



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

**Video  
Marketing  
Part 2**

# 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 ME

[Back to results](#)



Roll over image to zoom in



RØDE Wireless ME Ultra-compact Wireless Microphone System with Built-in Microphones, GainAssist Technology and 100m Range for Filmmaking, Interviews and Content Creation

[Visit the RØDE Store](#)

4.3 ★★★★★ 6,157 ratings

Amazon's Choice for "rode wireless me"

300+ bought in past month

EUR154<sup>91</sup>

✓prime

Save up to 8% with business pricing. Sign up for a free Amazon Business account

May be available at a lower price from [other sellers](#), potentially without free Prime shipping.

Buy new:

EUR154<sup>91</sup>

✓prime

FREE delivery **Thursday**. Order within 8 hrs 28 mins. [Details](#)

📍 Deliver to Evan - Killorglin V93

In stock

- Quantity: 1 +

Add to Basket

Buy Now

Dispatches from Amazon  
Sold by Amazon  
Returns Returnable with 30 days of receipt

**Watch a video overview here**

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

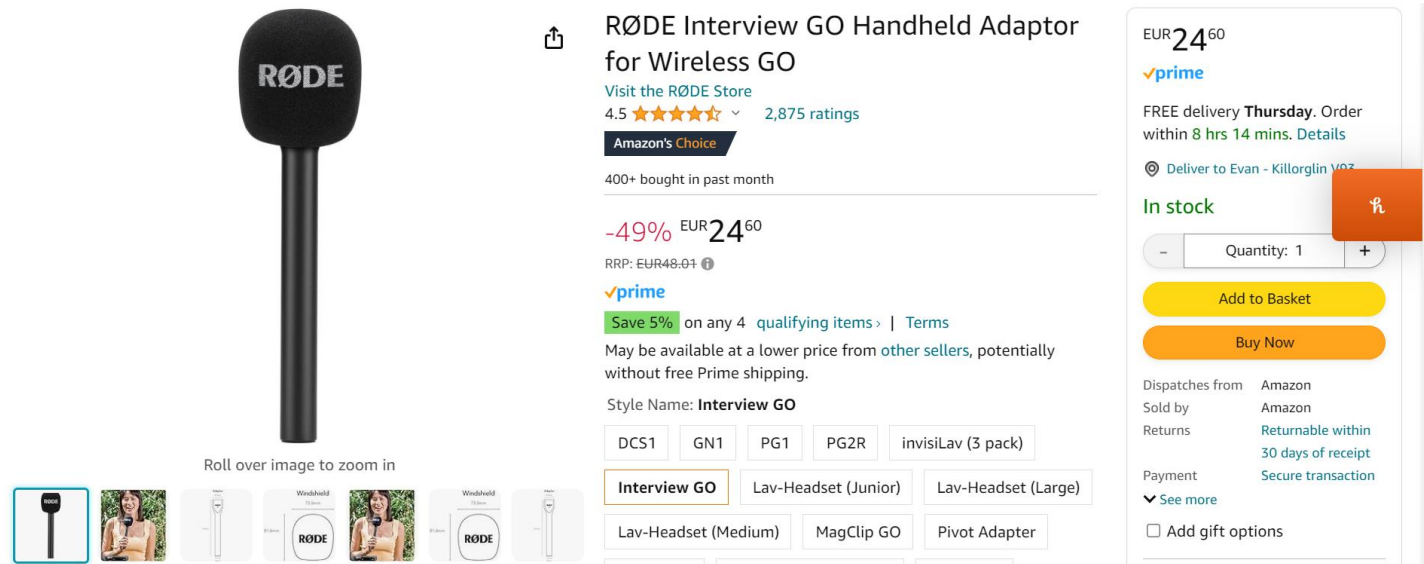
**Links to  
Irish  
Websites  
Plus  
Amazon**

<https://www.whelancameras.ie/rode-wireless-me>

<https://camerakit.ie/product/rode-wireless-me/>

<https://www.amazon.co.uk/R%C3%98DE-Ultra-compact-Microphone-Microphones-GainAssist/dp/B0BQLB596V/>

# Useful accessory that turns your Rode wireless mic into hand held mic



The screenshot shows the Amazon product page for the RØDE Interview GO Handheld Adaptor for Wireless GO. The main image is a black handheld microphone with the RØDE logo. Below it are several smaller images showing the product in use and different views. The product title is "RØDE Interview GO Handheld Adaptor for Wireless GO". It has a 4.5-star rating from 2,875 ratings and is marked as "Amazon's Choice". The price is EUR 24.60, which is a 49% discount from the RRP of EUR 48.04. The product is in stock and can be added to the basket or bought now. The page also shows shipping and return information, and a list of related products.

**RØDE Interview GO Handheld Adaptor for Wireless GO**

Visit the RØDE Store  
4.5 ★★★★★ 2,875 ratings  
Amazon's Choice

400+ bought in past month

**-49%** EUR 24.60  
RRP: EUR 48.04

prime

Save 5% on any 4 qualifying items | Terms

May be available at a lower price from other sellers, potentially without free Prime shipping.

Style Name: Interview GO

DCS1 GN1 PG1 PG2R invisLav (3 pack)

**Interview GO** Lav-Headset (Junior) Lav-Headset (Large)

Lav-Headset (Medium) MagClip GO Pivot Adapter

EUR 24.60

prime

FREE delivery **Thursday**. Order within 8 hrs 14 mins. Details

Deliver to Evan - Killorglin V07

**In stock**

Quantity: 1

Add to Basket

Buy Now

Dispatches from Amazon  
Sold by Amazon  
Returns Returnable within 30 days of receipt  
Payment Secure transaction  
See more

☐ Add gift options

## Links to Irish Websites

<https://camerakit.ie/product/rode-interview-go/>

<https://www.camera.ie/products/rode-interview-go>

## Option 2: Hollyland Lark 2



**Watch a video overview here**

**<https://www.youtube.com/watch?v=PQUi8RgkB oM>**

**For iPhone or Android only €170**

**For Camera / Laptop + iPhone + Android combo €200**

**What is great about this mic**

- 1. The size and weight - small and light**
- 2. Two mics**
- 3. Excellent sound**
- 4. Long range**
- 5. Windbreaker**
- 6. The versatility of combo pack – it works with everything**
- 7. Charge the box and it charges everything**

Android version: **<https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7P4RRQ>**

### **Links**

iPhone version : **<https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7NYJM7?th=1>**

Combo version: : **<https://www.amazon.co.uk/Microphone-Compatible-Cancelling-Livestream-Vlog-Black-Black/dp/B0CP7QXWPN?th=1>**



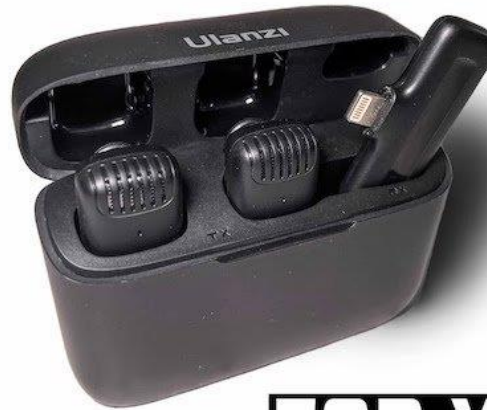
## Option 3: Ulanzi J12 Wireless Microphone (2 microphones)

1 receiver attaches to the charger port of your phone

2 microphones

Works up to 65 feet away from the phone

(However, does not come with windbreakers)



**DUAL  
WIRELESS  
MIC  
FOR YOUR PHONE**

Cost: Approx €70 - €80


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> or <https://www.ulanzi.com/products/ulanzi-j12-wireless-lavalier-microphone?variant=42630746996957>

# Tripod ( I use this one all the time and it's excellent plus very reasonable)



Roll over image to zoom in



**JOILCAN Camera Tripod for Canon Nikon Sony, 65" Aluminum Alloy Tripod Stand with Detachable Head & Phone Holder & Carry Bag, Lightweight DSLR Tripod for Smartphone/Vlog/Streaming, Max Load 5.5kg**

Visit the [JOILCAN Store](#)

4.4 ★★★★★ 1,494 ratings

**Amazon's Choice**

300+ bought in past month

EUR36<sup>00</sup>

**prime**

**Voucher:** ☐ Apply EUR 5.86 voucher [Shop items >](#) | [Terms](#)

**Buy 2 or more, save 3%** Discount by Amazon [Terms](#)

**Promotion Message** Save 5% on Heavy duty alu... [1 promotion](#) ▾

Colour Name: **Classic Black**

EUR36<sup>00</sup>

**prime**

FREE delivery **Thursday**. Order within 8 hrs 10 mins. [Details](#)

📍 Deliver to Evan - Killorglin

**In stock**

Quantity: 1

**Add to Basket**

**Buy Now**

Dispatches from **Amazon**

Sold by **KTU PHOTOGRAPHY**

Returns Returnable within 30 days of receipt

Packaging Ships in product packaging

✓ See more

☐ Add gift options

**Link to  
amazon**

<https://www.amazon.co.uk/gp/product/B0BBQ5F2L8/>

# Tripod Adjuster mount



Roll over image to zoom in



ipow Mobile Phone Tripod Adapter, Rotatable Bracket Smartphone Clamp Holder Compatible with Samsung Huawei Used on Tripod, Monopod, Selfie Stick

Brand: ipow  
4.6 ★★★★★ 1,422 ratings  
Amazon's Choice

50+ bought in past month

EUR 9<sup>10</sup>



**Brand** ipow  
**Colour** Black  
**Compatible devices** iPhone 12 Pro,12, iPhone 11, iPhone XS Max, XR,X, iPhone 8 Plus, Samsung Galaxy S21 Ultra,S20, Samsung Galaxy Note 20, iPhone...  
[See more](#)

**Mounting type** Tripod  
**Special feature** Adjustable

EUR 9<sup>10</sup>



FREE delivery **Thursday**. Order within 8 hrs 6 mins. [Details](#)

Deliver to Evan - Killorglin



In stock

- Quantity: 1 +

Add to Basket

Buy Now

Dispatches from Amazon  
Sold by Jingshun Trade  
Returns Returnable within 30 days of receipt  
Payment Secure transaction

See more

☐ Add gift options

Add to List



<https://www.amazon.co.uk/gp/product/B01N193MHD/>



# 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 Gimbal

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: €120



**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>

# Lights

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

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

€115

Product image



[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)



# Lights

- A good budget alternative
- 12 inch diameter
- Good light if you are close to the light.
- Not as good for lighting up half a room

Cost: Approx €35



The image shows an Amazon product page for a "12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness". The page features a collage of six images under the heading "WIDE APPLICATIONS". The images show the ring light being used in various settings: a woman posing for a photo, a couple sitting on a couch, a woman recording a video, a woman sitting on the floor, a woman sitting on a bed, and a woman sitting at a desk. The product is rated 4.4 stars with 5,898 ratings and is the "#1 Best Seller" in Cell Phone Selfie Lights. The price is EUR33.08, which is a 26% discount from the RRP of EUR44.91. The page also includes a "prime" logo, a "Voucher" section with an "Apply 10% voucher" button, and a "Terms" link. At the bottom, it says "Save up to 10% with business pricing. Sign up for a free".

**WIDE APPLICATIONS**

12" Ring Light with Tripod Stand & Phone Holder Tall 177cm/70", GerTong LED Selfie Circle Ringlight with Remote for Makeup YouTube Tiktok, Floor/Desk USB Halo Lamp with 40 RGB Modes 13 Brightness

Visit the GerTong Store  
4.4 ★★★★★ 5,898 ratings  
#1 Best Seller in Cell Phone Selfie Lights  
2K+ bought in past month

-26% **EUR33.08**  
RRP: EUR44.91

prime  
Exclusive Prime price

Voucher: ☐ Apply 10% voucher Shop items | Terms

Save up to 10% with business pricing. Sign up for a free



<https://www.amazon.co.uk/Extendable-Upgraded-Dimmable-Brightness-Wireless/dp/B08FT9XTH1>

# 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
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- How to share your video on Instagram
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- How to post your video on LinkedIn

# 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

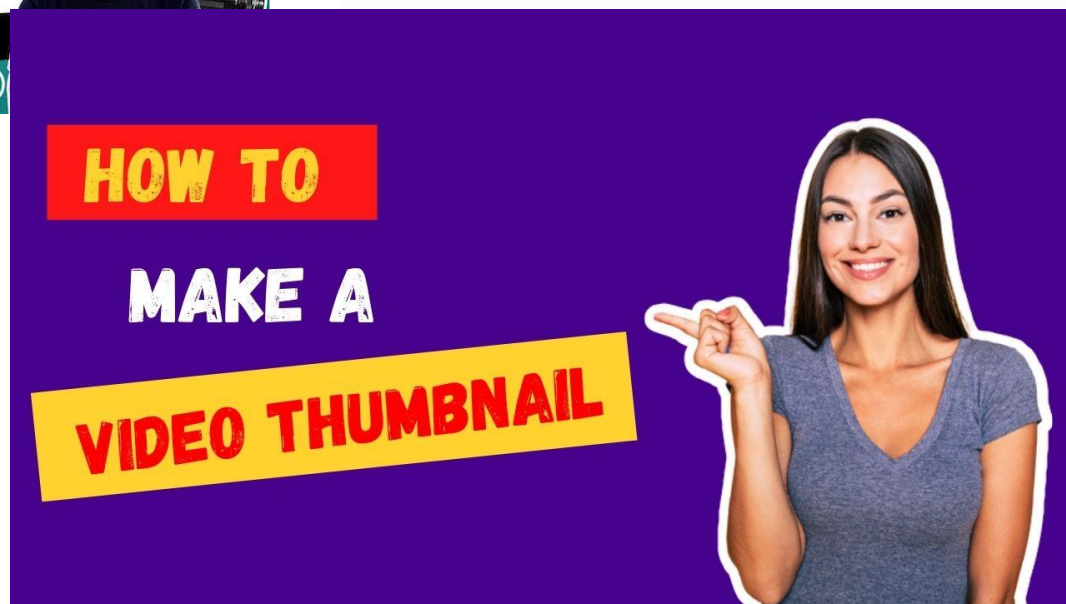


# Examples of thumbnails



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 YouTube thumbnail video
3. Upload your screenshot
4. Add it to the canvas
5. Under elements search for 5 star and click graphics. Choose your graphic
6. Under elements search for reviews then click graphics. Choose your graphic
7. On the left click text, choose heading and then add your 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

# What We Will Cover

## Part 1: Video Equipment

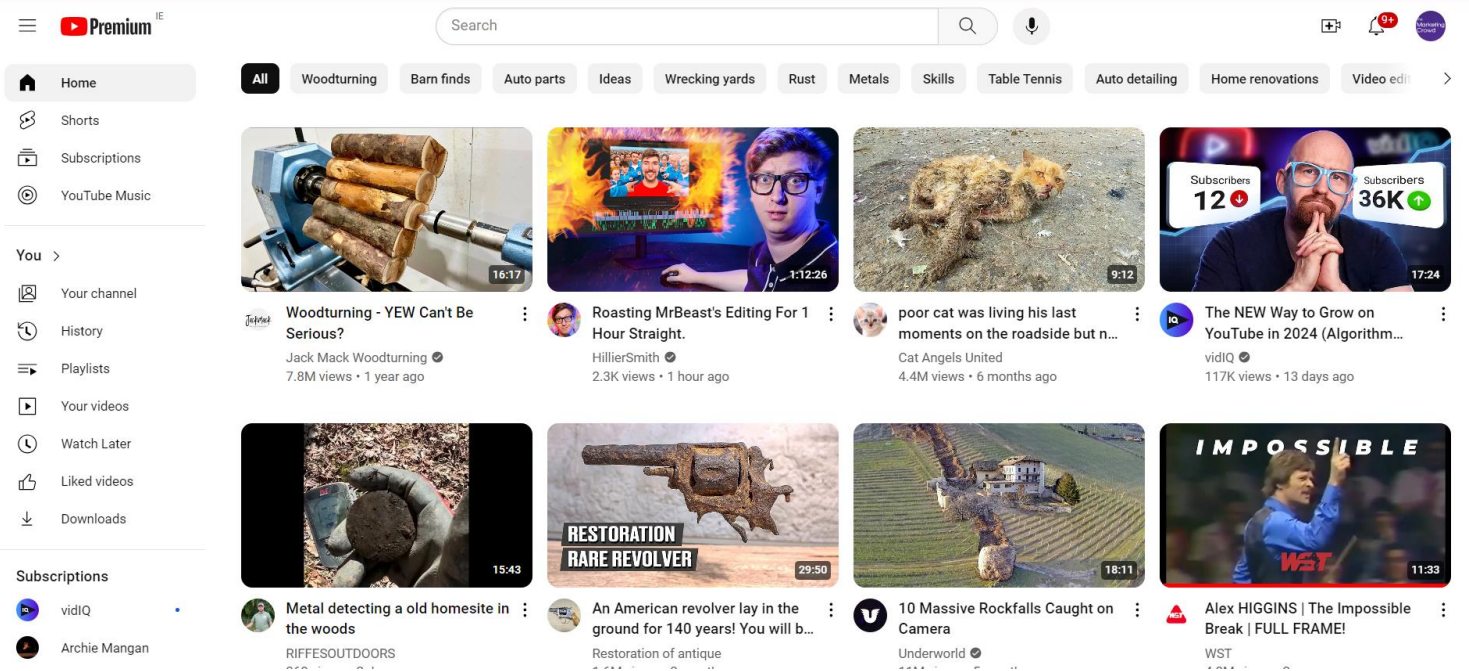
- Microphone
- Tripod / Gimbal
- Lighting

## 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
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- How to post your video on Facebook
- How to post your video on LinkedIn



# Where videos appear: Home



## Home:

This is your personalized landing page. YouTube is showing you videos that it thinks you will find interesting based on your watch history, subscriptions, and search activity.

You would hope that YouTube shows your video to people who have subscribed to your channel or have watched similar videos to your videos, subscribed to similar channels to your or searched for things similar to your videos

# Where videos appear: Subscriptions

The screenshot shows the YouTube homepage with the 'Subscriptions' tab highlighted in the left sidebar. The main content area displays a grid of video thumbnails under the 'Latest' heading. The videos are from various channels, including 'Design with Canva', 'HillierSmith', 'The Diary Of A CEO', 'Jason Roberts Video', 'vidIQ', 'Archie Mangan', 'Everything Apple Announced', 'How to Use PayPal - 2024 Update', and 'What's the best microSD card for the DJI Osmo Action 4?'. The 'Subscriptions' tab in the sidebar is highlighted with a red box.

Home  
Shorts  
**Subscriptions**  
YouTube Music

You >  
Your channel  
History  
Playlists  
Your videos  
Watch Later  
Liked videos  
Downloads

Subscriptions  
vidIQ  
Archie Mangan

Latest

New ChatGPT Course! | How to get it for FREE  
Design with Canva  
312 views • 1 hour ago

Roasting MrBeast's Editing For 1 Hour Straight.  
HillierSmith  
2.4K views • 2 hours ago

The Male Fertility Expert: Delaying Having Kids Is...  
The Diary Of A CEO  
33K views • 8 hours ago

The Macallan (spec ad)  
Jason Roberts Video  
41 views • 13 hours ago

How I Became An Artist at 30 Years Old

Everything Apple Announced During Its iPad Event, Including...

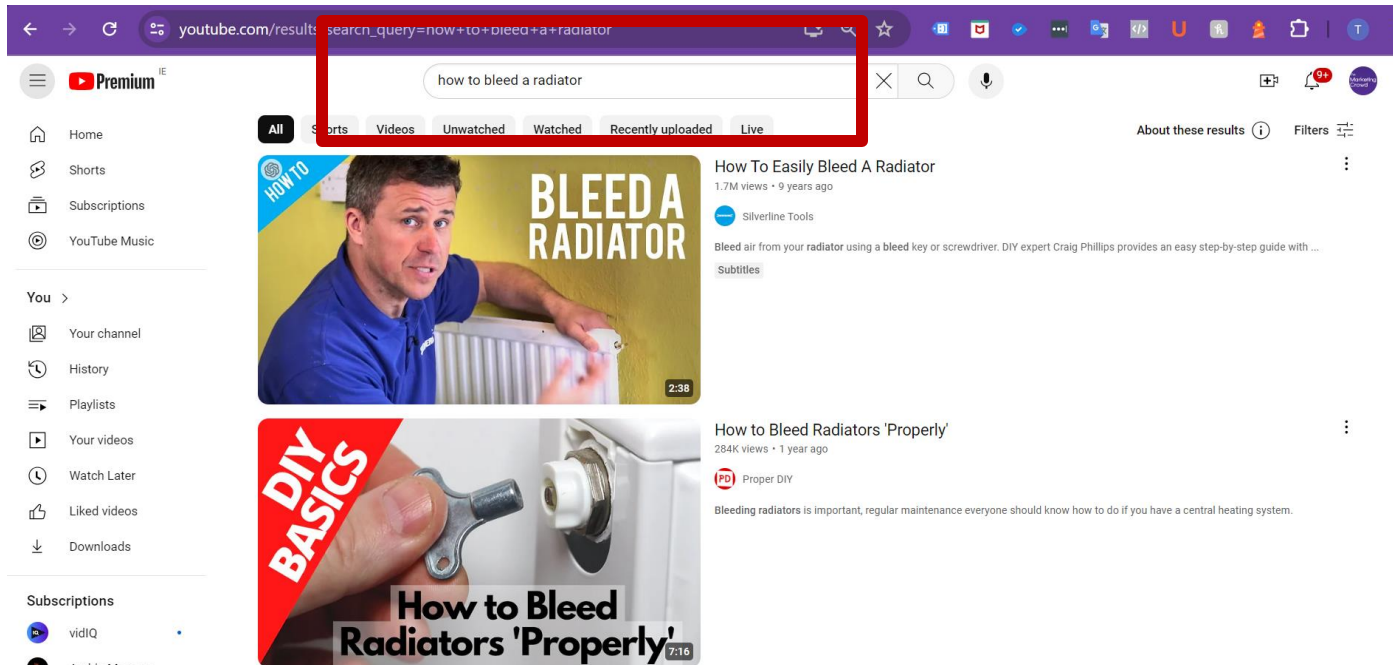
How to Use PayPal - 2024 Update

What's the best microSD card for the DJI Osmo Action 4?

**Subscriptions:** Here, you can find the latest videos from the channels you are subscribed to. This section allows you to stay up to date with your favourite creators without searching for them each time.

You hope that your subscribers will check this area and see your recent videos here.

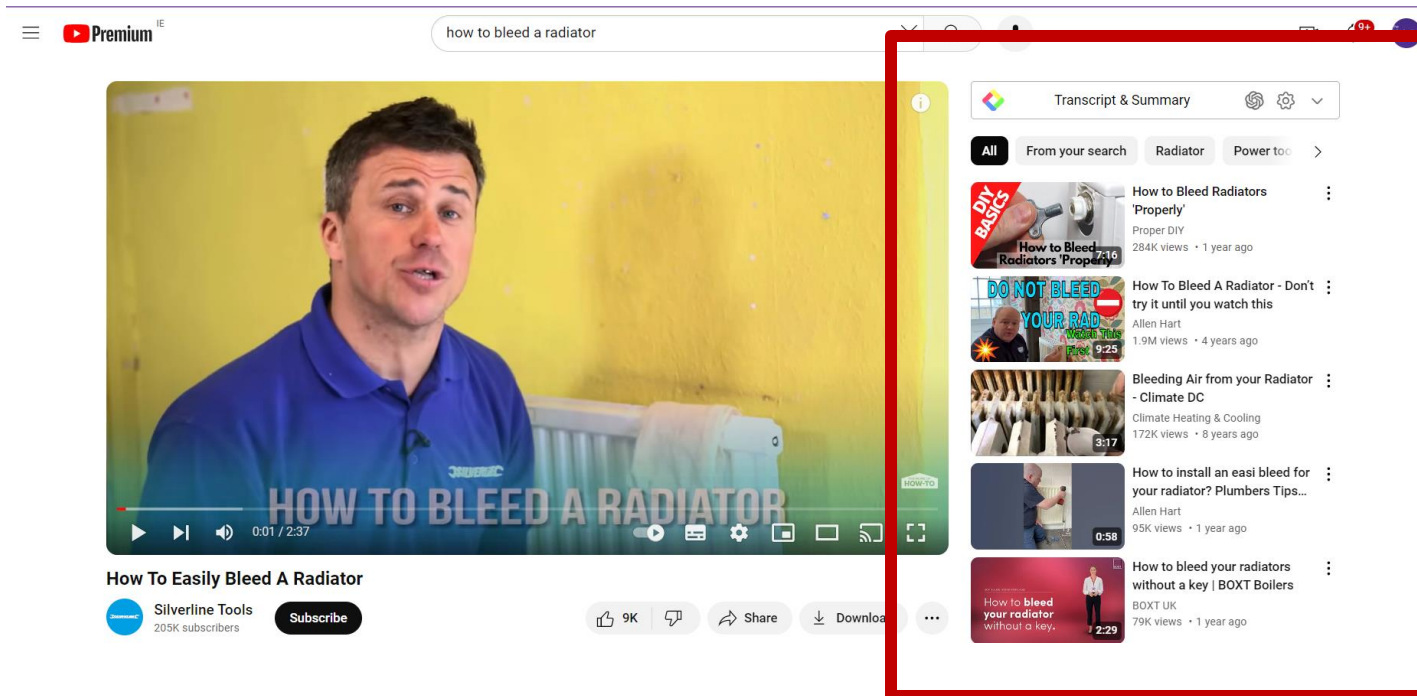
# Where videos appear: Search Results



People search for videos – it's a search engine and it the second biggest after Google  
**You would hope that your videos appear high up in search results.**

*Unfortunately, there isn't a direct way to check the exact number of times something is searched for on YouTube. Unlike Google search data which is sometimes available through tools, YouTube keeps search volume private.*

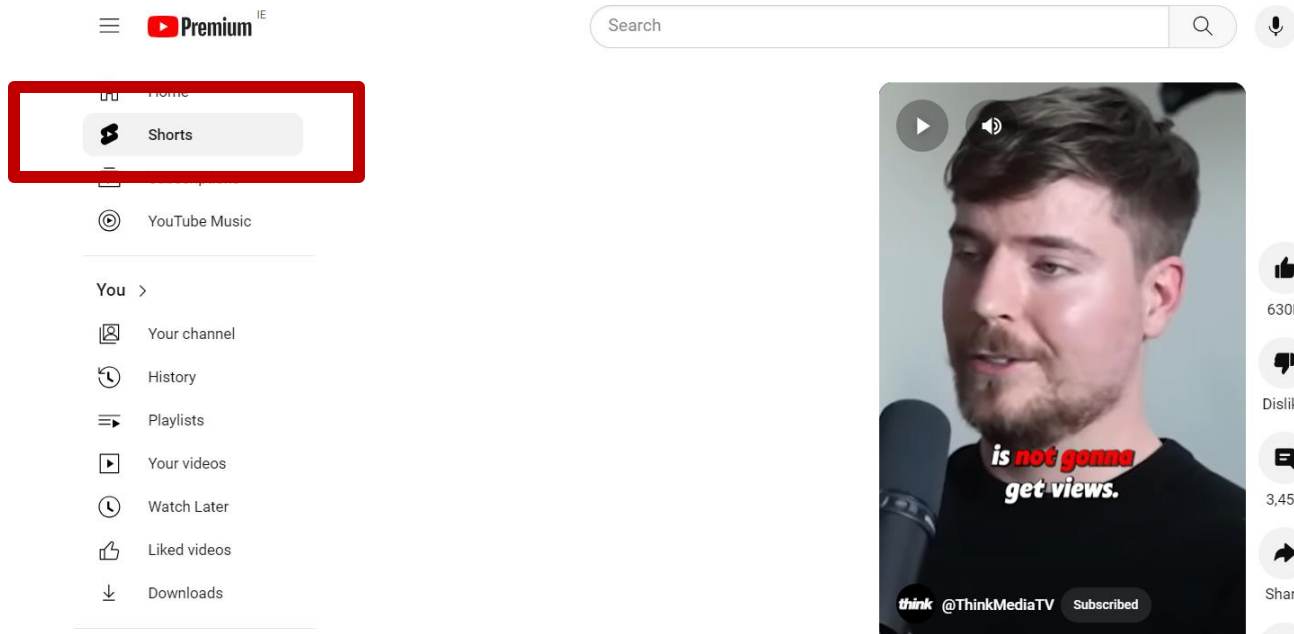
# Where videos appear: Related / Relevant videos



When you are watching a video, a list of relevant and related videos appears to the right hand side.

You would hope to appear in this list when someone is watching a video related to yours.

# Where videos appear: Shorts

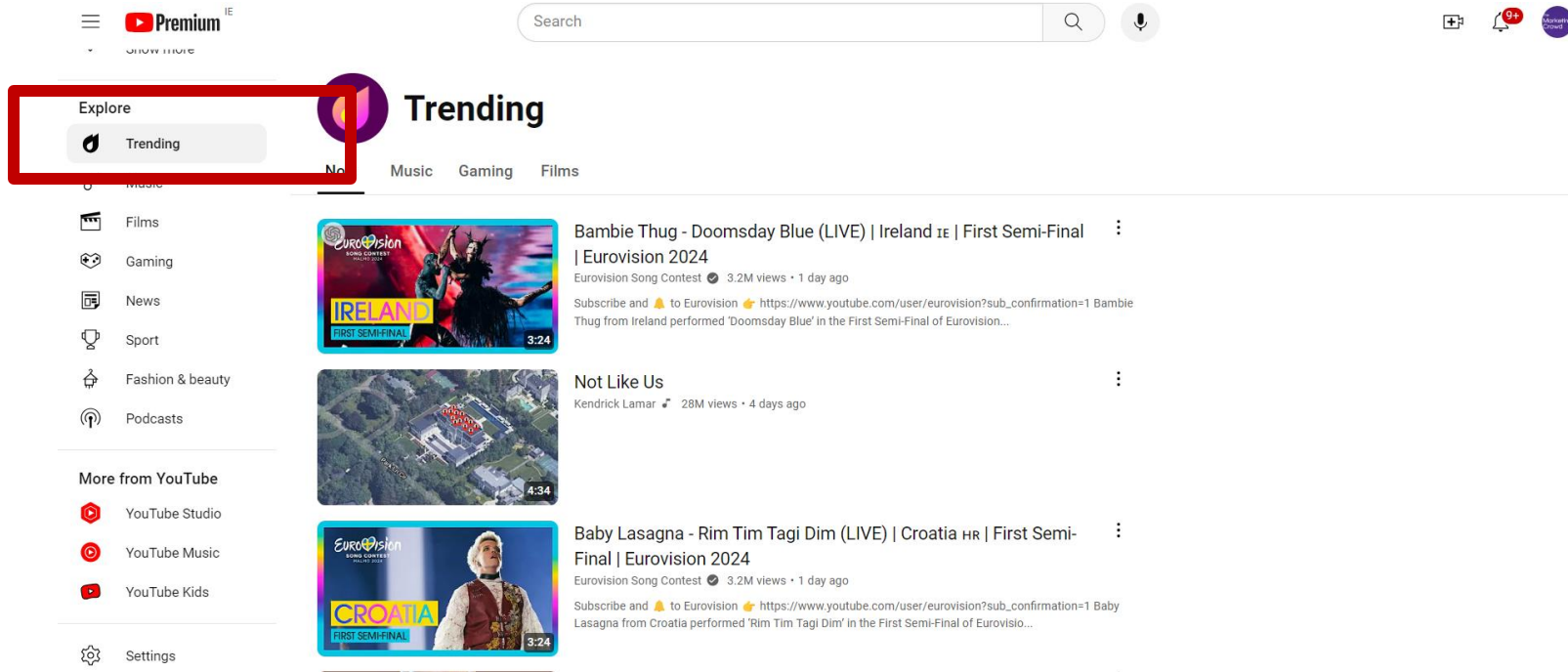


YouTube Shorts are short-form videos (less than 60 seconds) designed to be easily consumed on the go. This feature is YouTube's response to TikTok and Instagram Reels.

Shorts also appear in the main Homepage  
YouTube has been pushing YouTube shorts



# Where videos appear: Explore

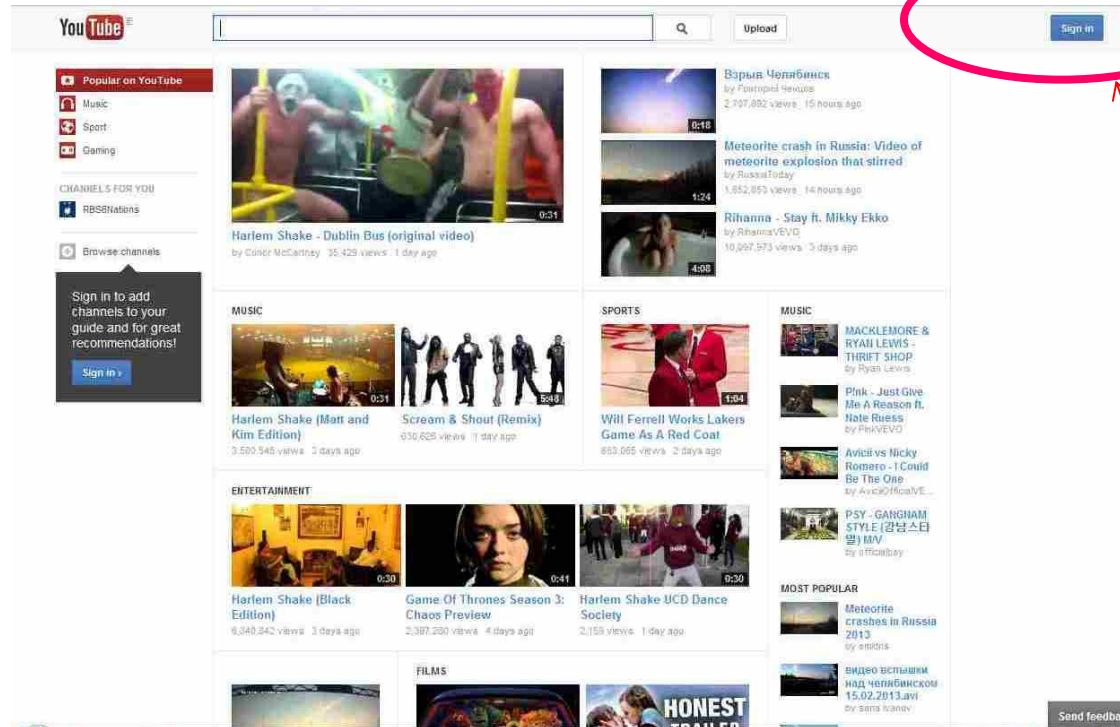


This section helps you discover new videos and channels by showing trending content in various categories like Gaming, Music, Sports, and more.

It includes the "Trending" tab, which is updated regularly to reflect what's popular globally or in your region.



# How to create a YouTube account

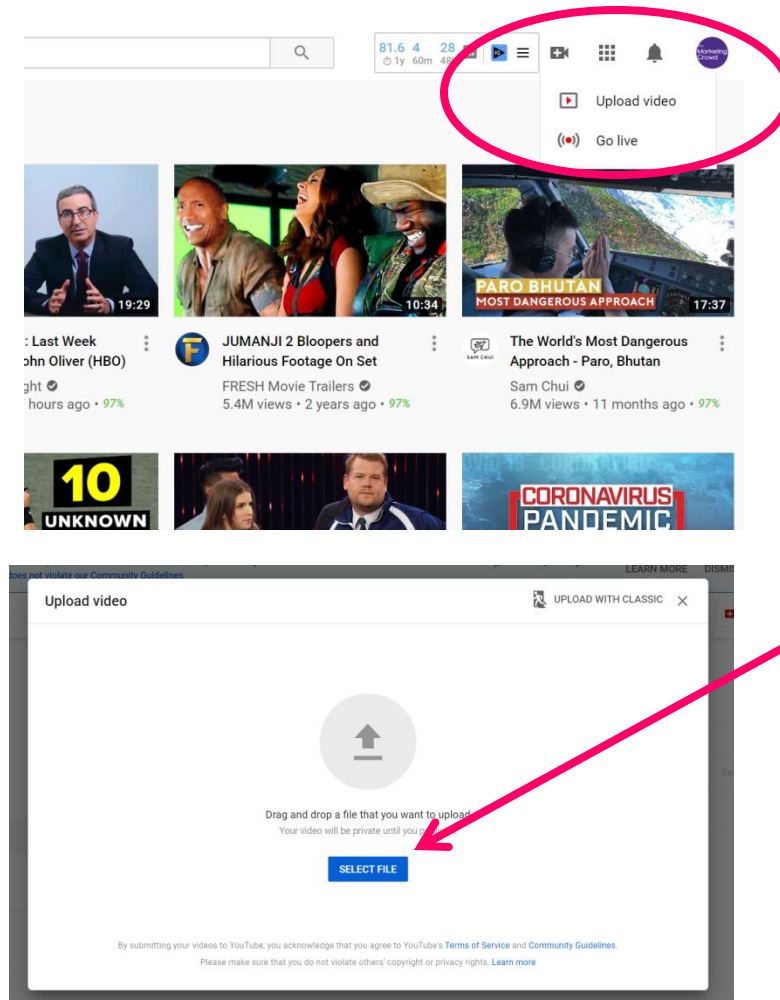


You need an account ....

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

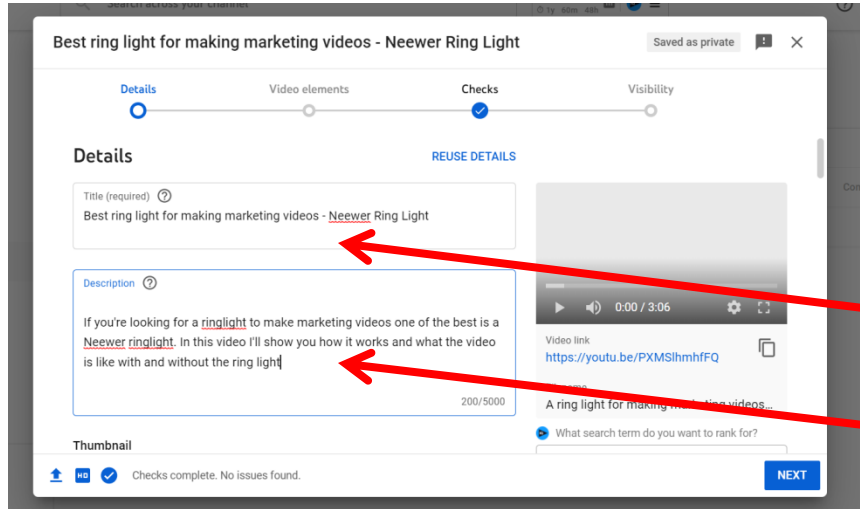


To upload a video tap on the + symbol

And then Upload Video

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

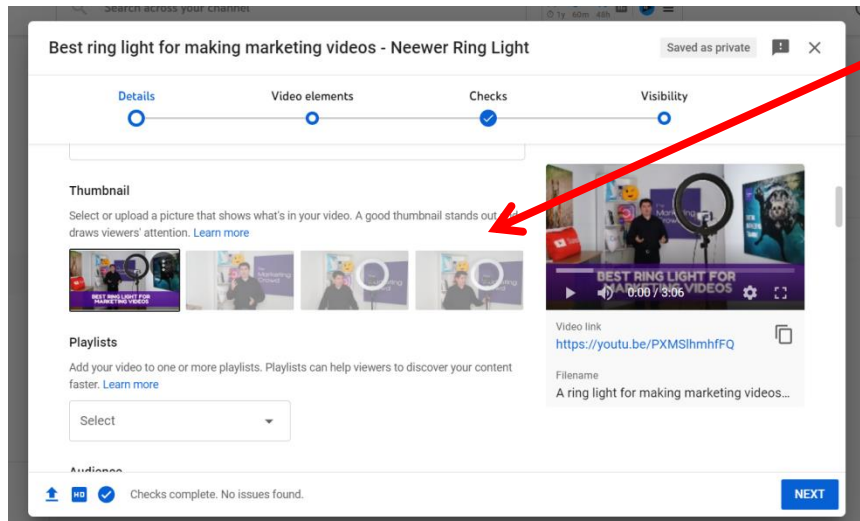
# Change the title of the video to a title that people are likely to search for. Include the name of your business in the title.



## 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

Best ring light for making marketing videos - Neewer Ring Light

Saved as private

Details Video elements Checks Visibility

**Automatic chapters**

Chapters can make your video easier to watch. You can overwrite automatic chapters at any time by creating your own chapters in the video description. [Learn more](#)

☒ Allow automatic chapters (when available and eligible)

**Tags**

Tags can be useful if content in your video is commonly misspelt. Otherwise, tags play a minimal role in helping viewers to find your video. [Learn more](#)

Add tag

Enter a comma after each tag 0/500

[Keyword Inspector](#)

Video link  
<https://youtu.be/PXMSIhmhfQ>

Filename  
A ring light for making marketing videos...

What search term do you want to rank for?  
Add your key search term

Checks complete. No issues found.

NEXT

Best ring light for making marketing videos - Neewer Ring Light

Saved as private

Details Video elements Checks Visibility

**Video elements**

Use cards and an end screen to show viewers related videos, websites and calls to action. [Learn more](#)

**Add subtitles**

Reach a broader audience by adding subtitles to your video

ADD

**Add an end screen**

Promote related content at the end of your video

IMPORT FROM VIDEO ADD

**Add cards**

Promote related content during your video

ADD

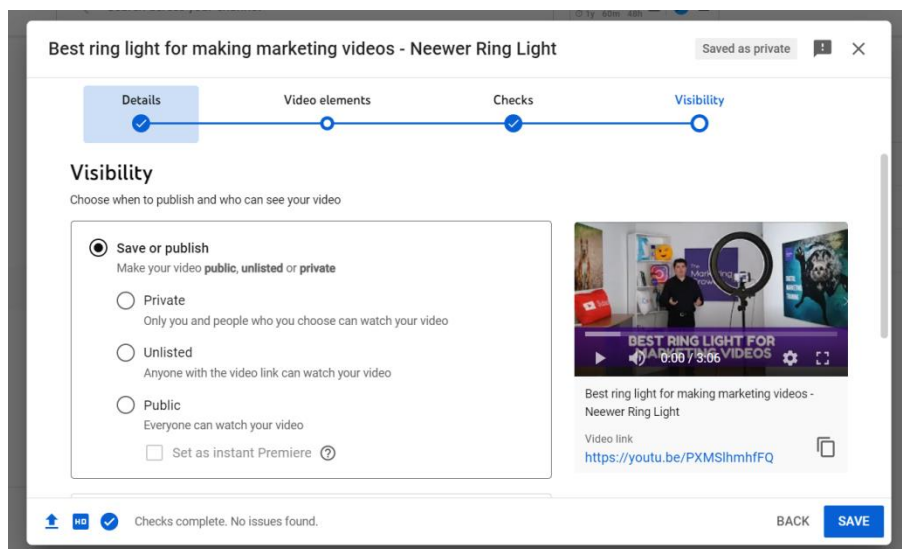
Checks complete. No issues found.

BACK NEXT

## 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



The image shows the YouTube video upload interface for a video titled "Best ring light for making marketing videos - Neewer Ring Light". The interface is divided into four tabs: Details, Video elements, Checks, and Visibility. The Visibility tab is currently selected. Under the Visibility tab, there are three radio button options: "Save or publish" (selected), "Private", and "Unlisted". The "Save or publish" option is further detailed with the text "Make your video public, unlisted or private". The "Private" option is described as "Only you and people who you choose can watch your video". The "Unlisted" option is described as "Anyone with the video link can watch your video". The "Public" option is described as "Everyone can watch your video". There is also a checkbox for "Set as instant Premiere" which is currently unchecked. To the right of the text options is a video preview thumbnail showing a person using a ring light. Below the preview, the video title "Best ring light for making marketing videos - Neewer Ring Light" is displayed, along with a video link: <https://youtu.be/PXMSIhmhfQ>. At the bottom of the interface, there is a "BACK" button and a "SAVE" button. A red arrow points from the "SAVE" button to the text "Click save" in the adjacent text block.

Best ring light for making marketing videos - Neewer Ring Light

Saved as private

Details Video elements Checks Visibility

**Visibility**

Choose when to publish and who can see your video

☒ **Save or publish**  
Make your video **public**, **unlisted** or **private**

☐ **Private**  
Only you and people who you choose can watch your video

☐ **Unlisted**  
Anyone with the video link can watch your video

☐ **Public**  
Everyone can watch your video

☐ Set as instant Premiere

Best ring light for making marketing videos - Neewer Ring Light

Video link  
<https://youtu.be/PXMSIhmhfQ>

BACK SAVE

## Uploading A Video

### Decide on the visibility for your video

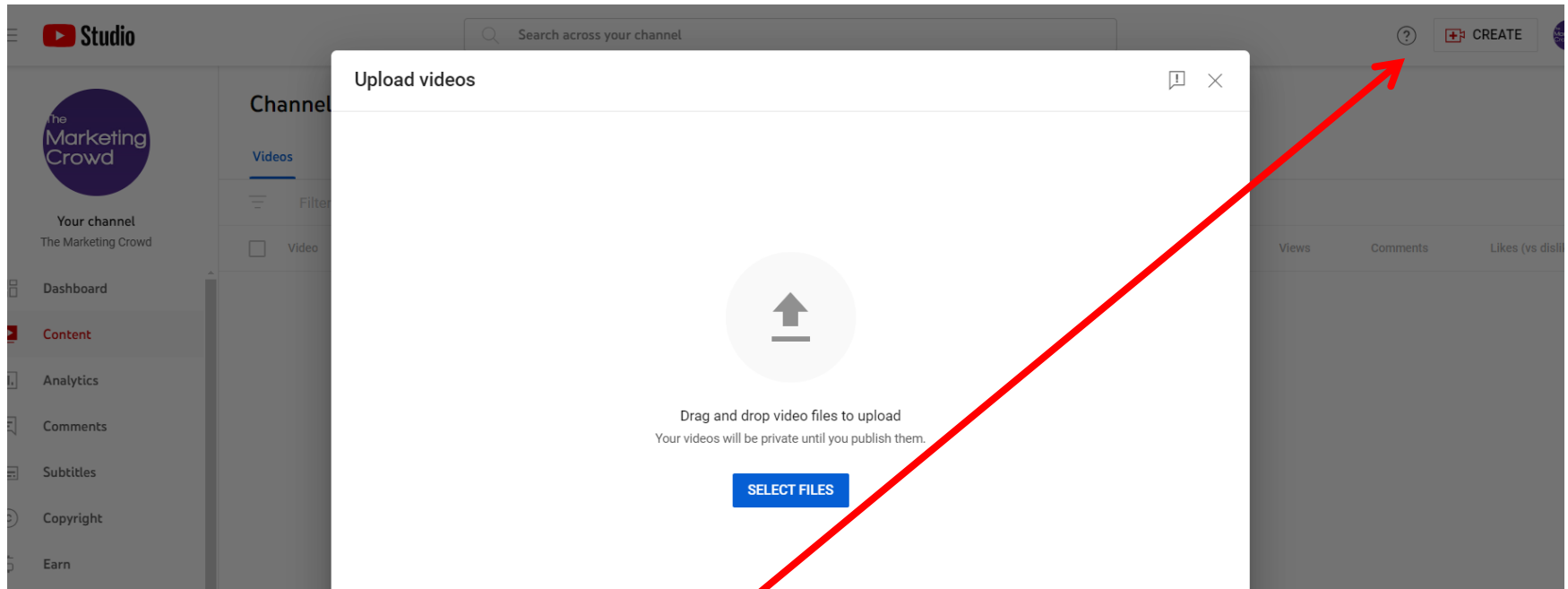
**Public** – you want your marketing videos to be public. They will be found in search and suggested as relevant videos.

**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

# How to upload a short on desktop

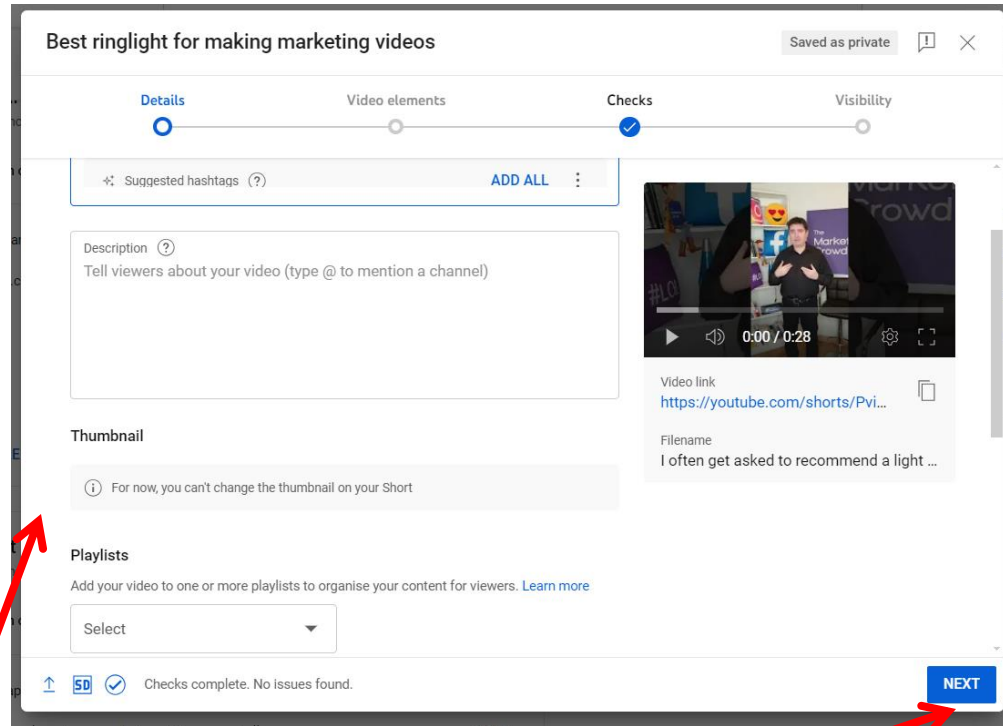


To upload a short click on the + button top right

Then select a portrait video that is less than 60 seconds from your PC



# How to upload a short on desktop



The screenshot shows the YouTube Studio upload interface for a video titled "Best ringlight for making marketing videos". The interface is divided into four tabs: Details, Video elements, Checks, and Visibility. The "Checks" tab is currently selected, indicated by a blue checkmark. Below the tabs, there is a "Suggested hashtags" section with an "ADD ALL" button. A "Description" field is present with the placeholder text "Tell viewers about your video (type @ to mention a channel)". A "Thumbnail" section shows a message: "For now, you can't change the thumbnail on your Short". A "Playlists" section has a "Select" dropdown menu. On the right side, there is a video player showing a man in a black shirt, with a video link "https://youtube.com/shorts/Pvi..." and a filename "I often get asked to recommend a light ...". At the bottom, a status bar indicates "Checks complete. No issues found." and a blue "NEXT" button is visible.

If you select a portrait video that is less than 60 seconds YouTube will automatically upload it as a Short

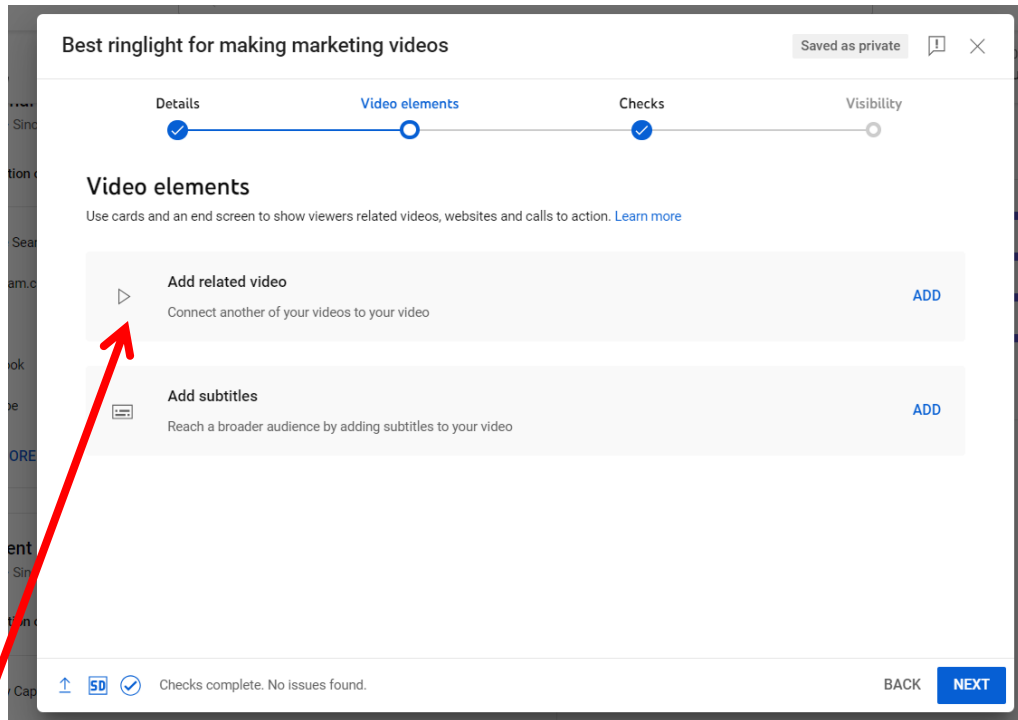
The process is now the same as uploading a normal landscape video except you cannot

1. Choose a thumbnail (on desktop but you can on mobile)

2. Add card or end screens

Click Next

# How to upload a short on desktop



You can choose to highlight a related video on your short. This can be another short or a long video

This is a good idea because it helps cross promote your other videos, increases engagement on your channel and hopefully increased subscribers.

Then click next

# How to upload a short on desktop

Best ringlight for making marketing videos Saved as private ! ×

Details ✓ Video elements ○ Checks ✓ Visibility ○

## Visibility

Choose when to publish and who can see your video

**Save or publish**  
Make your video **public**, **unlisted** or **private**

☒ **Private**  
Only you and people who you choose can watch your video

☐ **Unlisted**  
Anyone with the video link can watch your video

☐ **Public**  
Everyone can watch your video

☐ Set as instant Premiere ?

**Schedule**  
Select a date to make your video **public**.

0:00 / 0:28

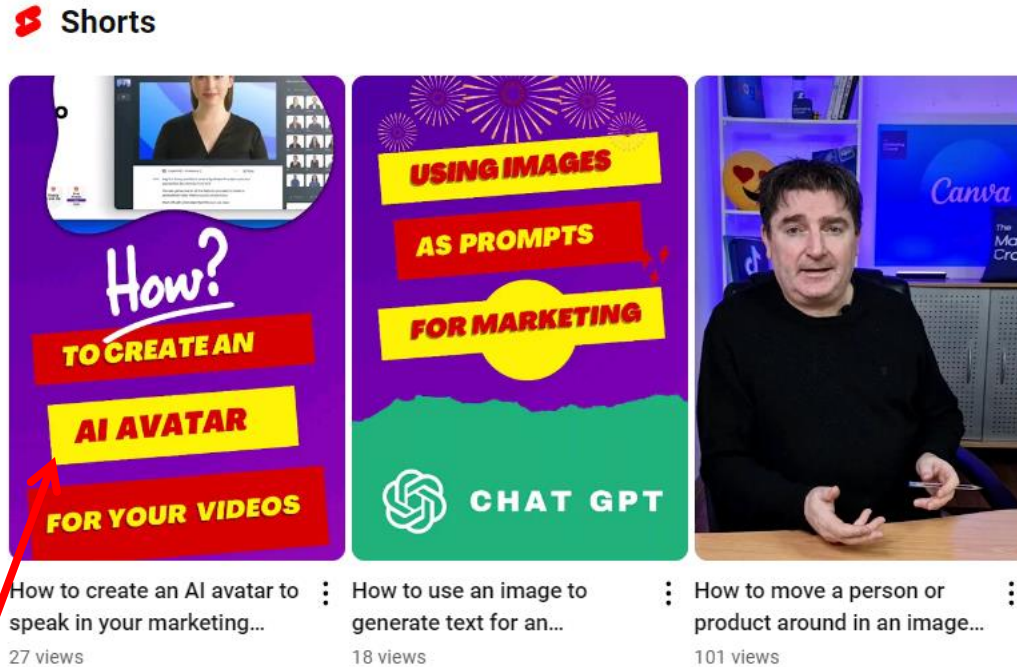
Best ringlight for making marketing videos

Video link  
<https://youtube.com/shorts/Pvi...>

↑ SD ✓ Checks complete. No issues found. BACK SAVE

Then choose your visibility and publish it

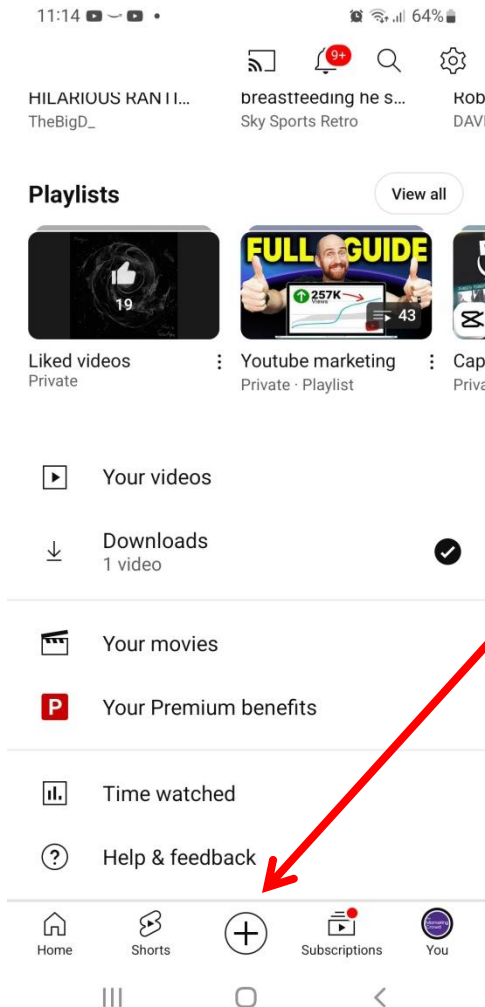
# How do some people have a thumbnail in their Short?



Because they uploaded the short using the YouTube app on their phone.

When you upload using your phone you can choose a frame from the video to be your thumbnail. For this reason it's a good idea to upload shorts from your phone.

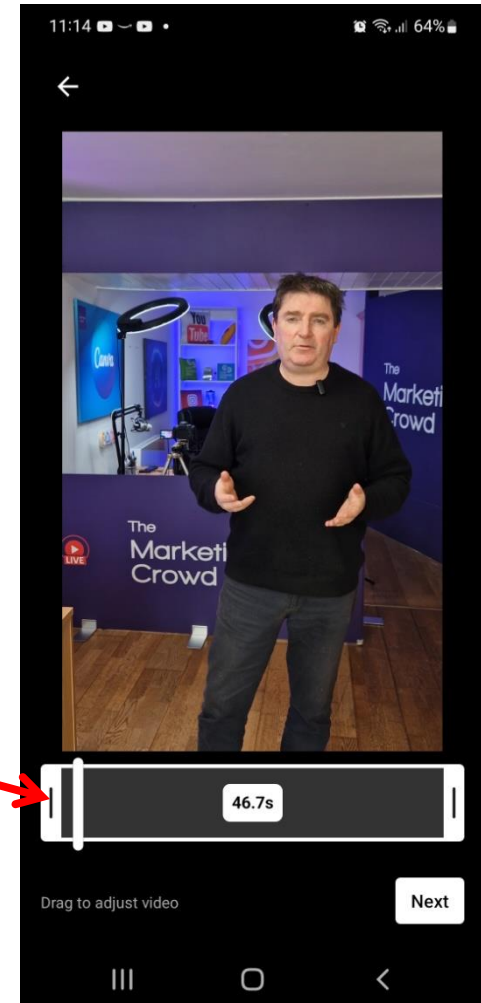
# How to upload a short using the mobile app



Open the YouTube app and ensure you are logged into your account

Tap the + icon and select the video from your phone. (portrait and less than 60 seconds)

You can edit out part of the video if you wish by dragging the sliders



# How to upload a short using the mobile app

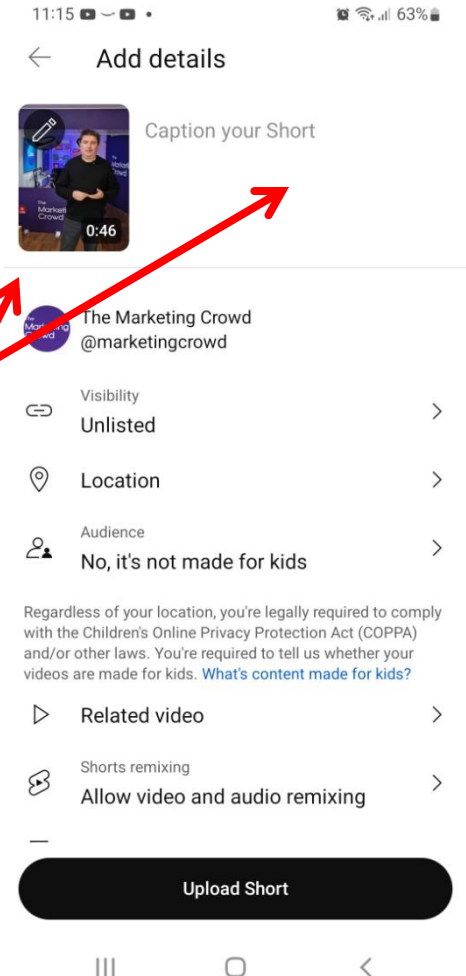


You can add music to your video

Tap Next to progress

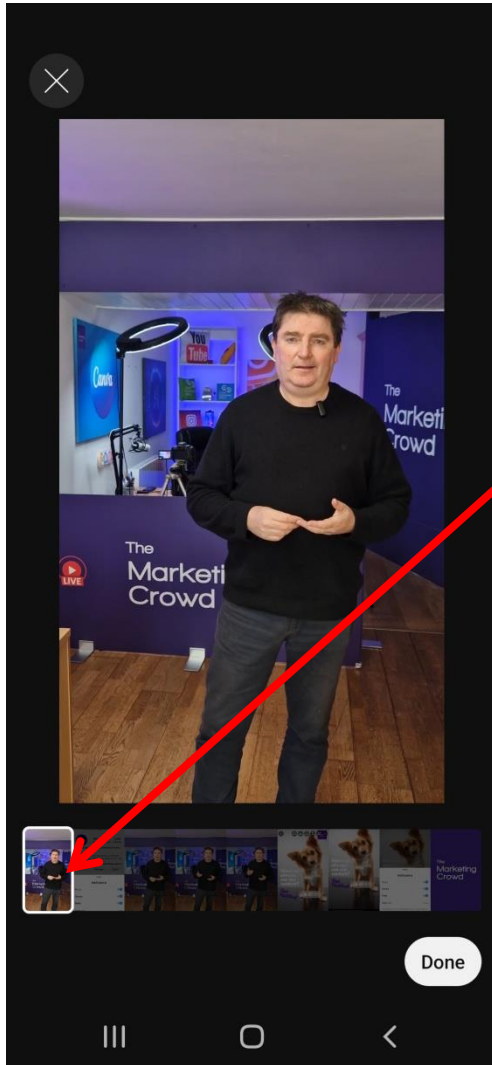
Add a caption to your video. Essentially this is the title and you can include a few hashtags (100 character limit for the caption)

To choose a thumbnail tap the edit icon on your thumbnail





# How to upload a short using the mobile app

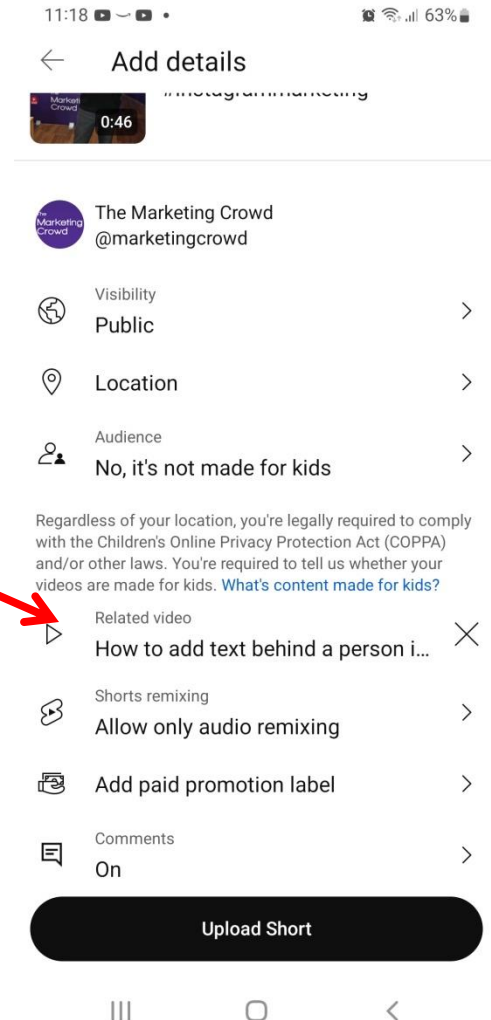


To choose the frame that will be your thumbnail drag the slider across the video

Then tap done

Chose a related video

Then tap Upload Short to publish



# What We Will Cover

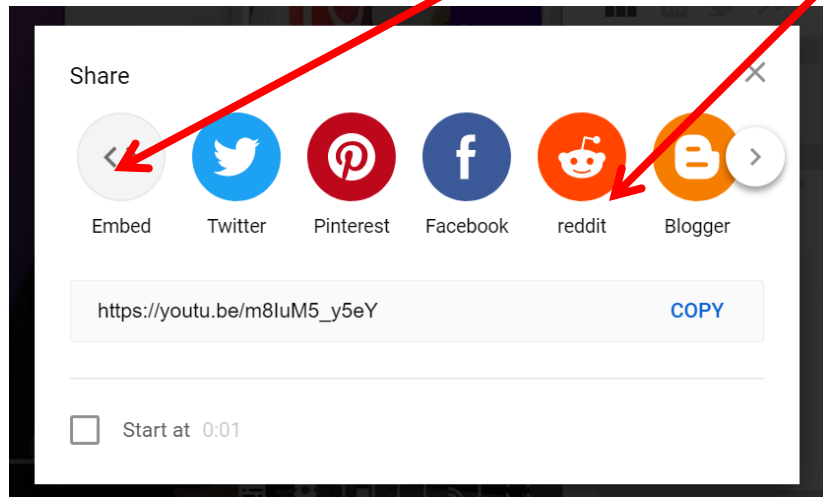
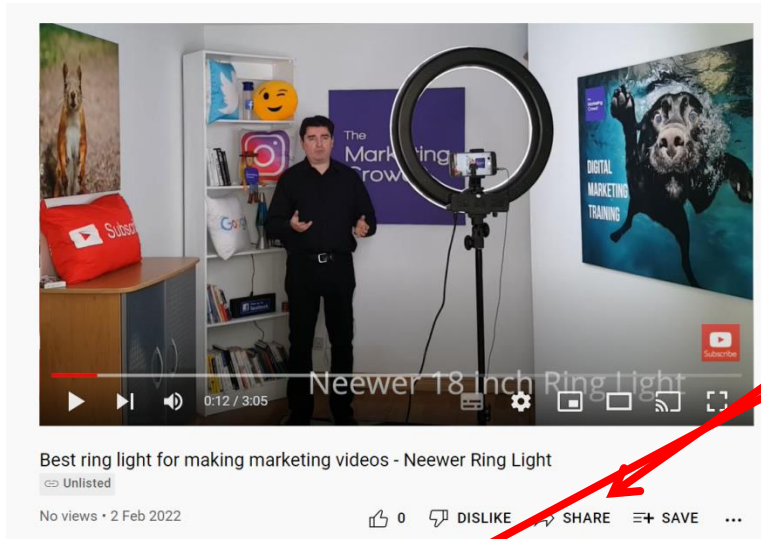
## Part 1: Video Equipment

- 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

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



Find your video

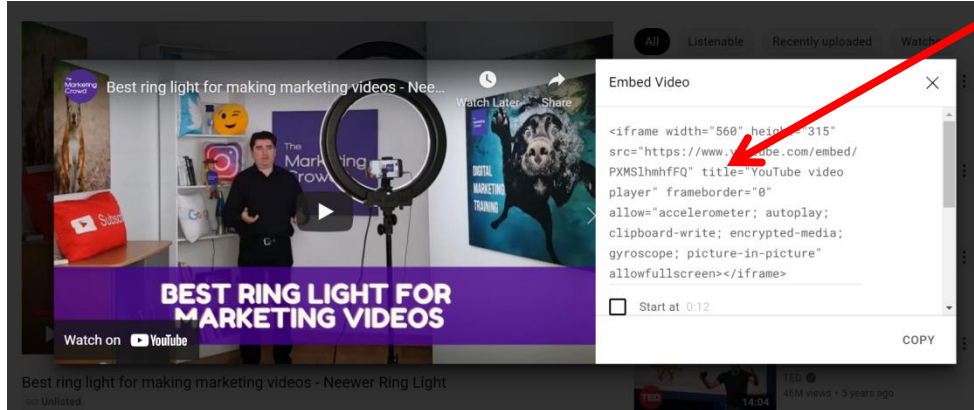
Click share

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.

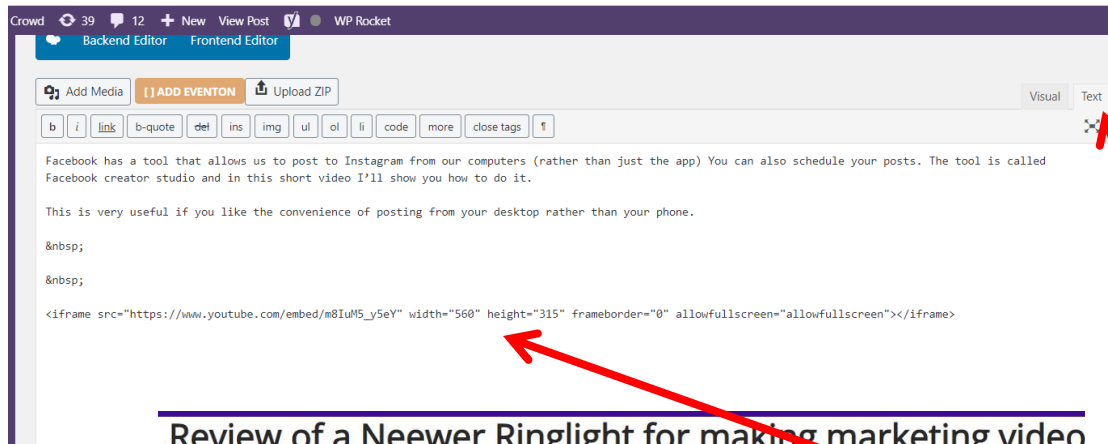
# Get the embed code for your videos in order to place it on your website



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



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.co.uk/dp/B0758ZDZ8Z>. 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

# 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
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# What We Will Cover

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# How to migrate – From a personal account

19:12 ⓘ ⓘ ⓘ ⓘ

79%

×

Switch to professional

### Get more tools and switch for free

**Access insights**  
See what content is getting the most attention and the best times to post.

**Run ads**  
Get your content in front of more people and bring them to your profile or website to drive brand awareness and sales.

**Get paid**  
Earn money when you become eligible for features like Bonuses and Subscriptions.

Next

1. Tap next

2. Type in and choose a category that describes your business

3. Tap the blue button

←

## What best describes you?

Categories help people find accounts like yours. You can change this at any time.

Display on profile

res

×

**Suggested**

Restaurant

Beauty, cosmetic & personal care

Grocery Store

Photographer

Switch to professional account

Switching to a professional account makes your profile public. [Learn more](#)

# How to migrate – From a personal account

19:13 @ ⓘ ⓘ •

79%

What type of professional are you?

**Business** ☒

Best for retailers, local businesses, brands, organizations and service providers.

**Creator** ☐

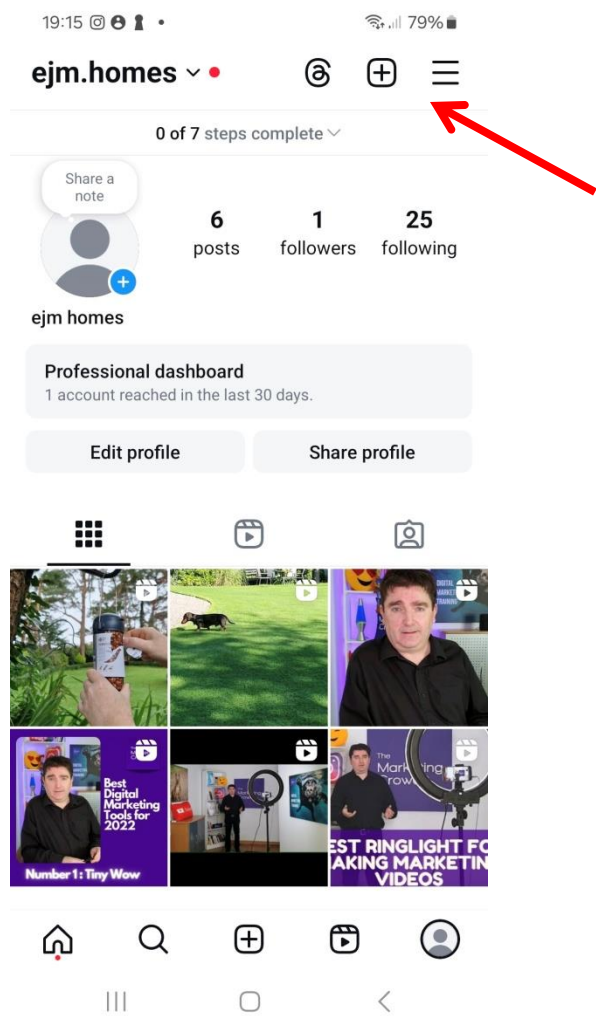
Best for public figures, content producers, artists, and influencers.

Next

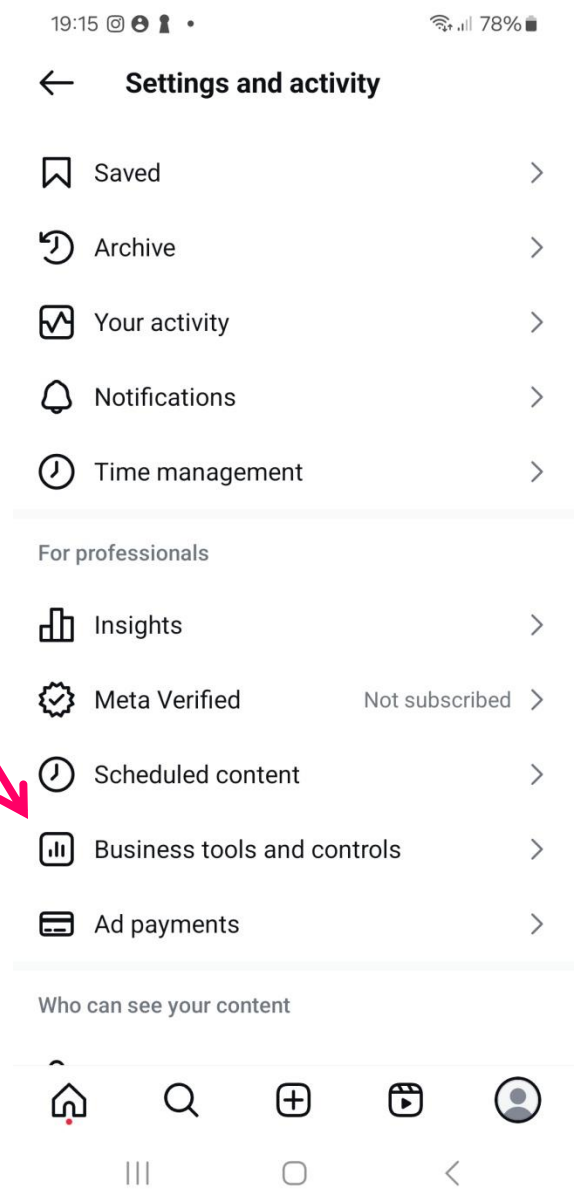
||| ○ <

You can now choose to switch to a business or creator account

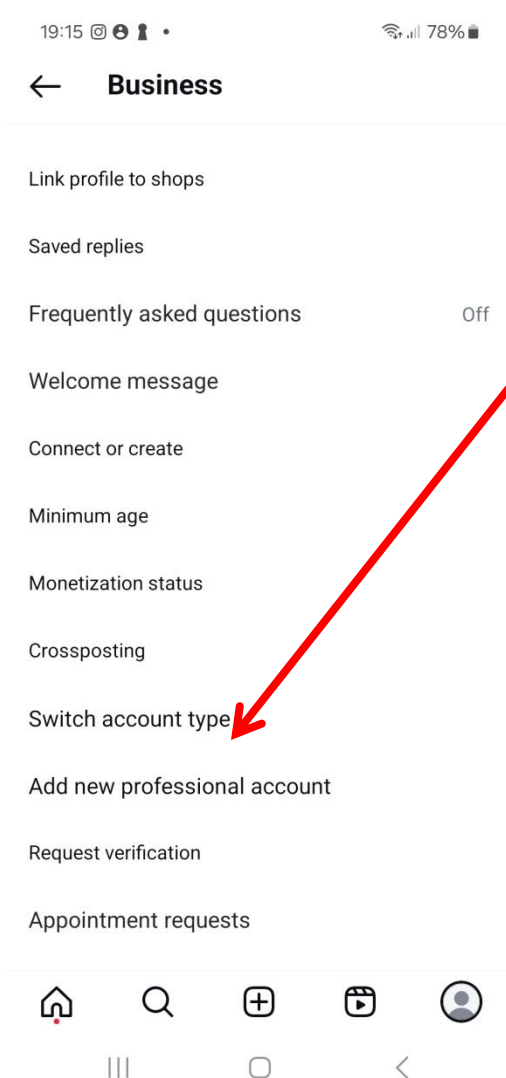
# How to migrate from a business to a Creator account



1. Click on your profile icon in the bottom right
2. Then click on menu top right
3. Then scroll down and find Business tools and controls. Tap this

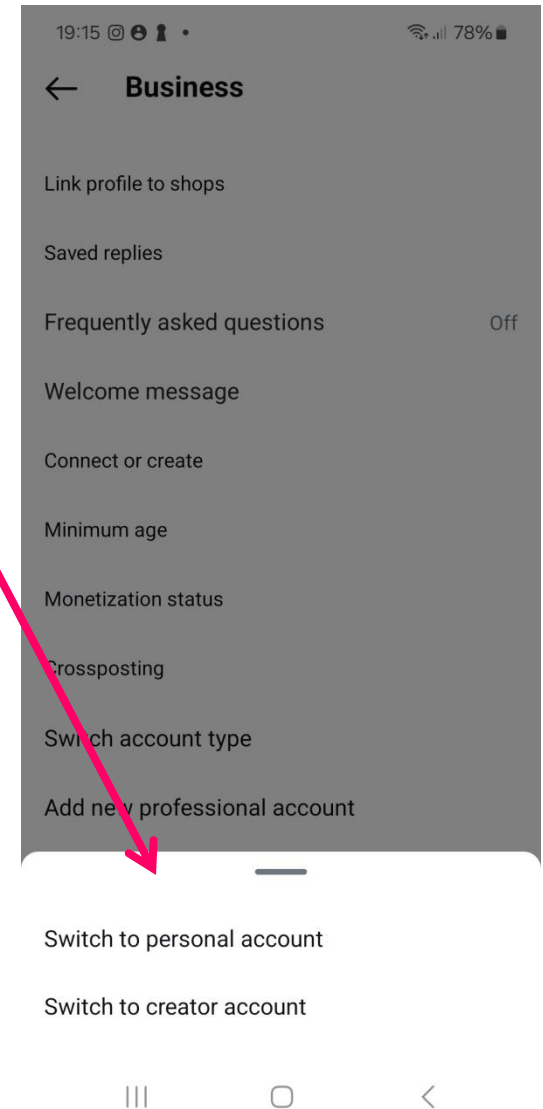


# How to migrate

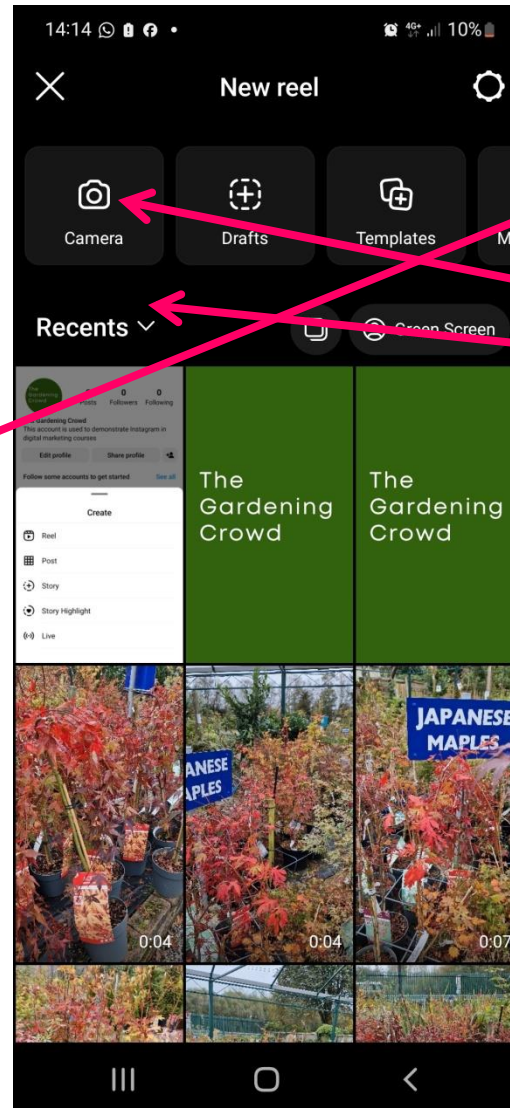


1. Tap switch account type
2. Then choose which account type you want

It will then ask which account you want. Select Creator account.



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

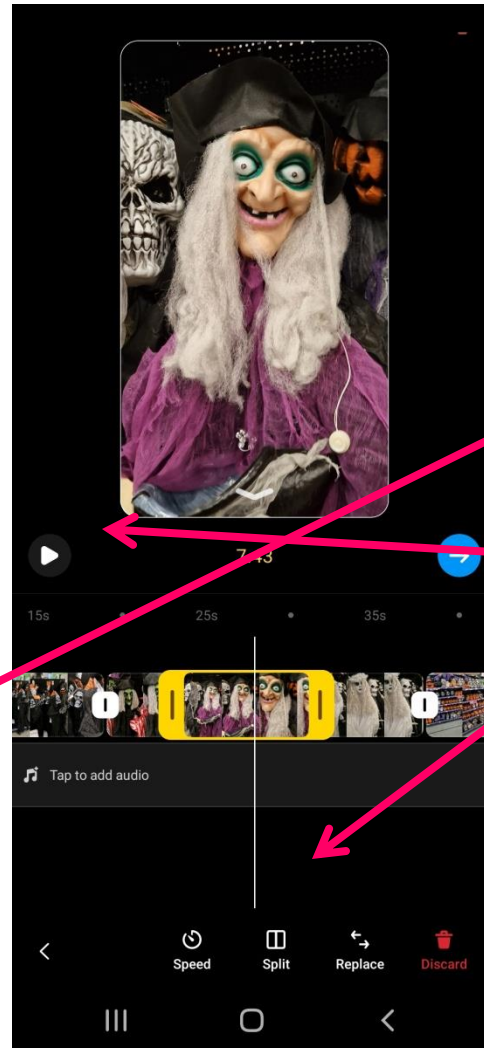


## How to create a Reel

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



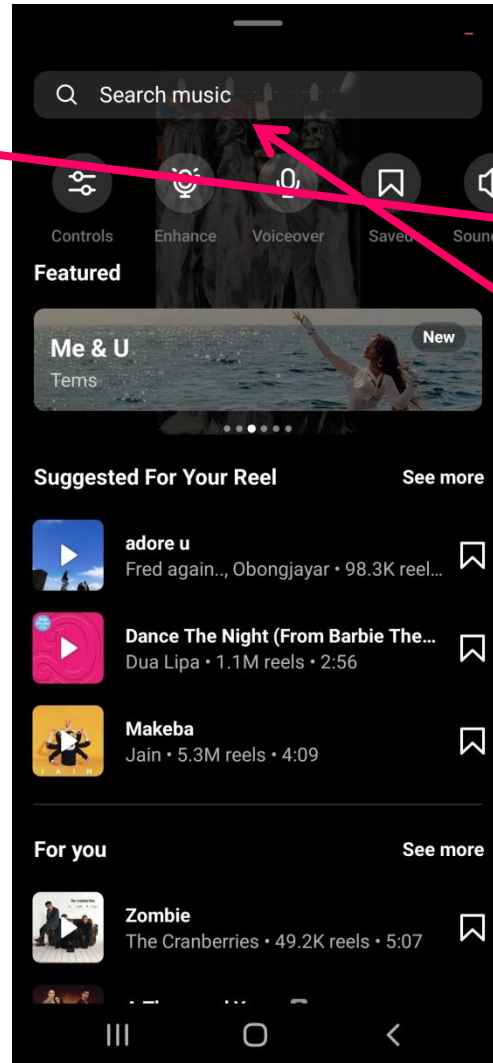
## How to create a Reel

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

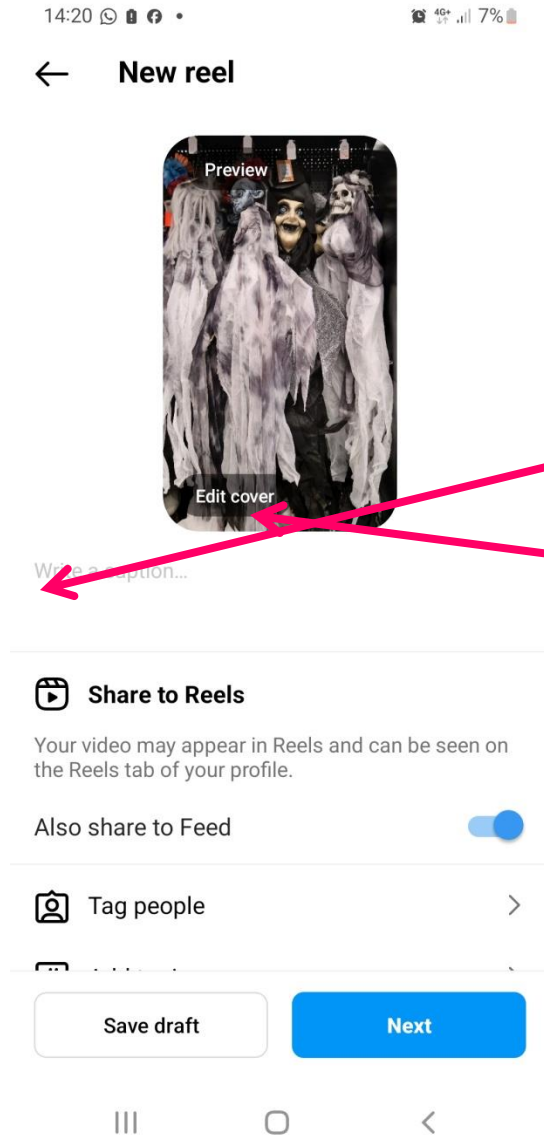
# How to create a Reel using video footage, music and text



## 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



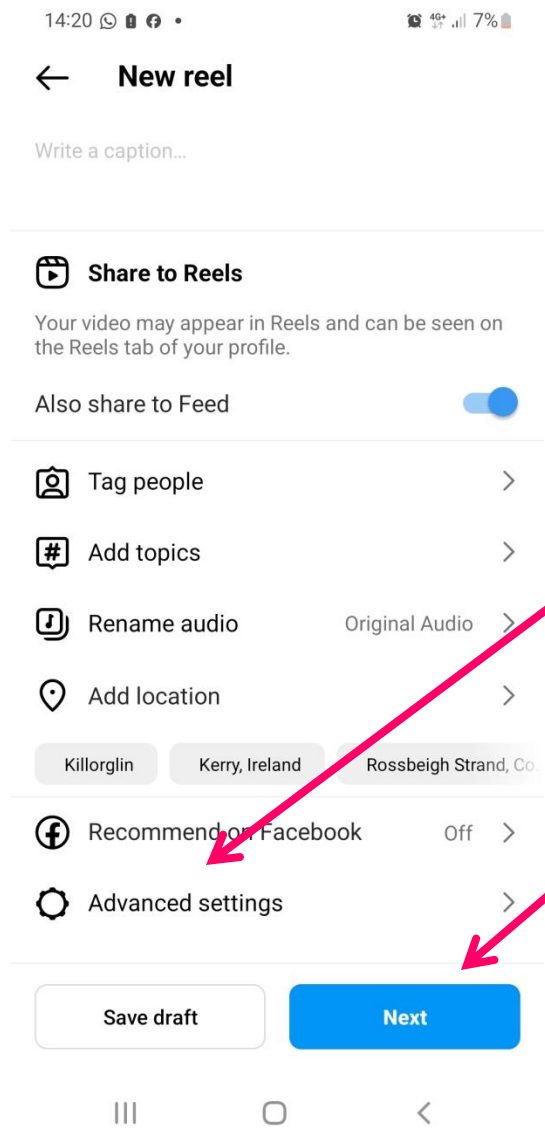
## How to create a Reel

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

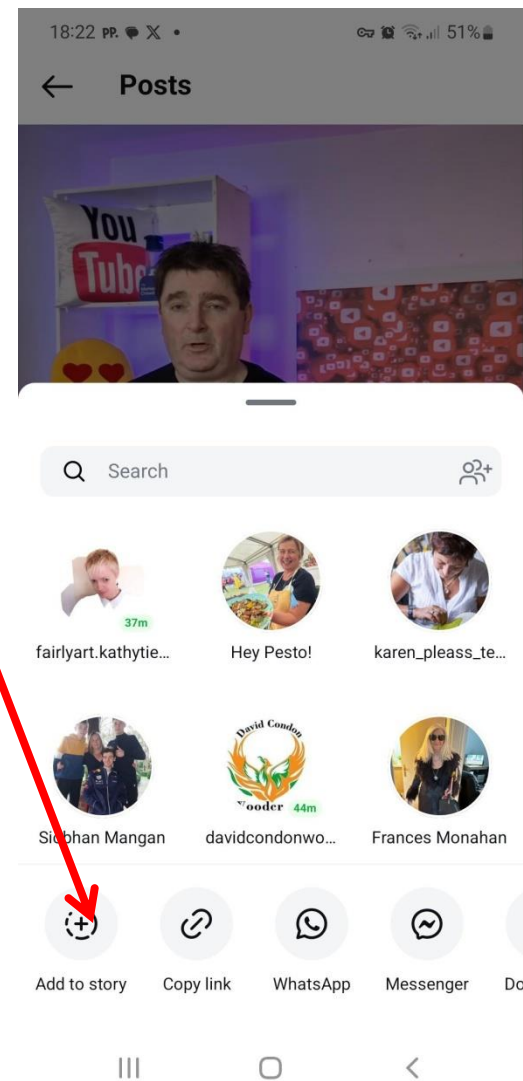
# How to share your Reel to your story



Find your Reel

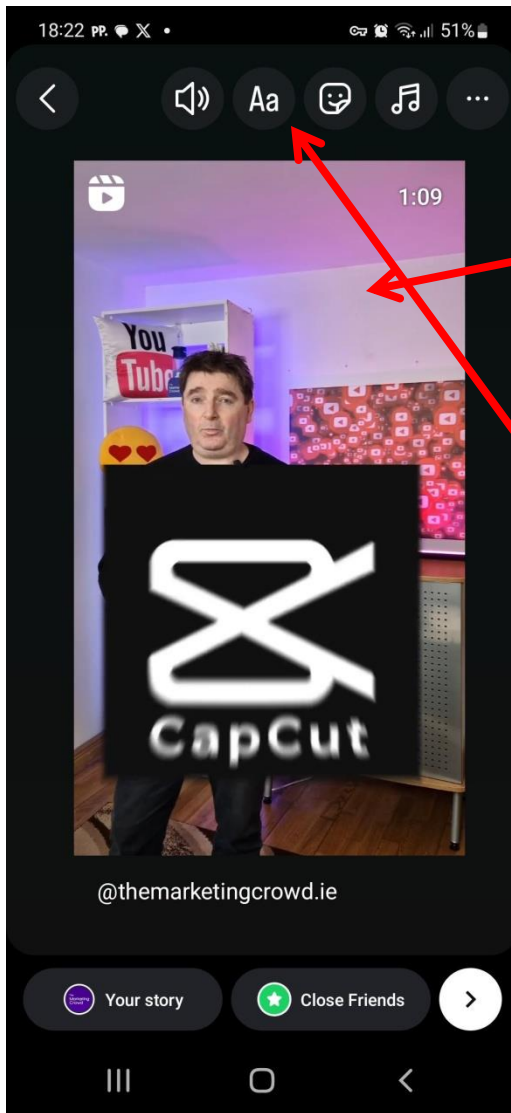
Tap the paper plane icon

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

# 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
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- 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

# About Facebook Reels

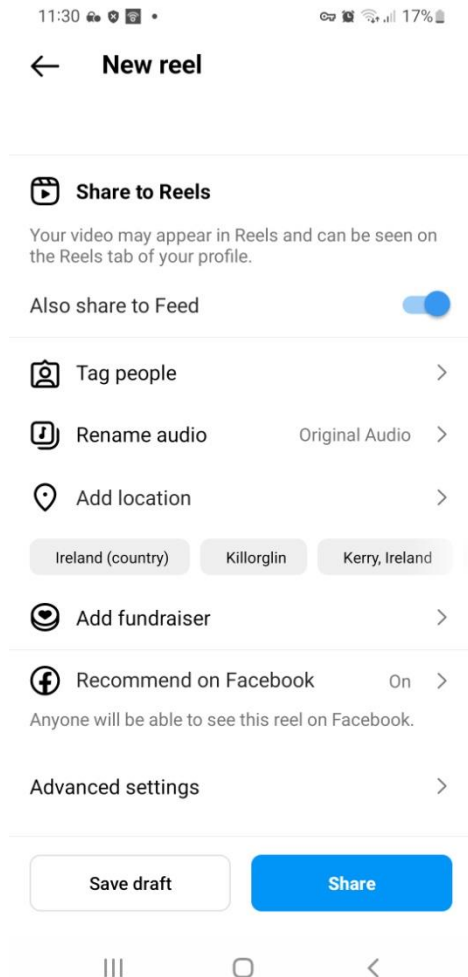


Facebook introduced Reels in 2022

**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?



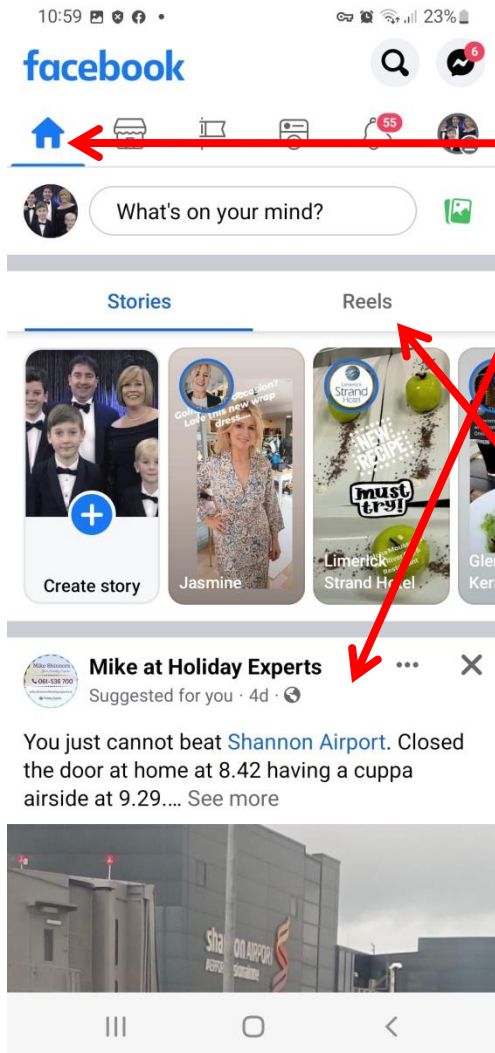
Currently, you cannot share Reel to Facebook in order it to go into the feeds of your page followers. However, this is going to change.

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.

# Where do they appear?

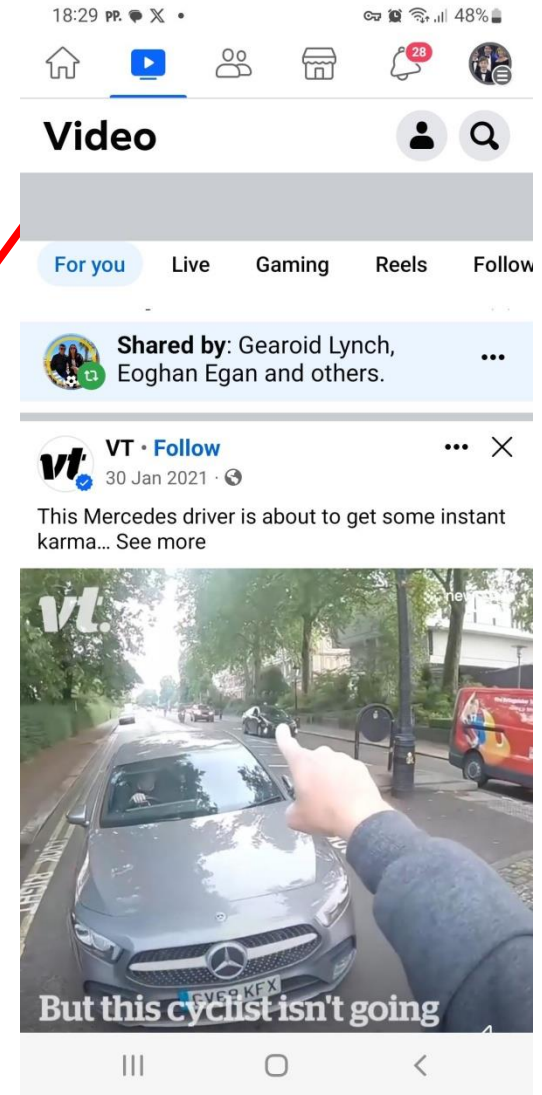


When you open the Facebook app you are taken to your Feed.

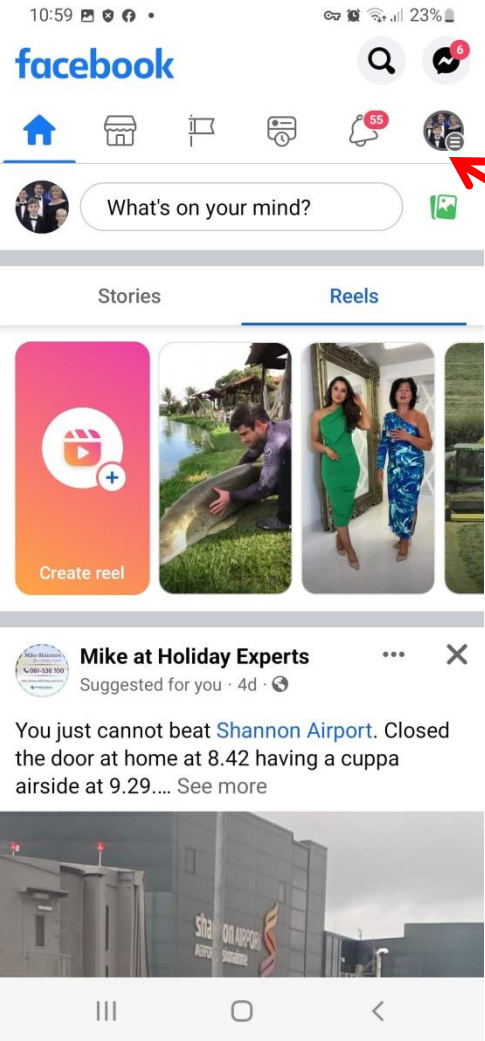
This feed contains posts and Reels from friends and accounts you are following

However, there is also a separate Reels feed.

When you tap on Video icon you are taken to video feeds. Then tap on Reels and this is the Reels feed



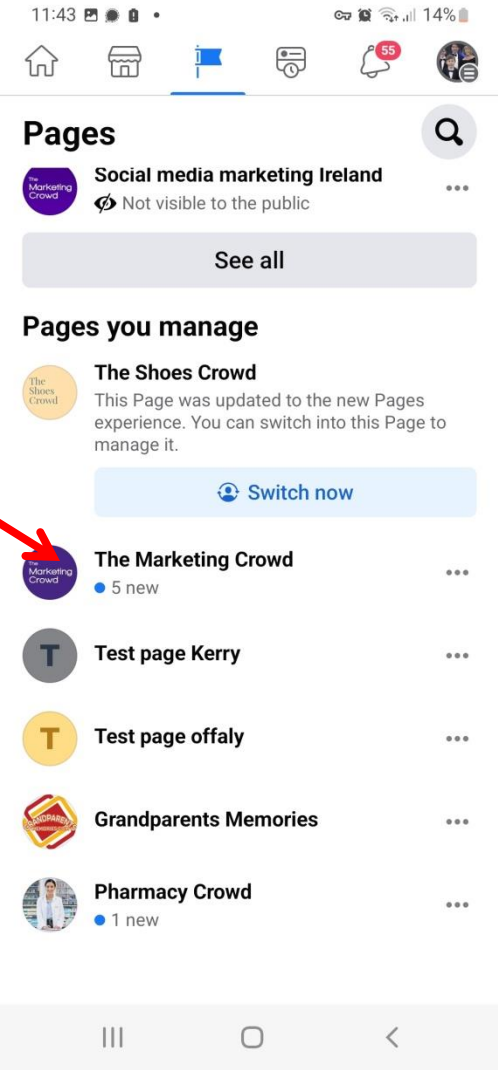
# How do you create a Reel for your business page?



Open the Facebook app

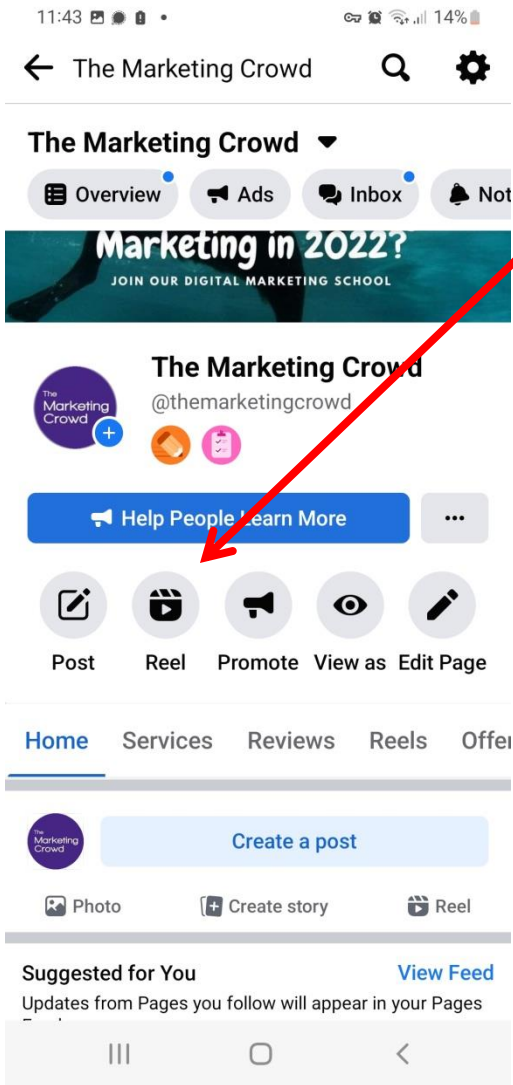
In order to go to your FB page, tap on the circle top right

Find ad tap on your page





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



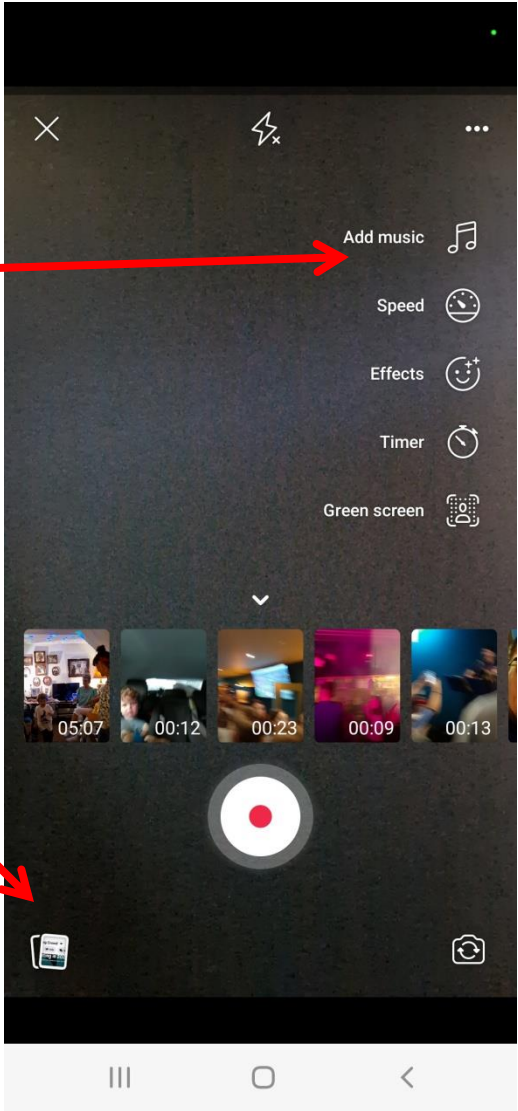
To create a Reel tap Reel

You can now choose music

Note – business pages on Facebook get the good music library

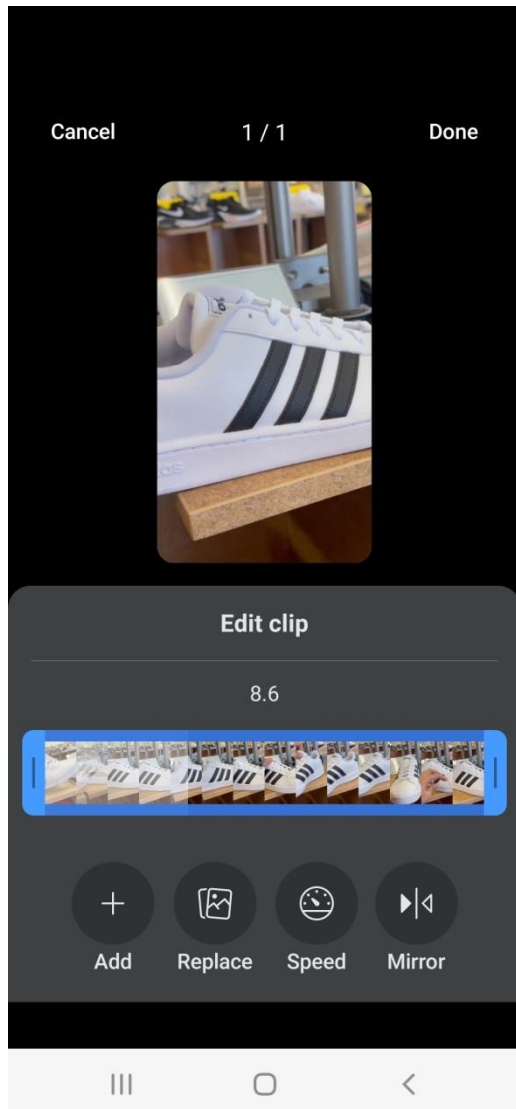
Reels are up to 60 seconds long on Facebook

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





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



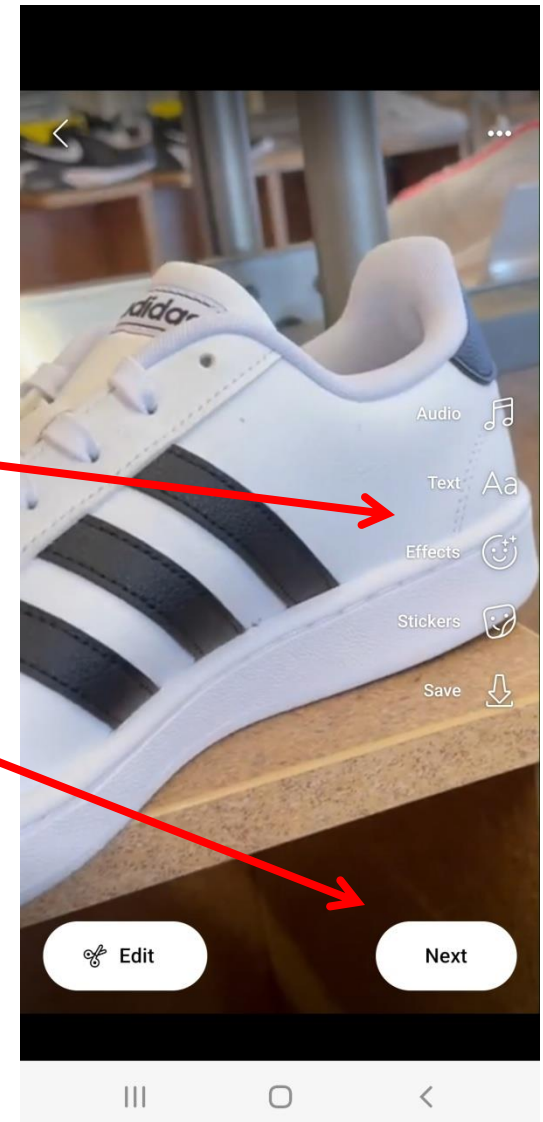
You can choose multiple clips

You can also edit the clips – very similar to Instagram

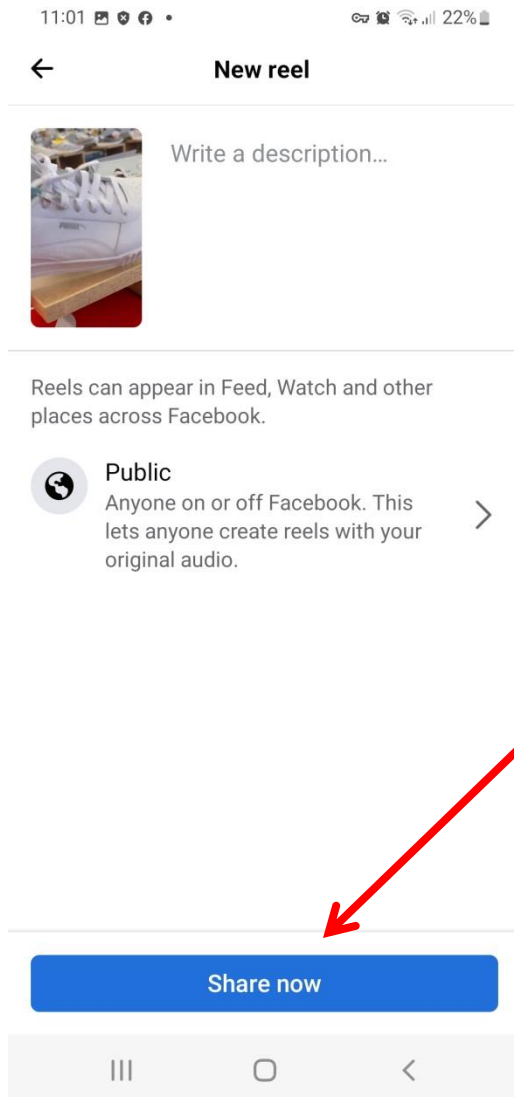
You can add or change music at this stage

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

# What We Will Cover

## **Part 1: Video Equipment**

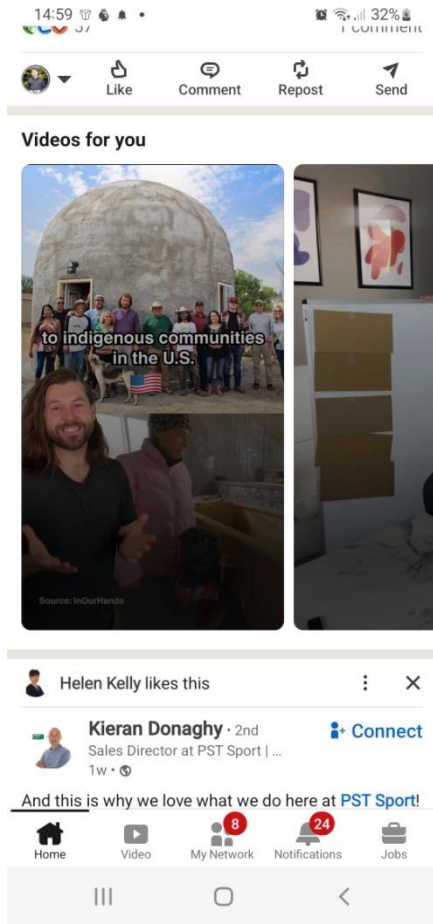
- Microphone
- Tripod / Gimbal
- Lighting

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

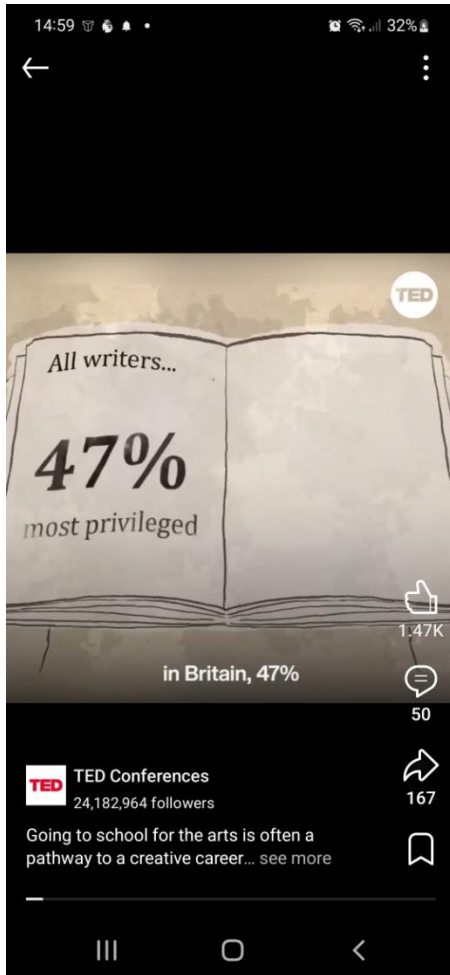
- How to design an eye-catching video thumbnail
- How to upload your video to YouTube and tag it to get found in search
- How to embed the YouTube video on your website
- What if your video is the wrong shape for a social network?
- How to share your video on Instagram
- How to post your video on Facebook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

# LinkedIn – update to videos in the feed

There is now a video feed on LinkedIn



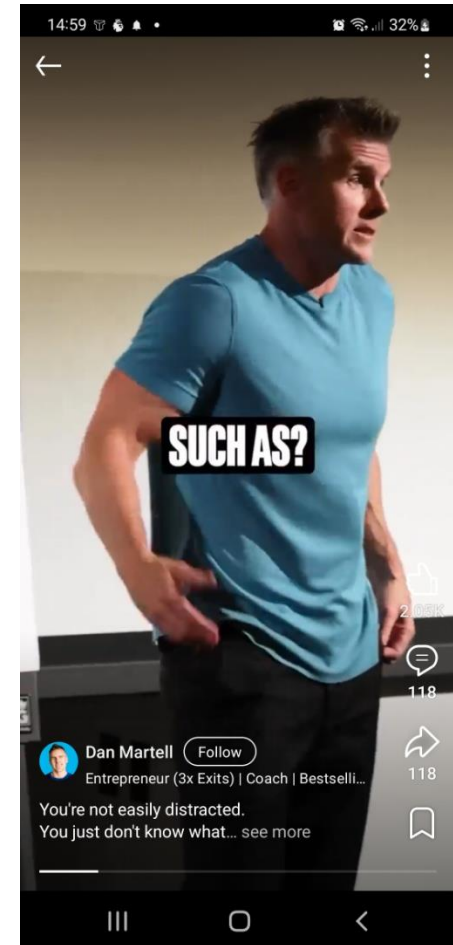
# LinkedIn – update to videos in the feed



Square or landscape videos have a black area above and below

Portrait videos are full screen

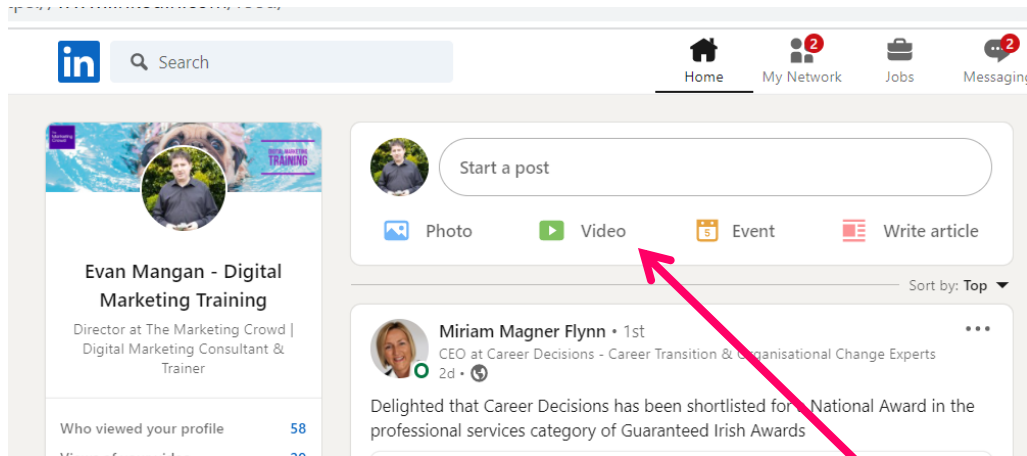
You should post portrait videos on LinkedIn going forward



# Option 1

Post your video using  
LinkedIn.com website on  
desktop

# How to post your video using LinkedIn.com website

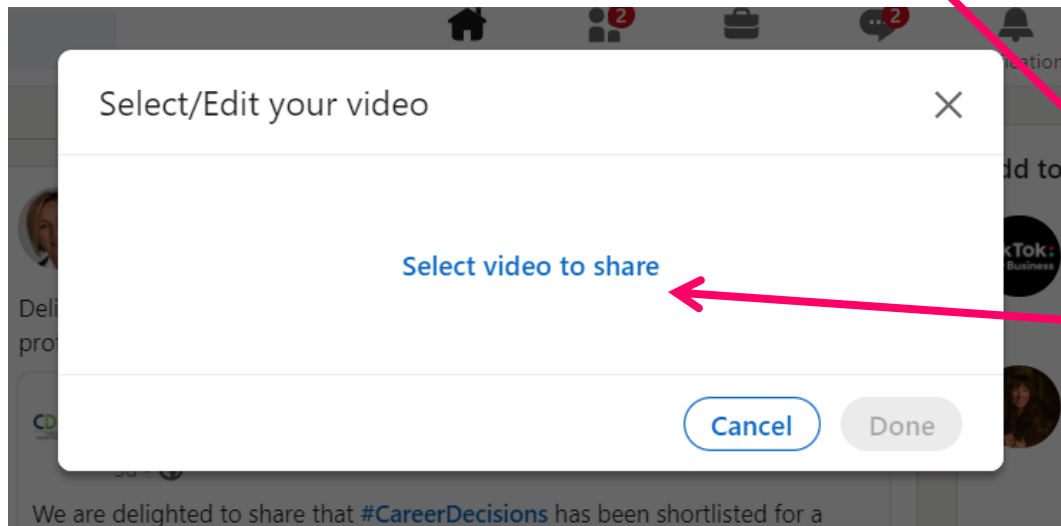


You can post videos up to 10 mins long on LinkedIn

Landscape videos 16:9 or square videos work best

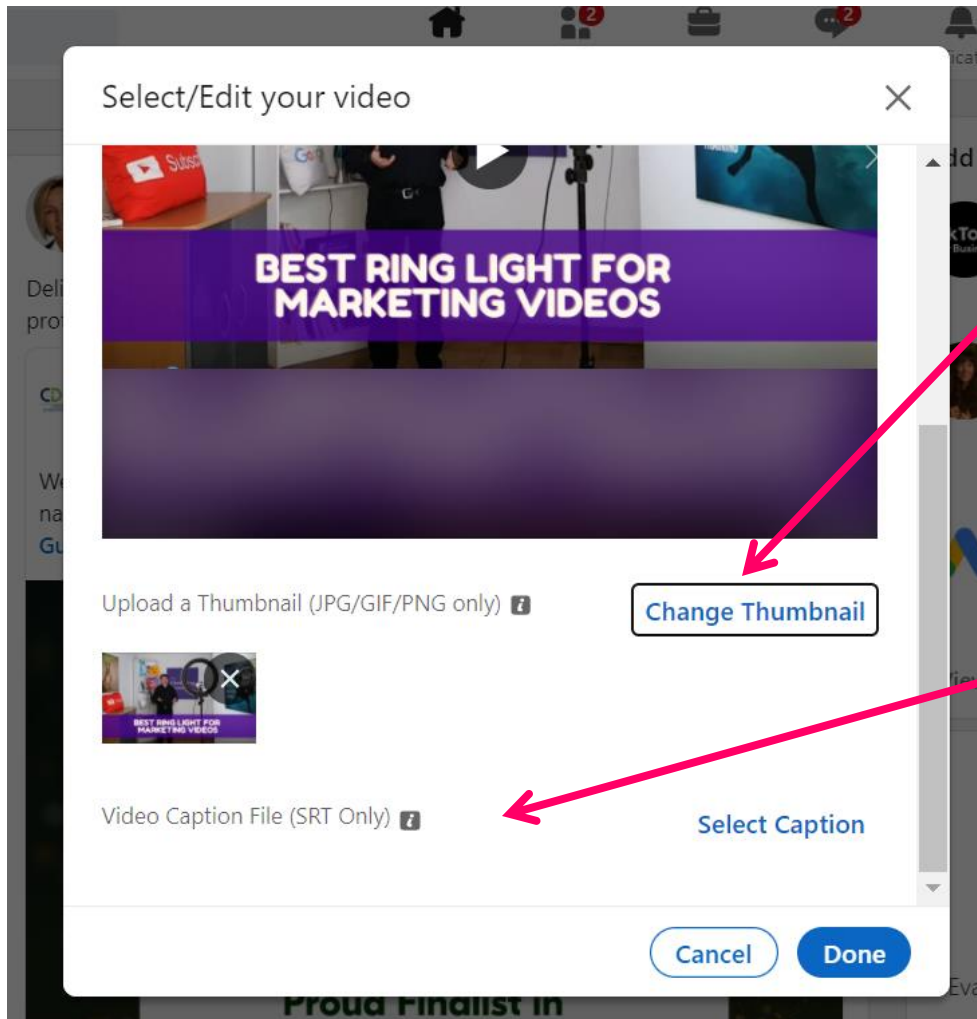
You can post vertical videos but not all of it is visible when it appears in people's newsfeeds.

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





# 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

Create a post

Evan Mangan - Digital Marketing Training

Anyone

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 what a video looks like using the 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 Definitely worth getting this if you make marketing videos

Add hashtag #marketing #video #like #amazon

Post

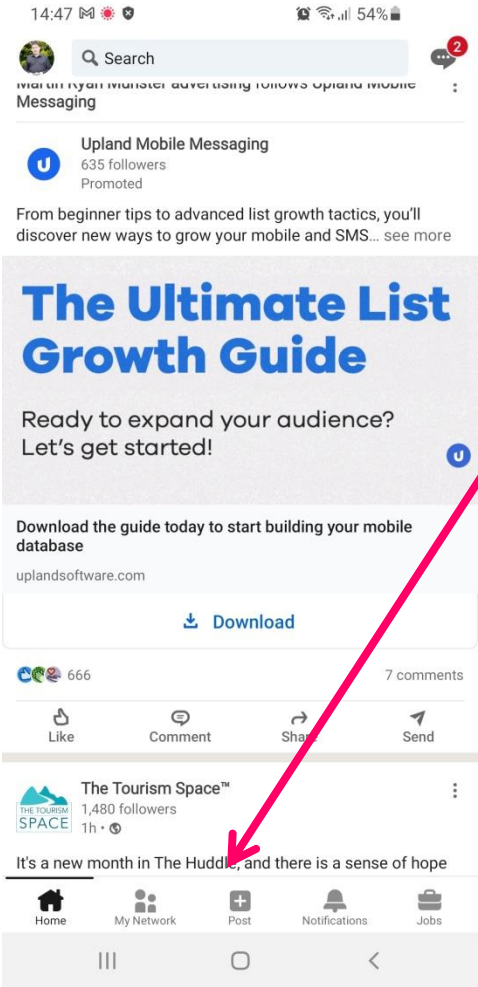
Write the text for the post

Then click post

# Option 2

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

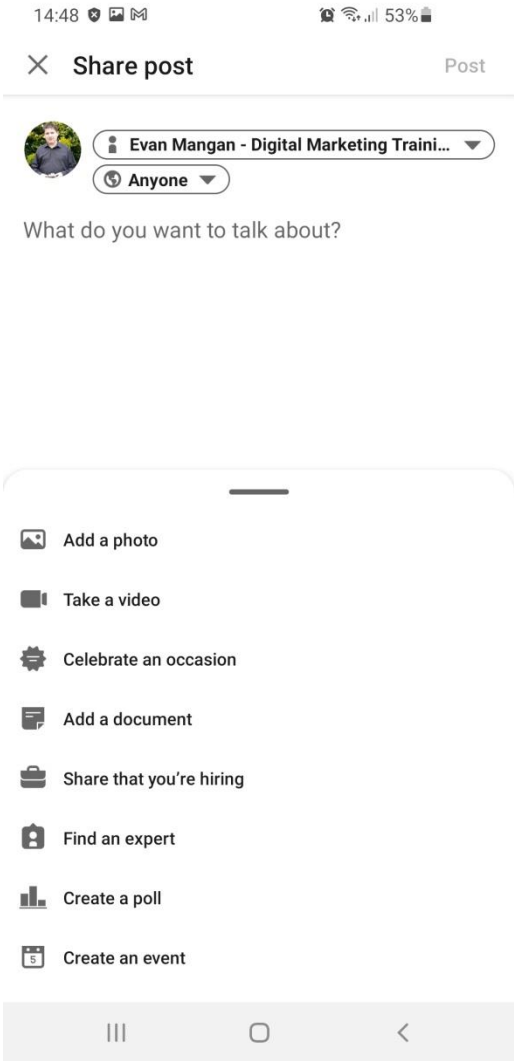
# How to post your video using the LinkedIn app



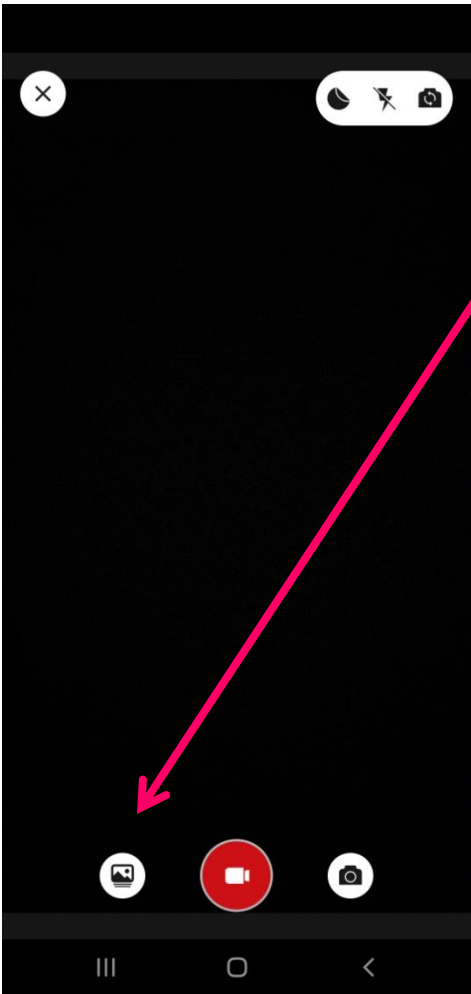
Open the LinkedIn app and ensure you are logged in

Tap the + button to create a post

Then tap on Take a video



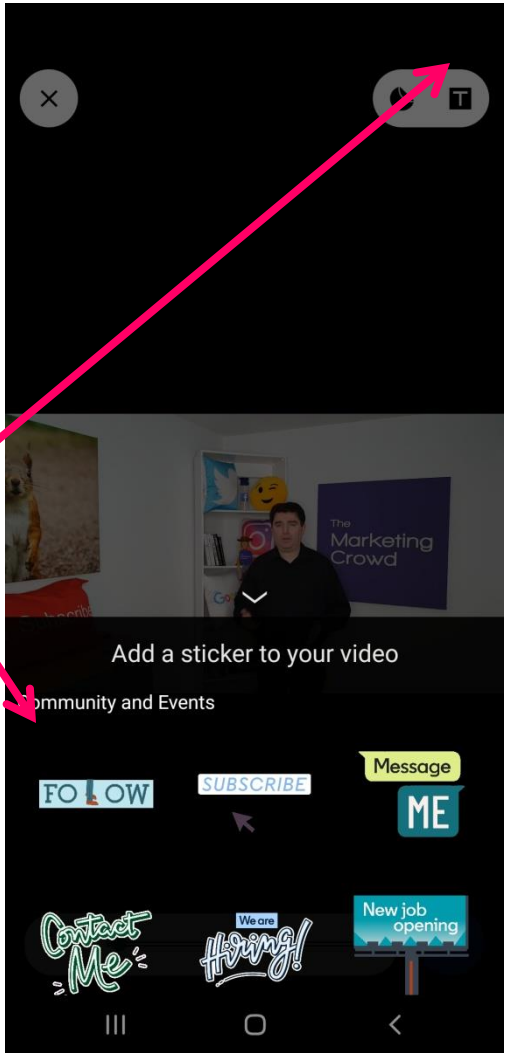
# How to post your video using the LinkedIn app



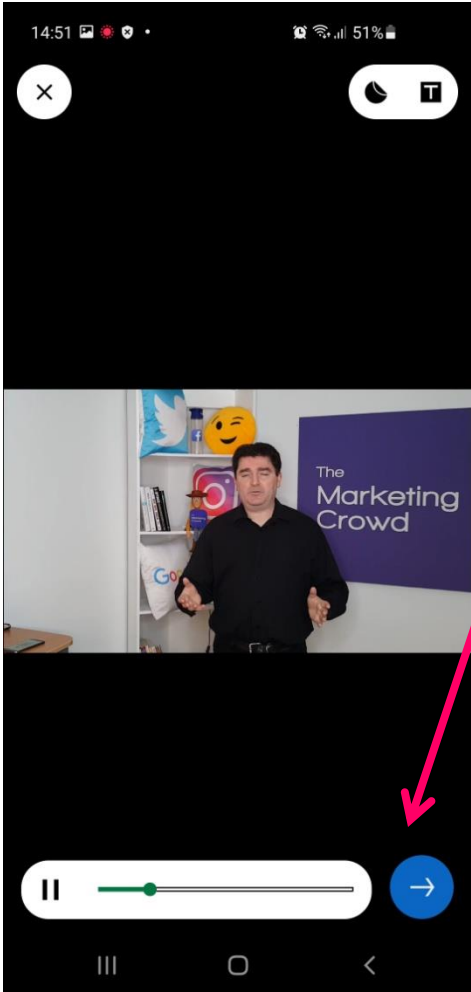
Then tap on the gallery icon to choose a video from your phone

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

