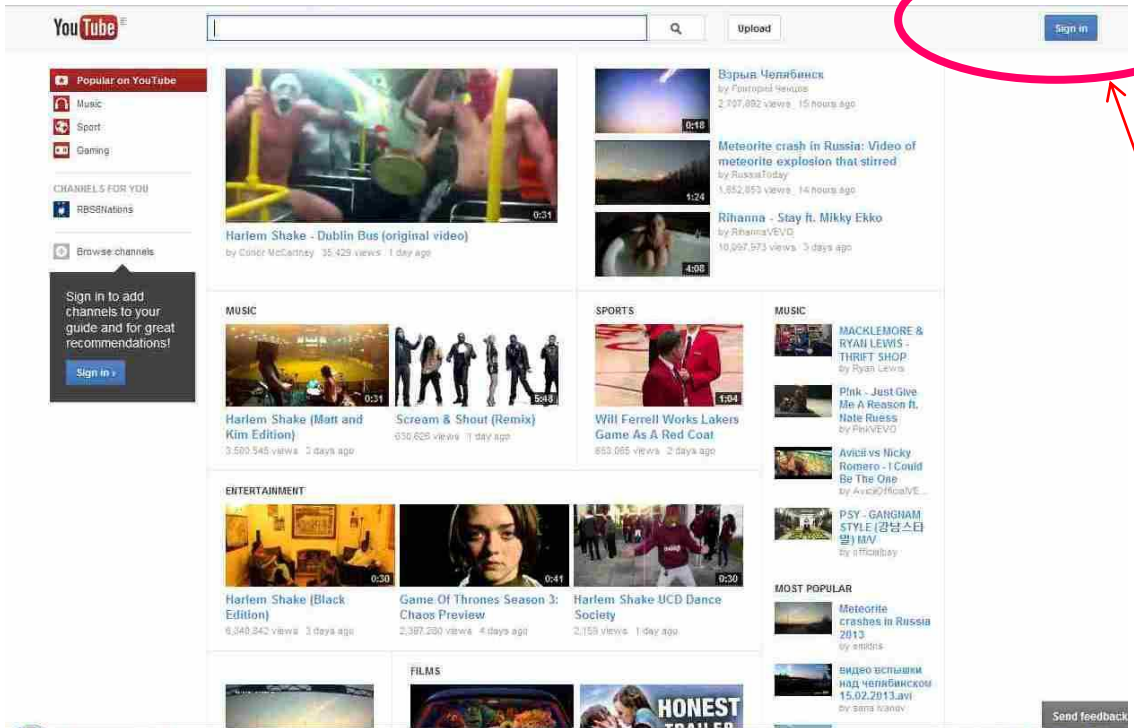
1. Choose from predesigned thumbnails and change their image for yours and the text to yours.
2. Or design a thumbnail from scratch based on your image and text

# You could create a thumbnail like this



1. Take a screenshot of your video
2. In Canva, select the option for thumbnail video
3. Upload your screenshot
4. Add it to the canvas
5. Under elements choose shapes and select a rectangle shape to add to your image
6. Change the colour of the shape
7. Add transparency
8. Add text

# How to create a YouTube account



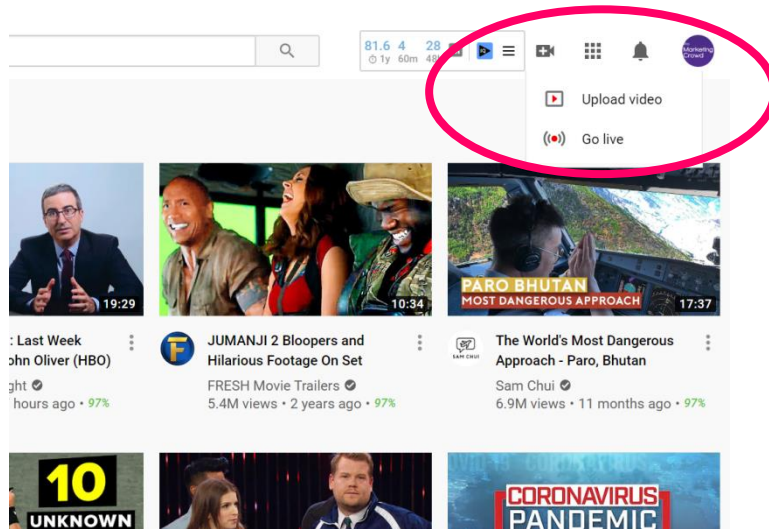
You need an account ....

1. To upload your own videos
2. To interact with videos (comment etc)
3. To interact with other members of YouTube

On the homepage click Sign In



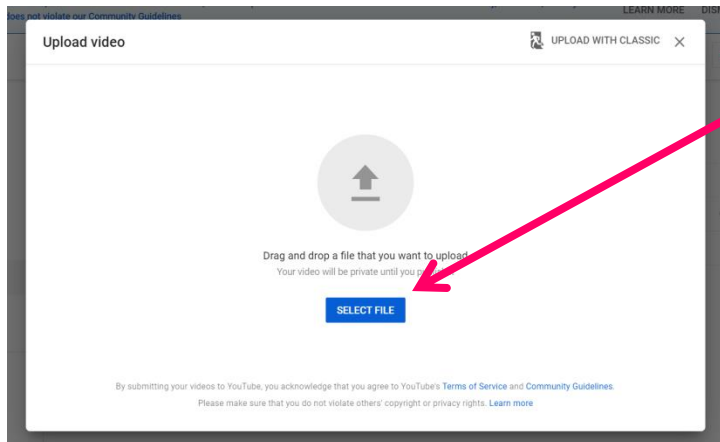
# How to create a YouTube account



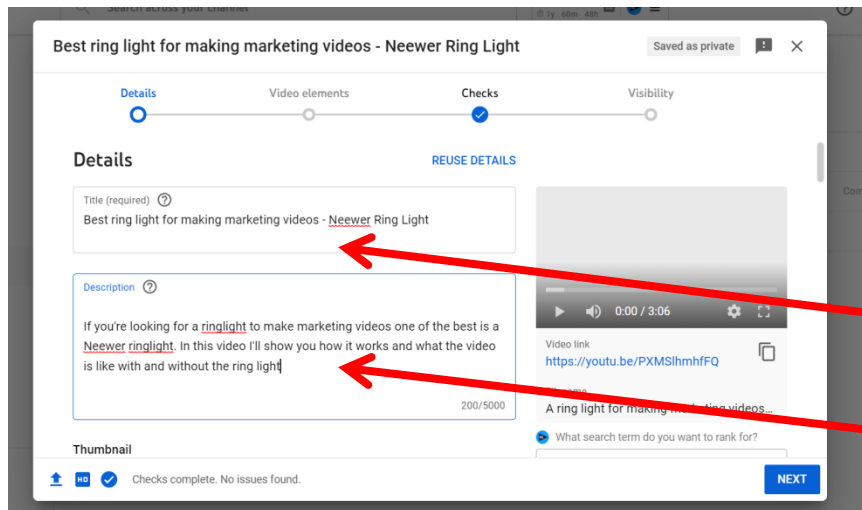
To upload a video tap on the + symbol

And then Upload Video

Click on Select File and choose the video form your PC. It will then start uploading



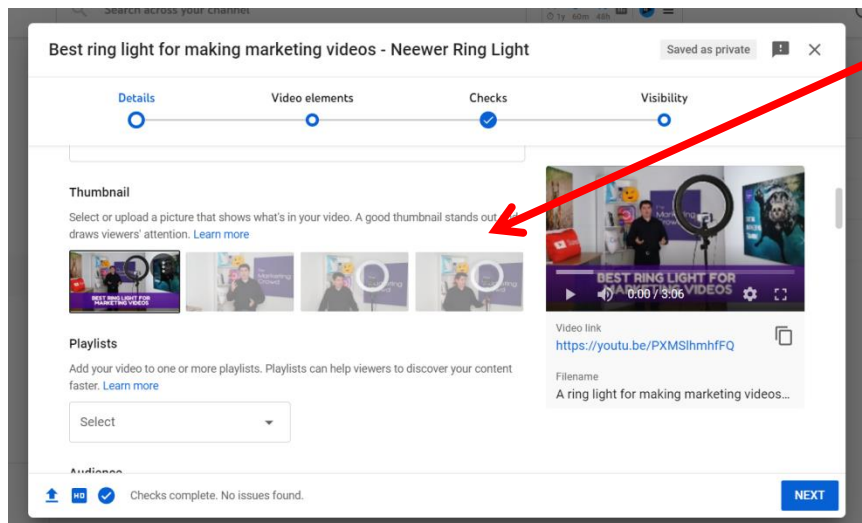
# Change the title of the video to a title that people are likely to search for. Include the name of your business in the title.



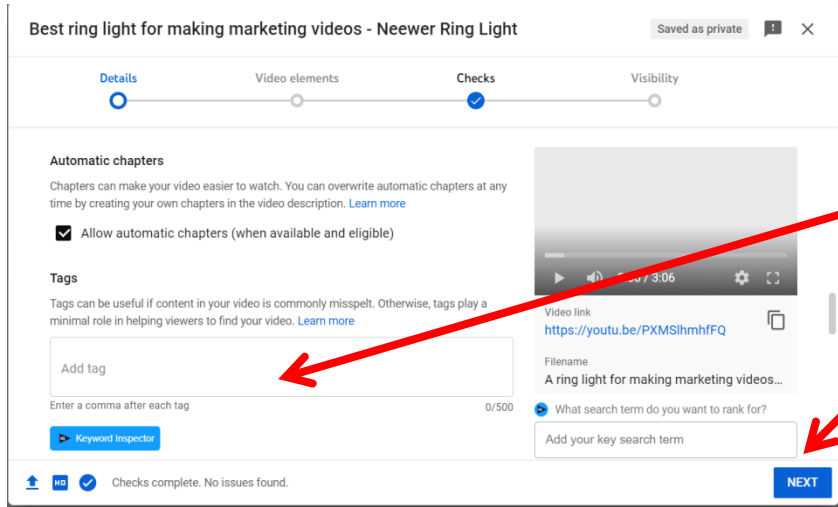
## Uploading A Video

When you select a video from your hard drive you then see this screen. You can ...

- Change the title of the video to something people are likely to search for.
- Add a description
- Choose a thumbnail or add the custom thumbnail that you designed
- Add tags which help gets your video found

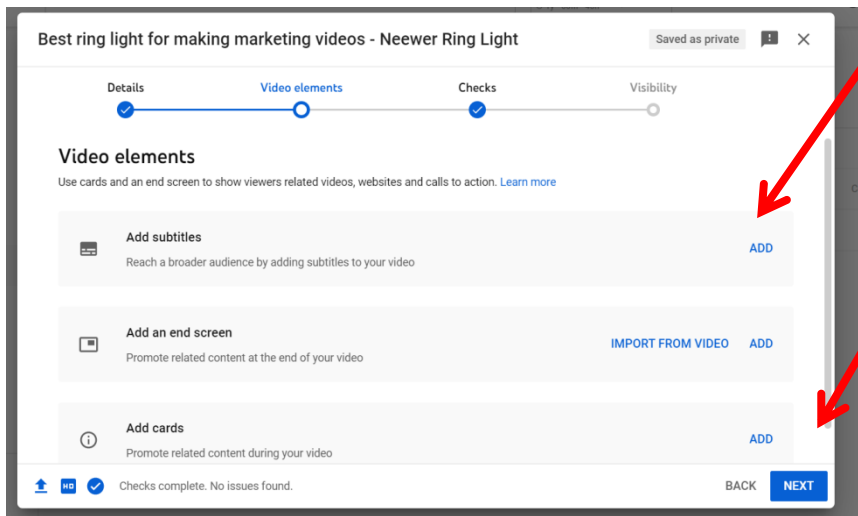


# Add tags

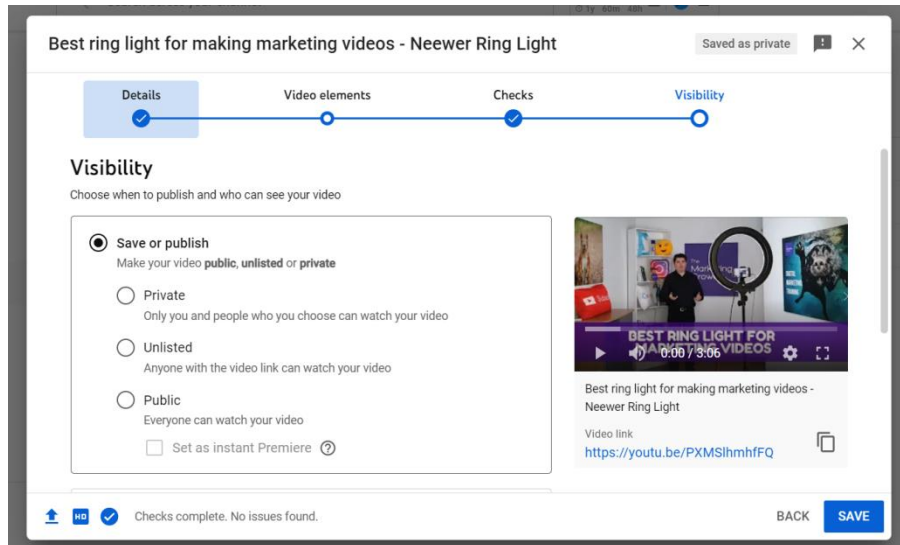


## Uploading A Video

- Add tags which help gets your video found
- Click next to proceed
- Click of you want to manually add captions. Otherwise, YouTube will automatically generate them
- Click next



# Choose your privacy level



## Uploading A Video

### Decide on the visibility for your video

**Public** – you want your marketing videos to be public. They will be found in search and suggested as relevant videos.

**Unlisted** – handy if you want to keep your video away from search results and suggestions. E.g. if you want to show a colleague a draft of your video.

**Private** – you will need to indicate which Gmail account you want to give access to. Only someone logged in with that Gmail can watch it.

Click save

# What We Will Cover

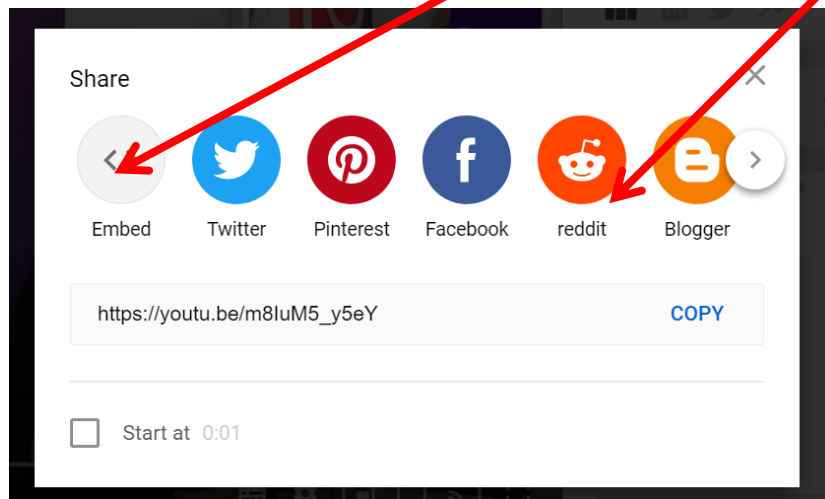
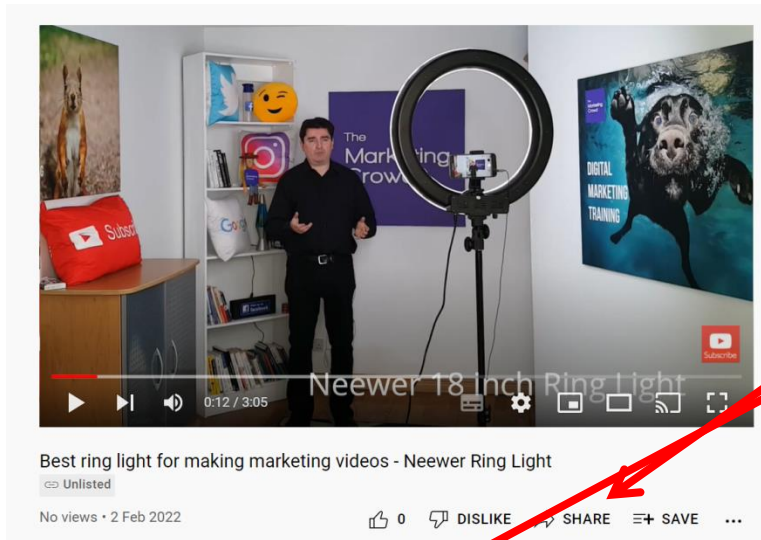
## Part 1: Video Equipment

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# Get the embed code for your videos in order to place it on your website



Find your video

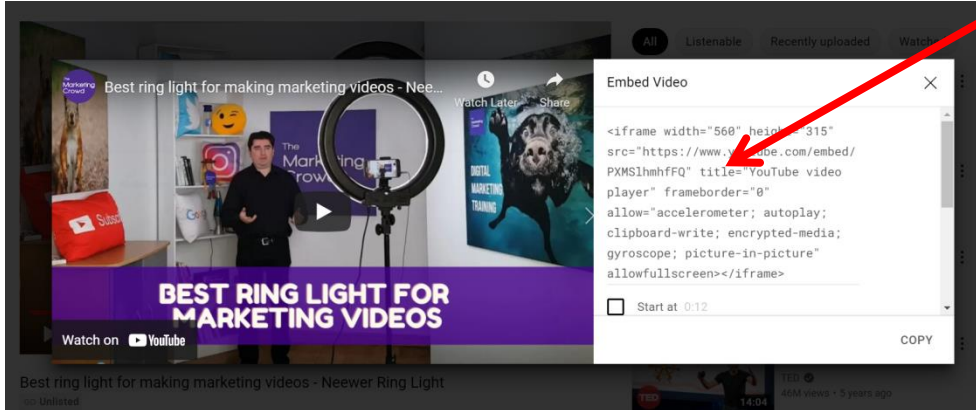
Click share

Then click embed

Then copy the code and paste it into a page on your website

Note – you can also get the embed code for other videos if you wanted to embed them on your site.

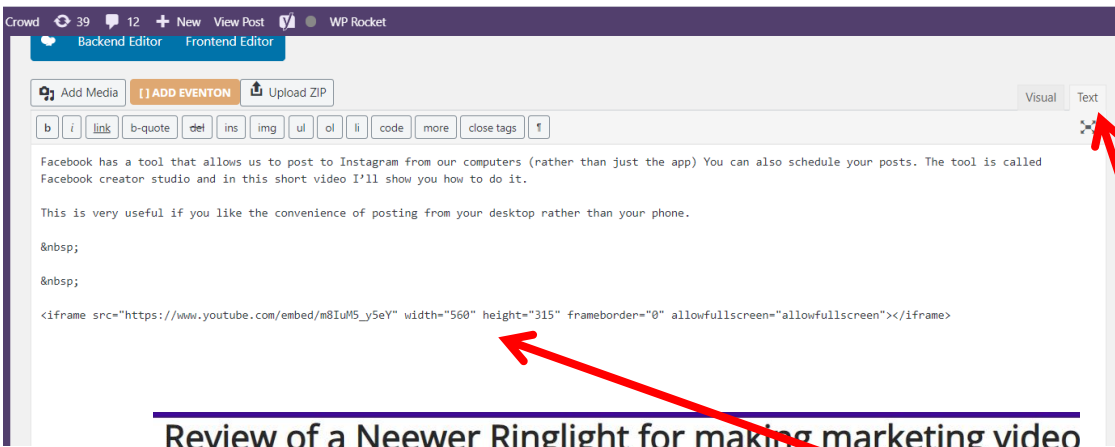
# Get the embed code for your videos in order to place it on your website



Then copy the code and paste it into a page on your website

Note – you can also get the embed code for other videos if you wanted to embed them on your site.

# Paste the embed code into your web page



## Review of a Newer Ringlight for making marketing video

If you are shooting marketing videos indoors an excellent affordable light is a Neewer 18 inch Ring light. In this short video I'll show you why light and also without the light.

If you can buy the light locally please shop local but if you can't find it locally you can get it on Amazon for around €80 – here is a link <https://www.amazon.com/dp/B078888888>

Definitely worth getting this if you make marketing videos



## How to embed a video on a web page

- Log into the back end of your website and go to the page that you want to add the video to
- Ensure you switch to Text mode (or HTML mode – depending on your editor)
- Paste the code in
- Then update your page
- Your video will now appear on the page



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# What if your video is the wrong shape for a social network?



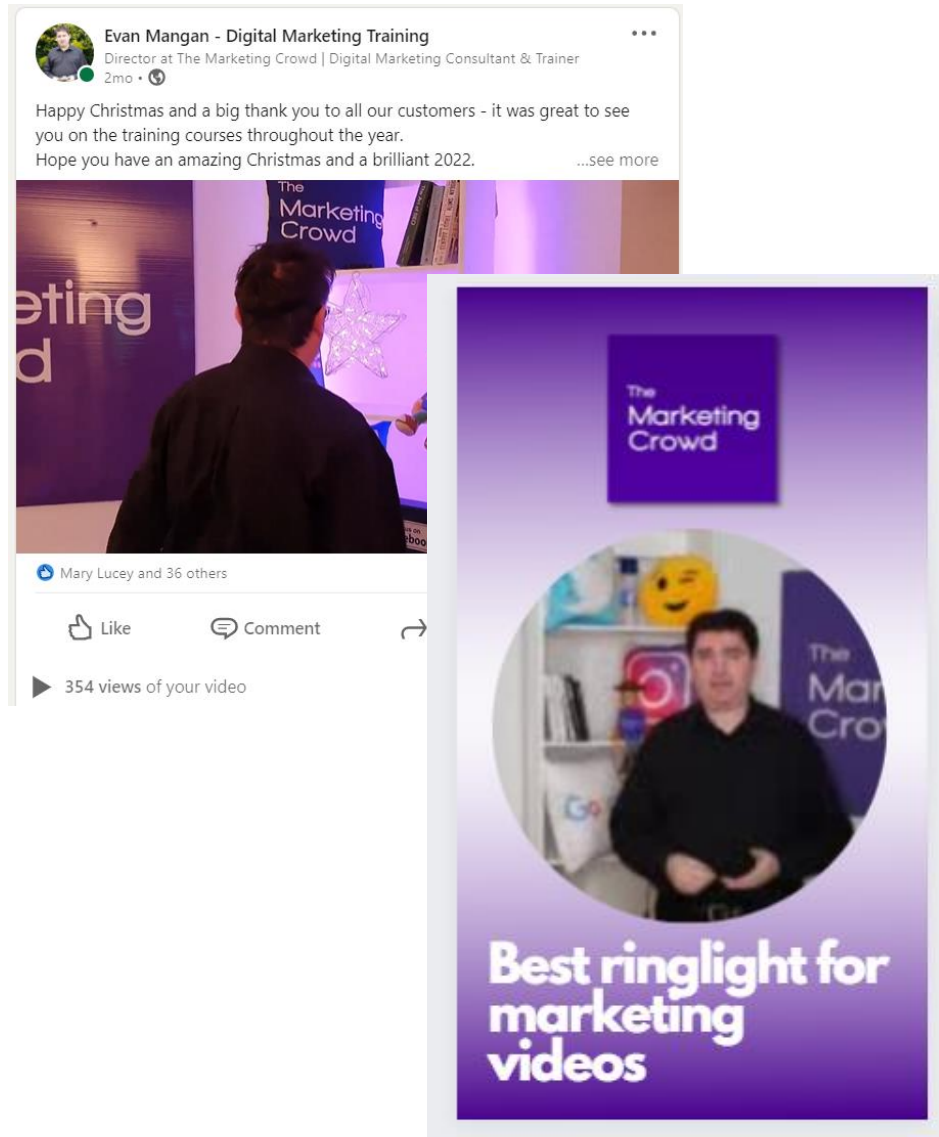
If you are selling to consumers or small businesses, I think Instagram will be your most important because it gives you the most reach

Within Instagram, Reels gives you the most reach, e.g. 30 – 50% reach compared to 17% with posts and 7% with stories

1. Record and edit your videos portrait and post as a Reel and also as a Story
2. Then convert the video into a square video using Canva and post this LinkedIn. Square looks great on those networks

Note: Choose a frame in Canva and place the video in a frame

# What if your video is the wrong shape for a social network?



If you are selling to business professionals and you feel LinkedIn is your most important social Network

1. Record your video landscape and share it on LinkedIn as landscape
2. You should not share this landscape video as a Reel – it won't look good.
3. Instead you could then use Canva to place the video on a portrait background (use a frame to make it look very interesting) and turn that into a video for Reels and Instagram Stories

Note: Choose a frame in Canva and place the video in a frame

# What We Will Cover

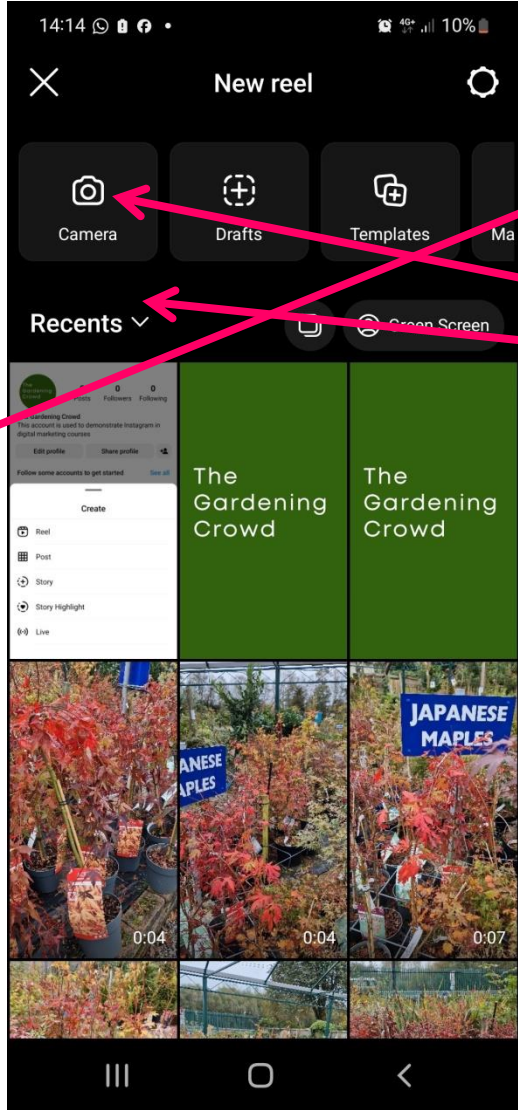
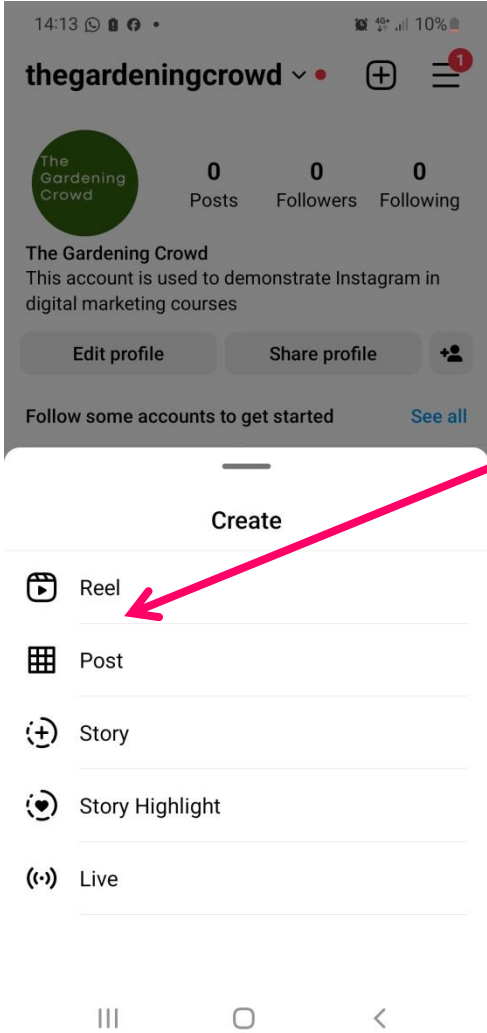
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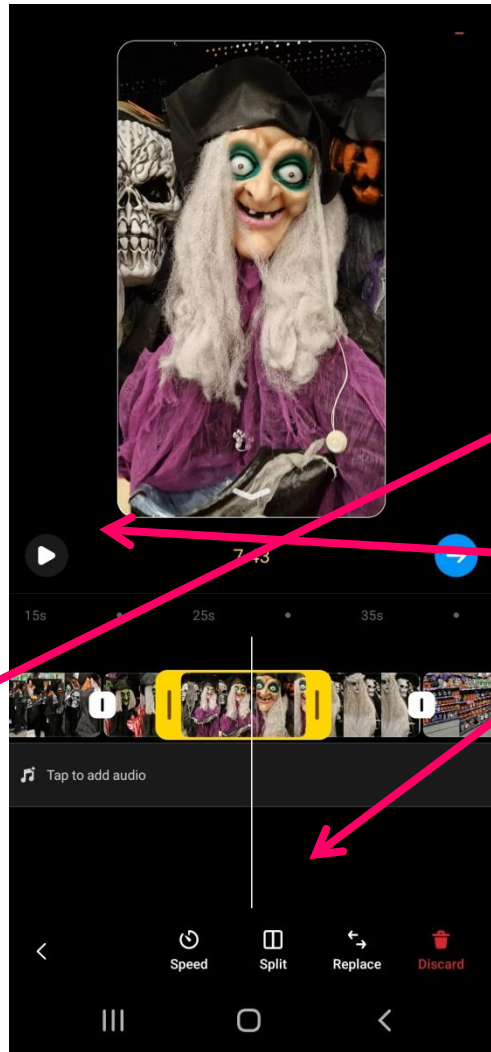
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# How to create a Reel using video footage, music and text



- How to create a Reel**
1. Go to your profile and tap +
  2. Then tap on Reel
  3. Tap on camera if you want to take a video right now
  4. Tap the arrow next to Recents to find video from your phone

# How to create a Reel using video footage, music and text



## How to create a Reel

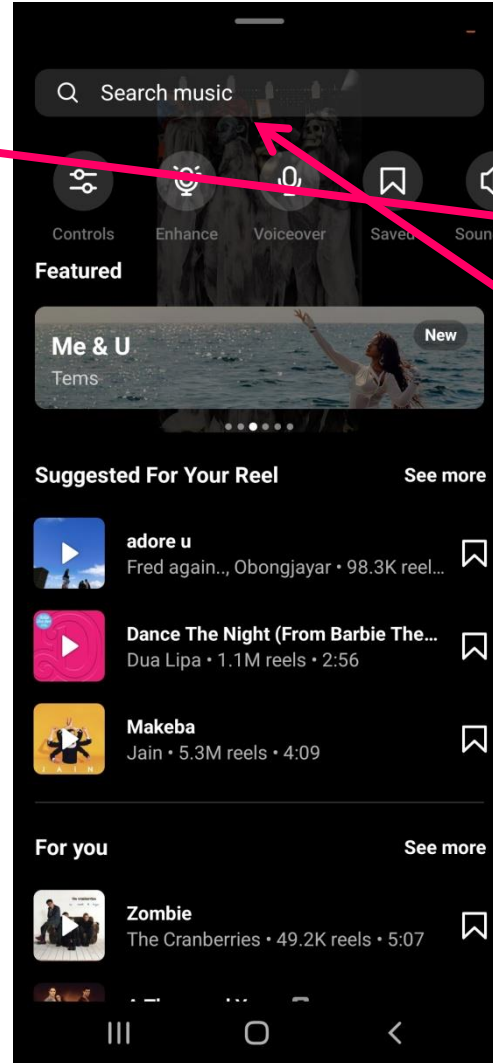
You are now in the area where you can edit the clips, add text, effects stickers add music etc.

Tap on the edit button to edit your video clips

Press play / pause and then split your clips where you want to cut them. Tap discard to delete



# How to create a Reel using video footage, music and text



## How to create a Reel

8. To add music tap on the music symbol

You can then search for music or go to your saved music

# How to create a Reel using video footage, music and text

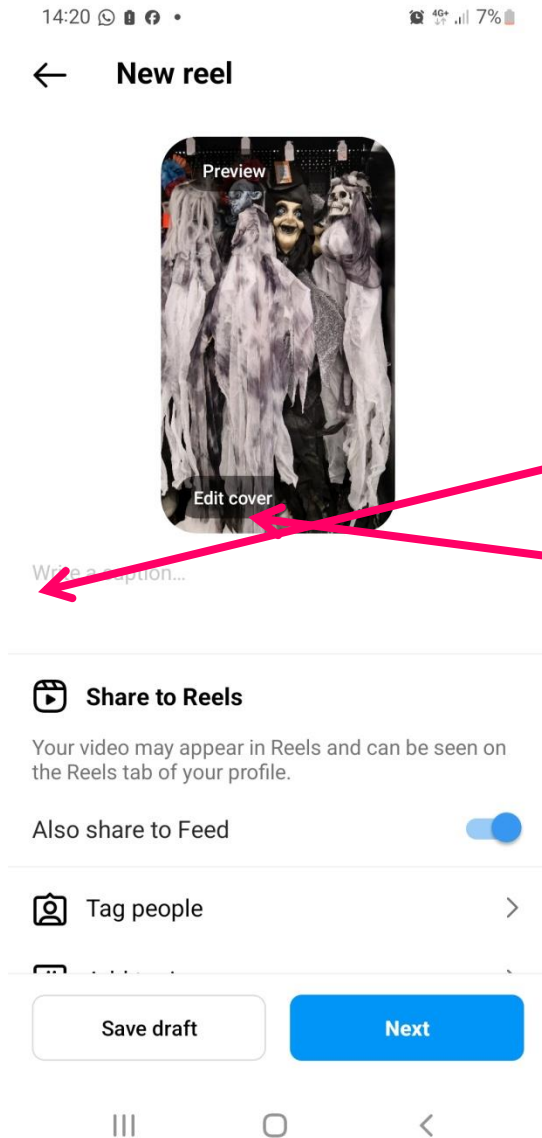


## How to create a Reel

- 9 – Tap Aa to add text. When you add text you can then edit the amount of time it is on the video in the editor
10. Tap the sticker icon to add stickers. Eg. search for words like Sale or Wow or Spooky
11. Tap the 3 stars to search for and add effects



# How to create a Reel using video footage, music and text



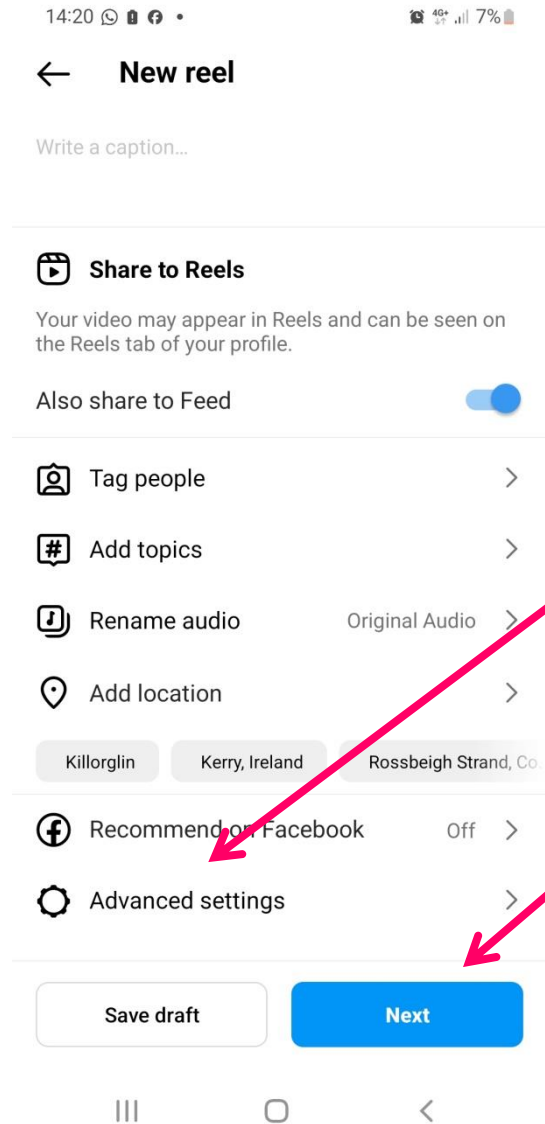
## How to create a Reel

Write a caption (text) that goes out with your Reel

Also add hashtags – these will help your reel get discovered by non followers

Tap edit cover to choose a part of the Reel to be the image that represents your Reel in the profile grid

# How to create a Reel using video footage, music and text



## How to create a Reel

Tap Advanced and you should have the option to schedule your Reel

Tap share to send out your Reel

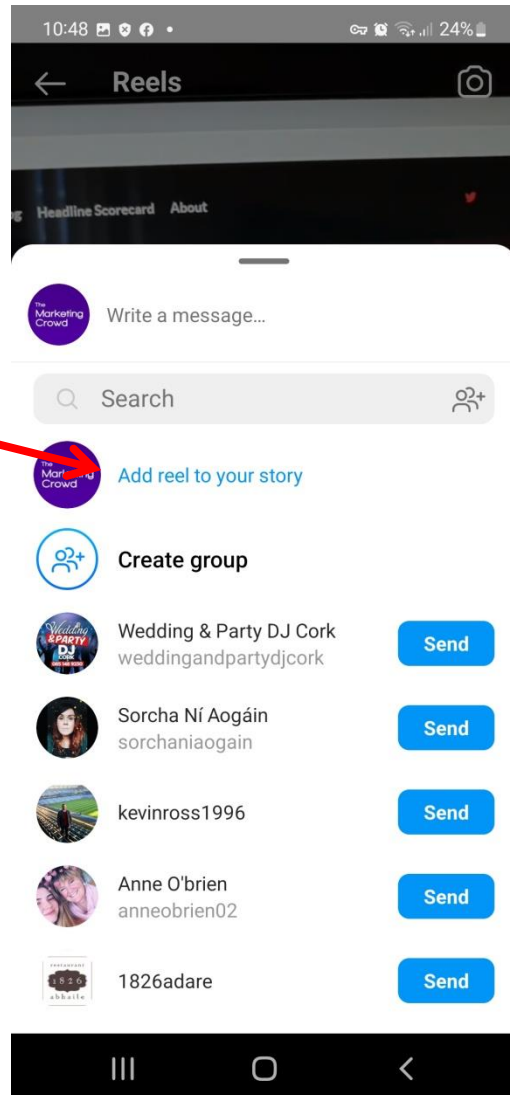
# How to share your Reel to your story



Find your Reel

Tap the paper plane icon

Tap on Add Reel to your story



# How to share your Reel to your story



Your Reel will in the middle of the screen

If you want to make it full screen, pinch with 2 fingers and stretch it

You can add text

You can add stickers



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# About Facebook Reels

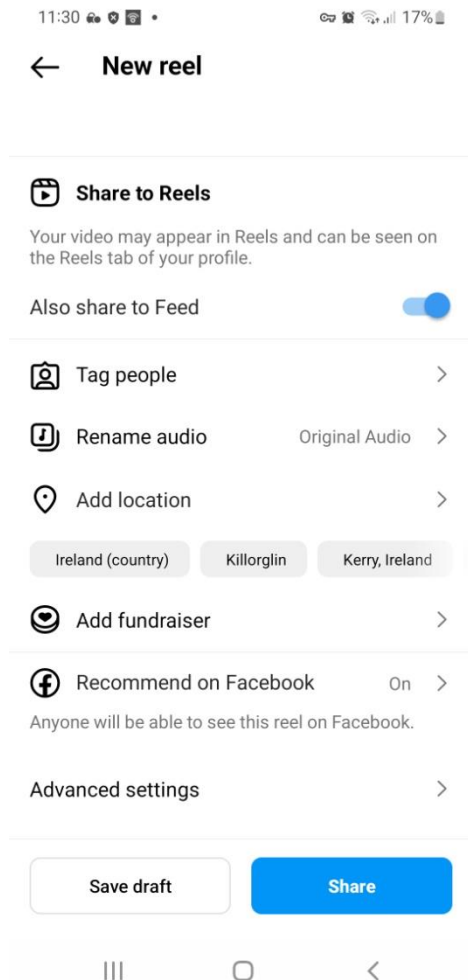


Facebook introduced Reels in 2022

**Note – you can only create Facebook Reels on the Facebook app**

There are a lot of similarities with Instagram Reels but also some differences.

# Can you share Instagram Reels to Facebook?



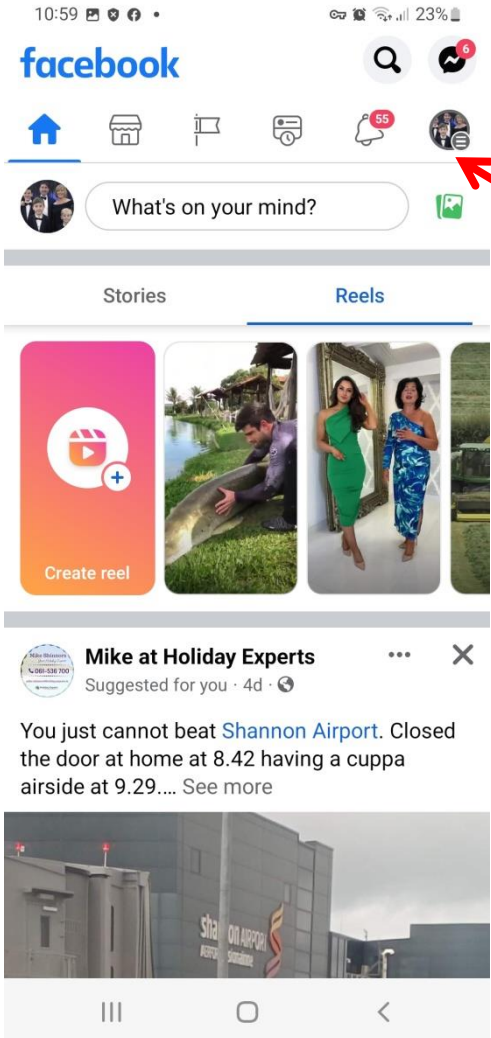
Currently, you cannot share Reel to Facebook in order it to go into the feeds of your page followers. However, this is going to change.

Currently, when you are creating an Instagram Reel you have the option to “recommend” on Facebook

Make sure you switch this on. This means that your Reel can appear in the Reels feed of non followers.

In order to easily share your Instagram Reel on Facebook you should save your Instagram Reel and then Post it as a new reel on Facebook.

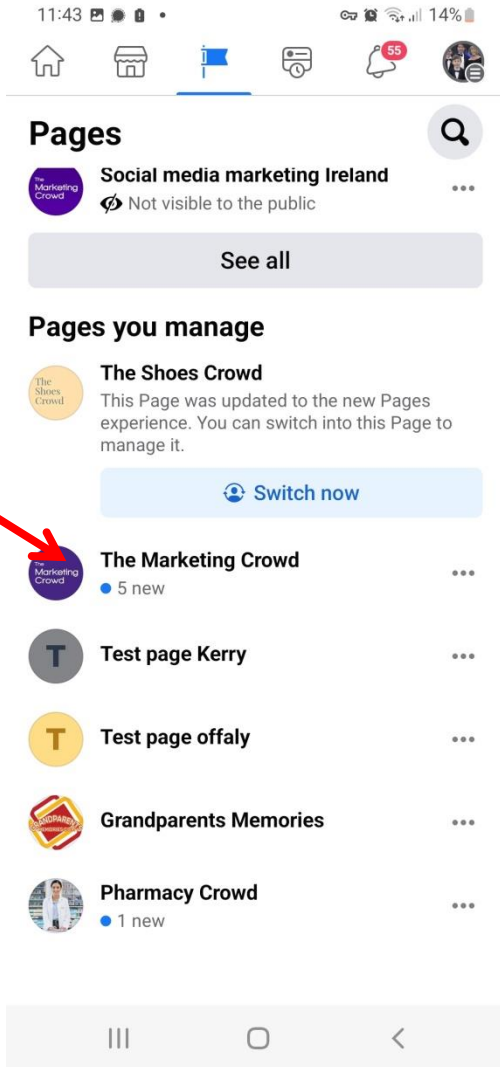
# How do you create a Reel for your business page?



Open the Facebook app

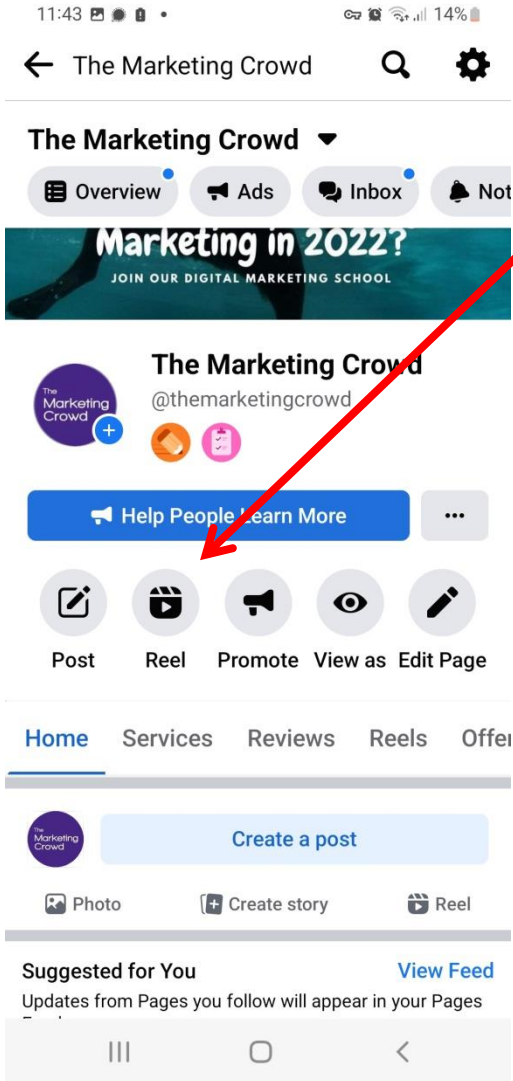
In order to go to your FB page,  
tap on the circle top right

Find ad tap on your page





# How do you create a Reel for your business page?



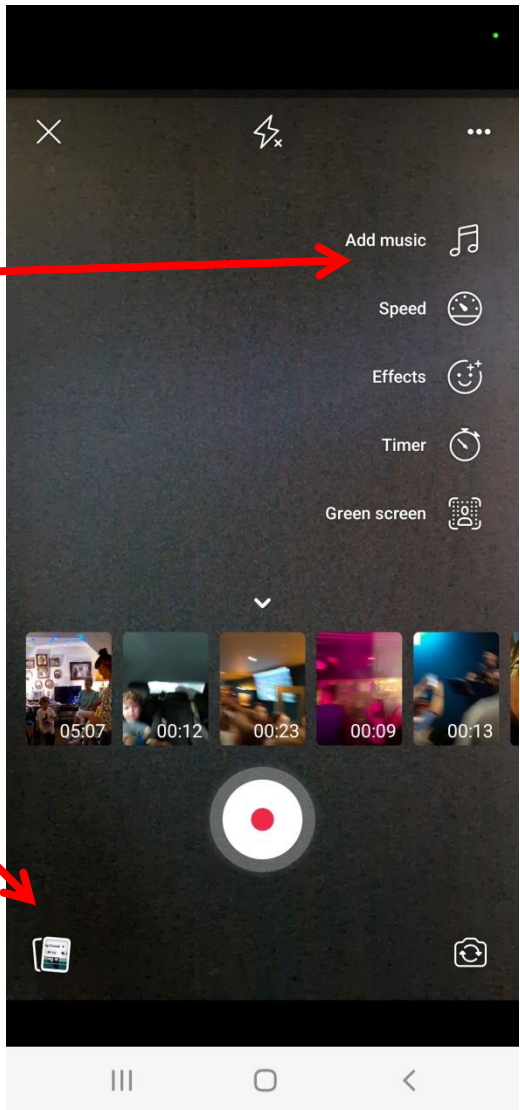
To create a Reel tap Reel

You can now choose music

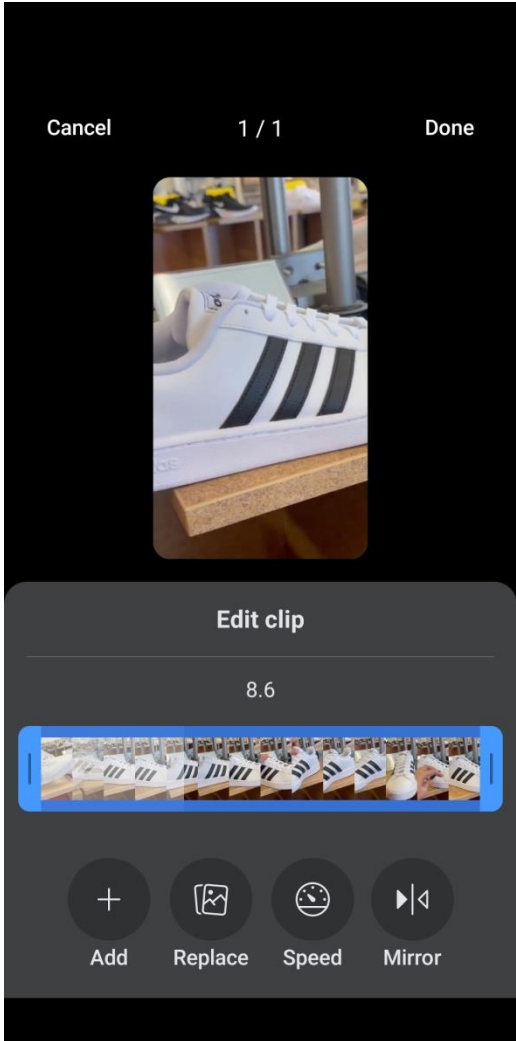
Note – business pages on Facebook get the good music library

Reels are up to 60 seconds long on Facebook

Tap the icon bottom left to choose video clips from your phone



# How do you create a Reel for your business page?



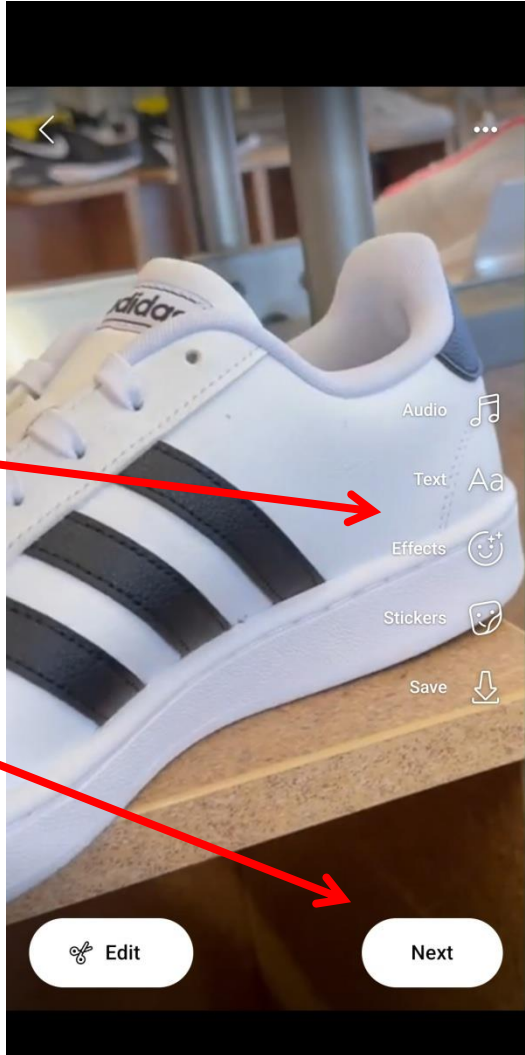
You can choose multiple clips

You can also edit the clips – very similar to Instagram

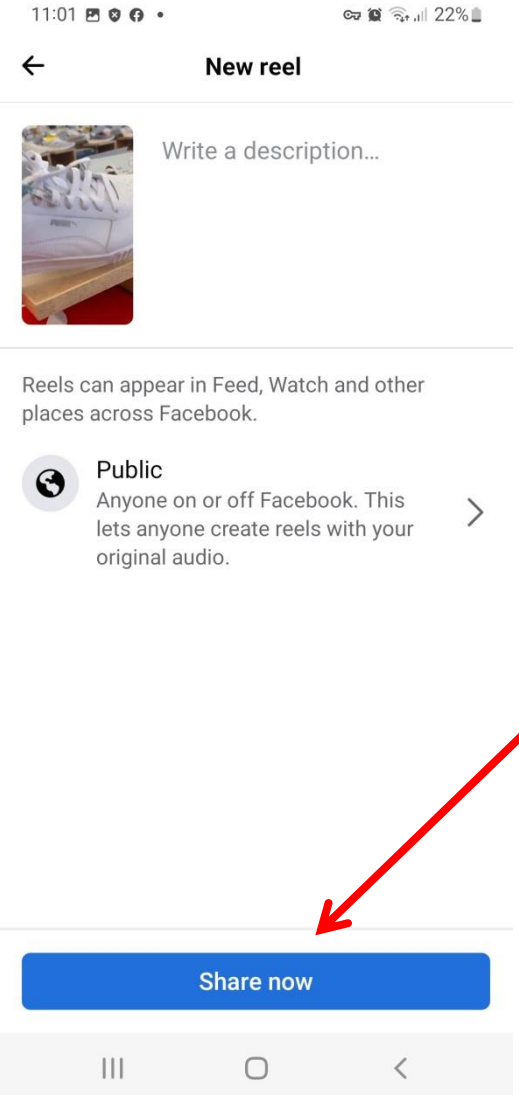
You can add or change music at this stage

You can add text and add stickers / effects

Tap next to proceed



# How do you create a Reel for your business page?

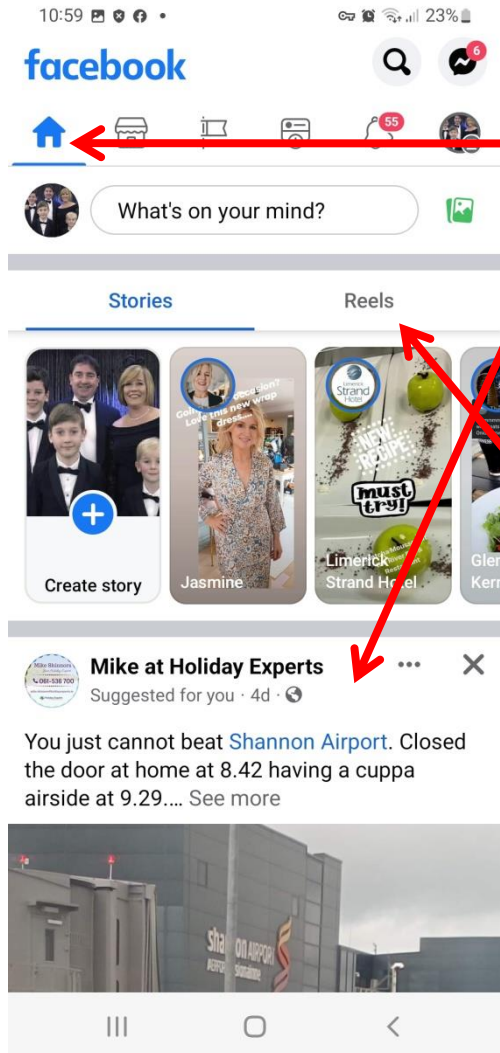


You then add a description / hashtags

However, you cannot add a cover

Tap share now

# Where do they appear?

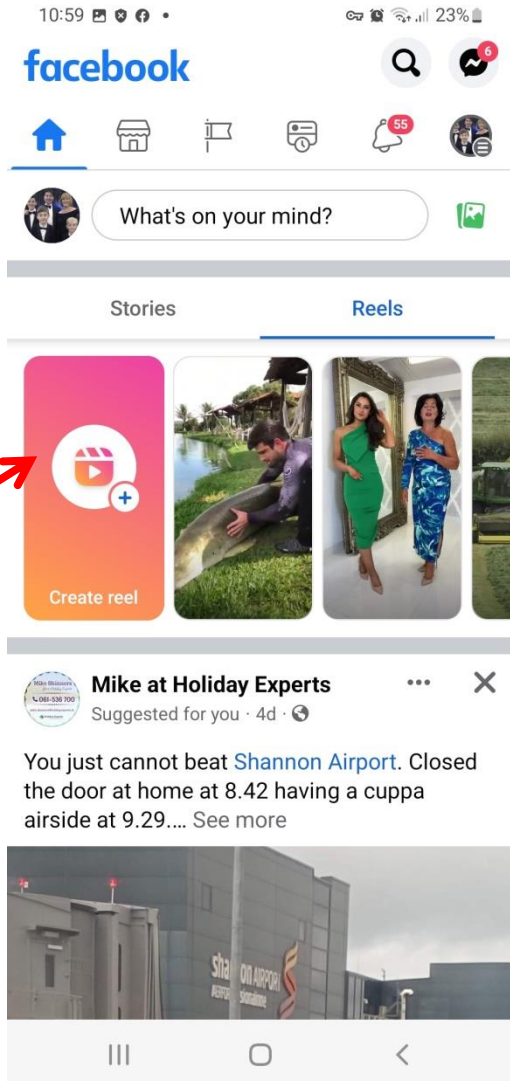


When you open the Facebook app you are taken to your Feed.

This feed contains posts and Reels from friends and accounts you are following

However, there is also a separate Reels feed.

When you tap on Reels you can create a Reel (as a person) or browse through popular Reels that Facebook thinks you will find interesting. Note – these are mainly from accounts you are not following.



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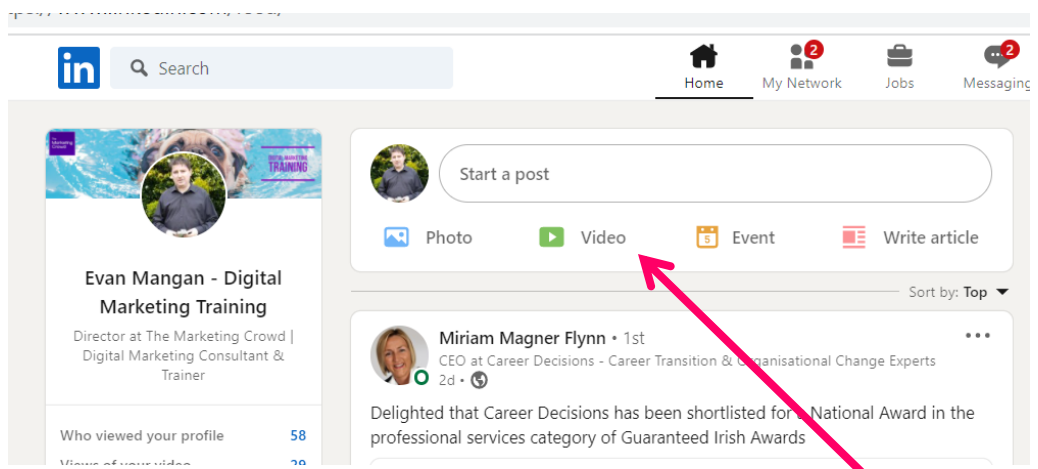
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- **How to post your video on LinkedIn**

# Option 1

Post your video using  
LinkedIn.com website on  
desktop

# How to post your video using LinkedIn.com website

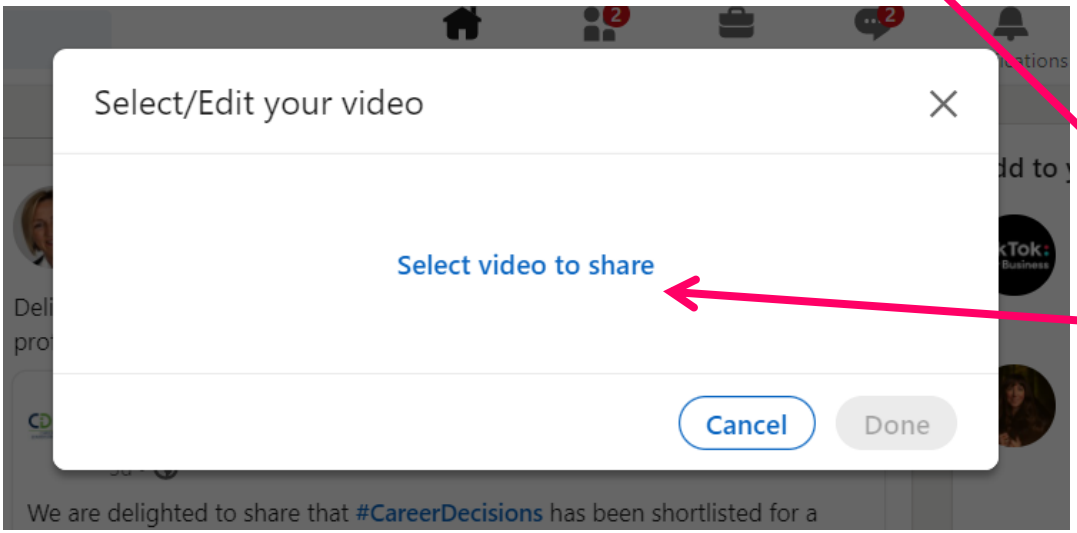


You can post videos up to 10 mins long on LinkedIn

Landscape videos 16:9 or square videos work best.

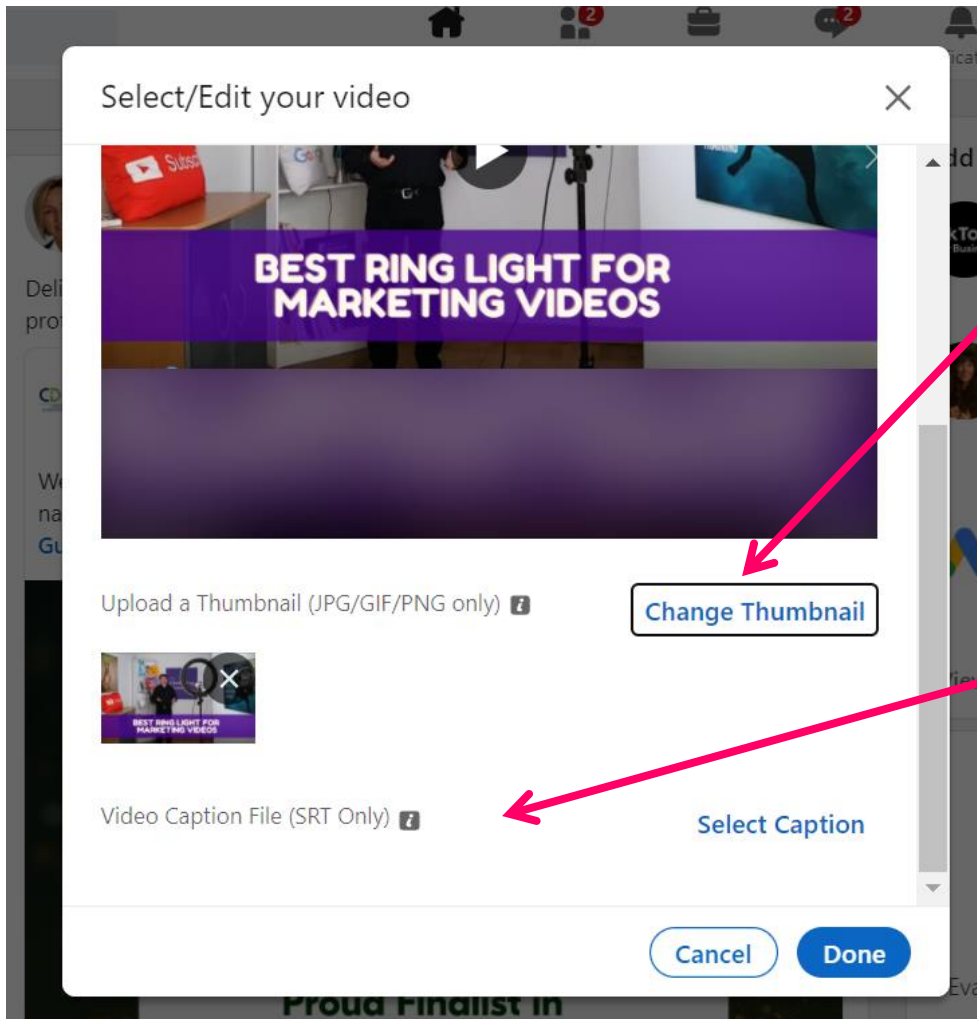
You can post vertical videos but not all of it is visible when it appears in people's newsfeeds.

1. Go to your newsfeed (home)
2. In the section where you create a post, click video
3. Select a video from your PC



We are delighted to share that #CareerDecisions has been shortlisted for a

# How to post your video using LinkedIn.com website



You can now also upload your thumbnail.

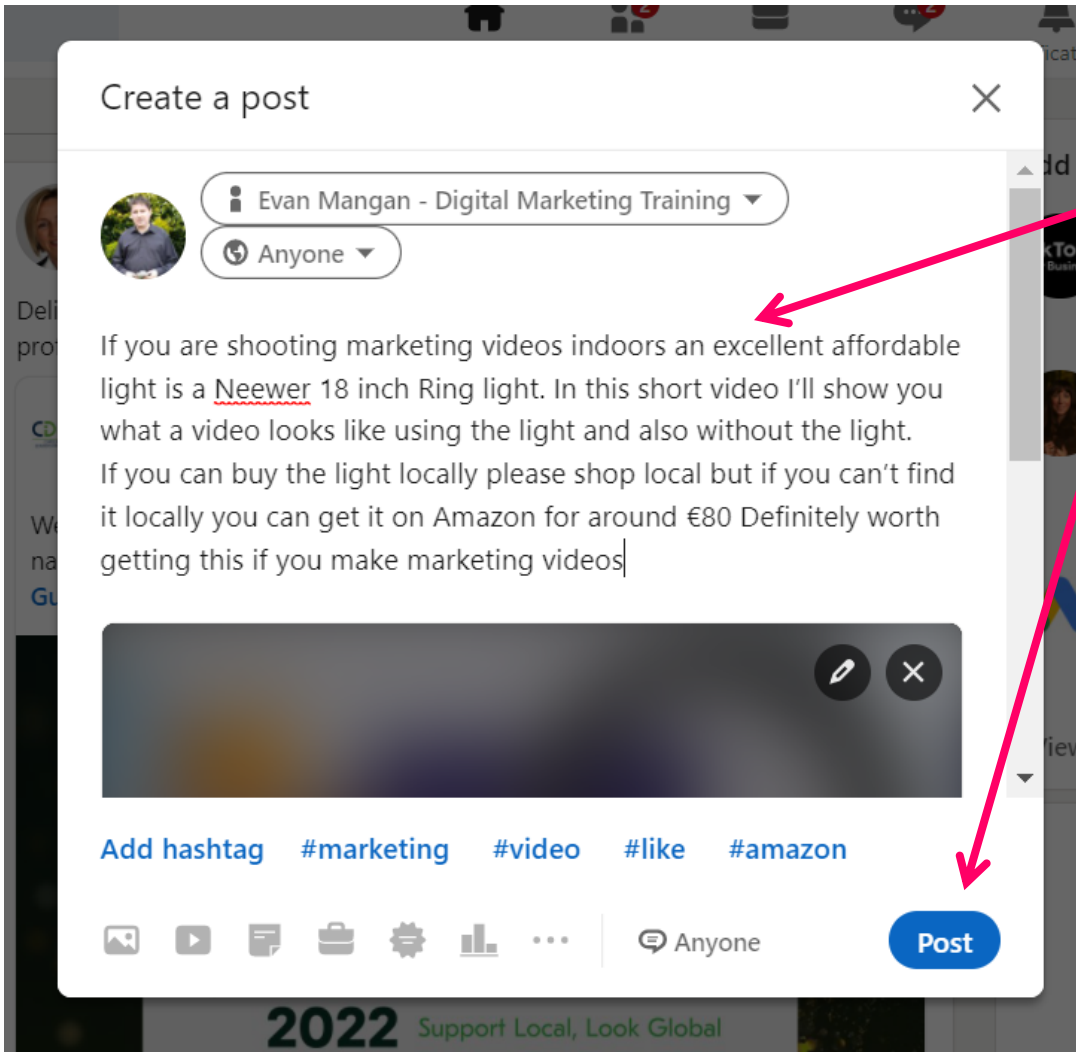
Design your thumbnail using Canva

LinkedIn does not auto generate captions so you are best to use a service like quicc.io

LinkedIn gives the option to upload an SRT file – this is a formatted file which has the captions prewritten.



# How to post your video using LinkedIn.com website



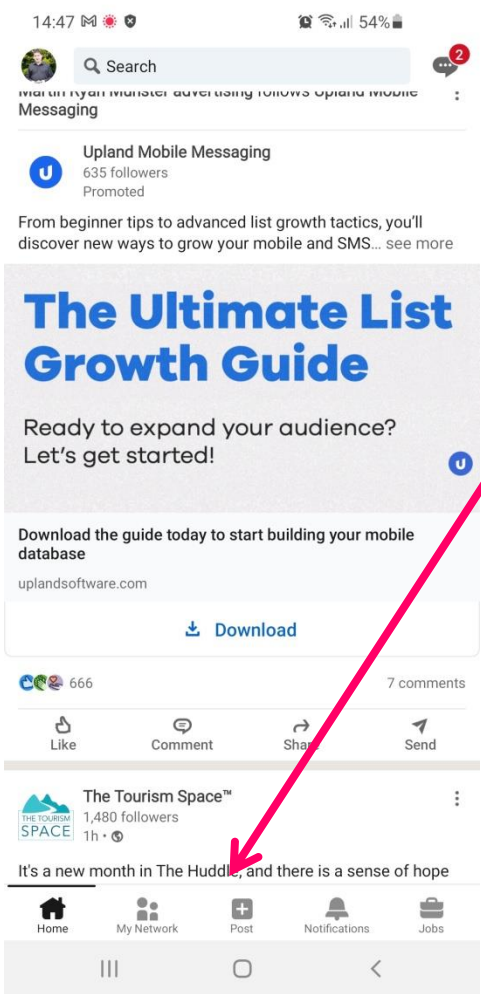
Write the text for the post

Then click post

# Option 2

Post your video using the  
LinkedIn app on your  
phone or tablet

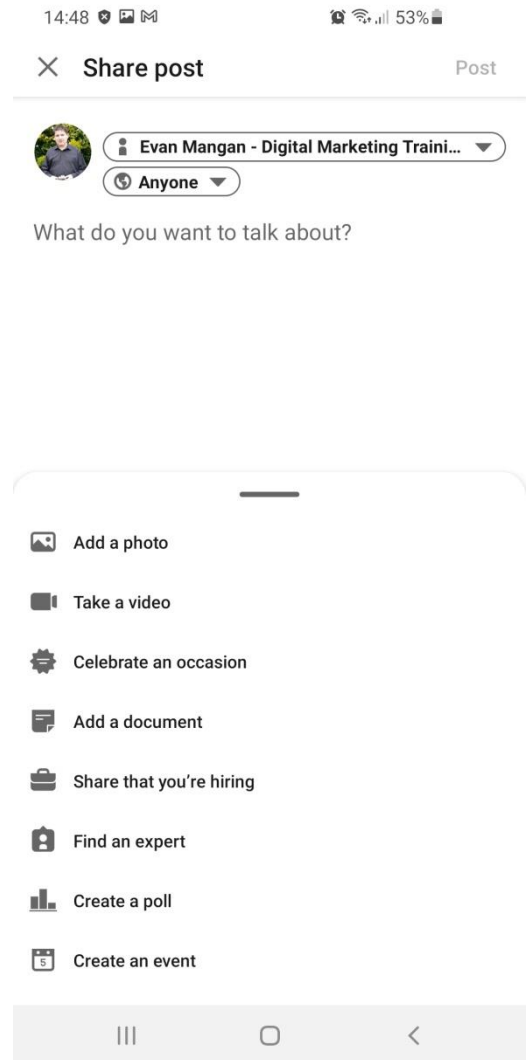
# How to post your video using the LinkedIn app



Open the LinkedIn app and ensure you are logged in

Tap the + button to create a post

Then tap on Take a video



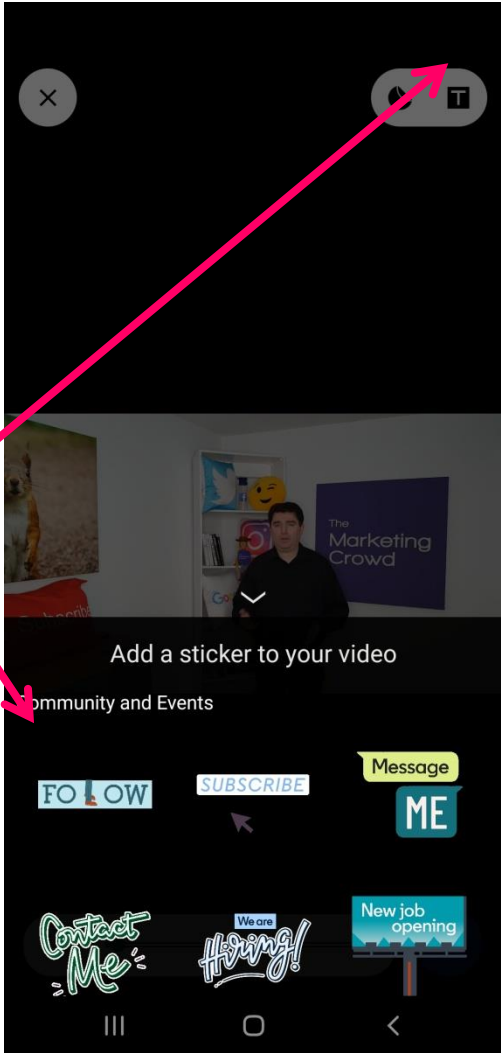
# How to post your video using the LinkedIn app



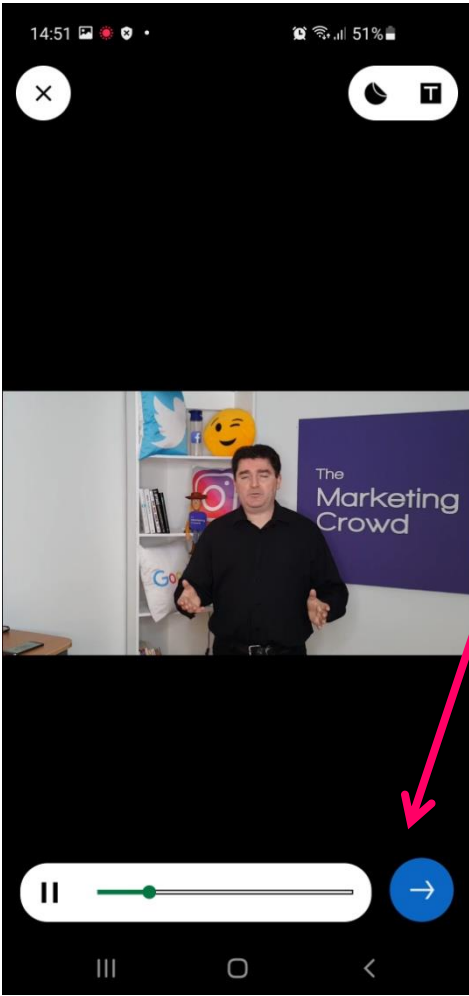
Then tap on the gallery icon to choose a video from your phone

You can now add a sticker to your video

Or you can tap on the T icon to add text to your video



# How to post your video using the LinkedIn app



Tap the blue arrow to continue

Then add the text to your post

Then tap post to share it

