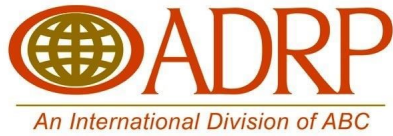




*An International Division of ABC*

## Video Marketing Instructional Toolkit

- How to download a video from ADRP resources
- How to add your logo to ADRP videos
- How to upload to YouTube
- How to upload to your website
- How to upload and share to social media (various platforms)
- How to run as an ad on YouTube, Facebook, etc.



## How to download a video from ADRP resources

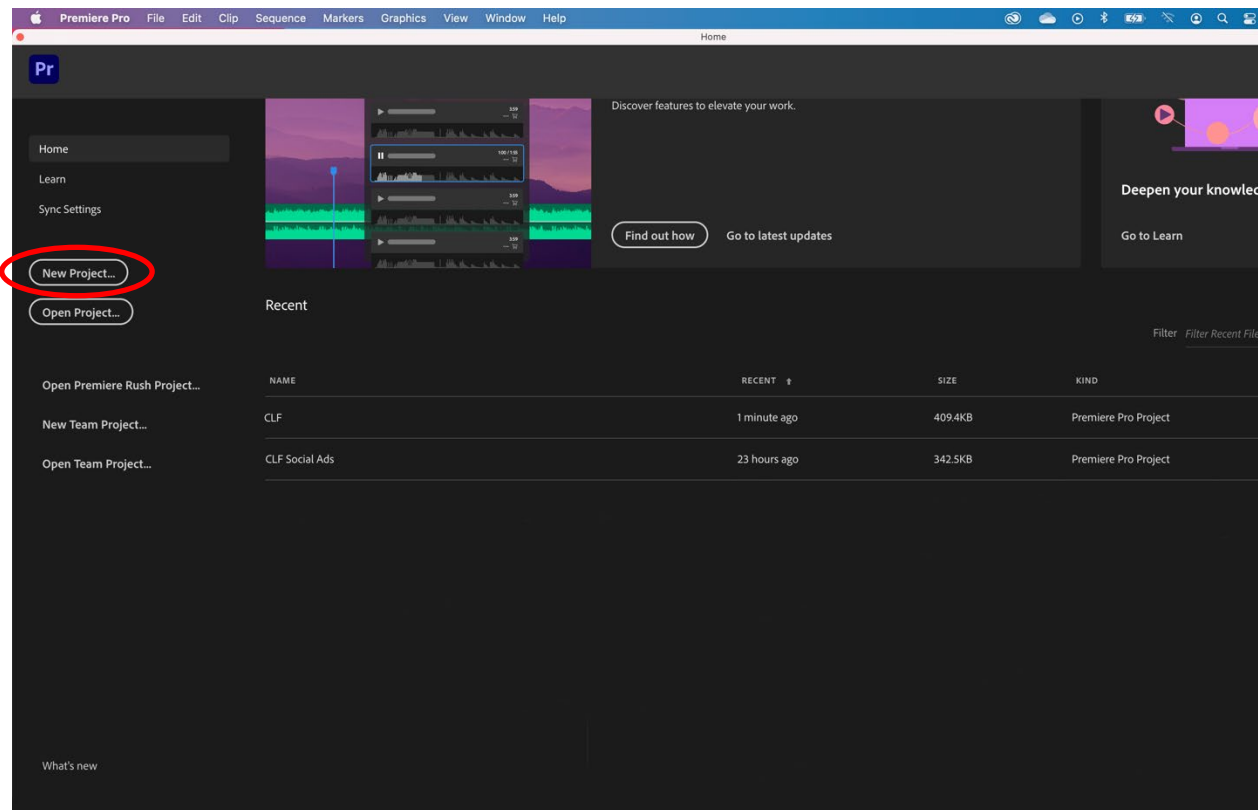
Visit [www.adrp.org](http://www.adrp.org) and navigate to the Public Awareness tab.

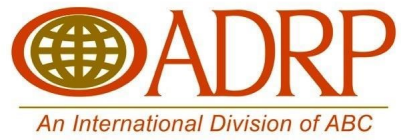
## How to add your logo to ADRP videos

The steps you need to take to add a logo to a video will depend on what video editing software you are using. In general, it should be a similar process across most software, but some steps will vary.

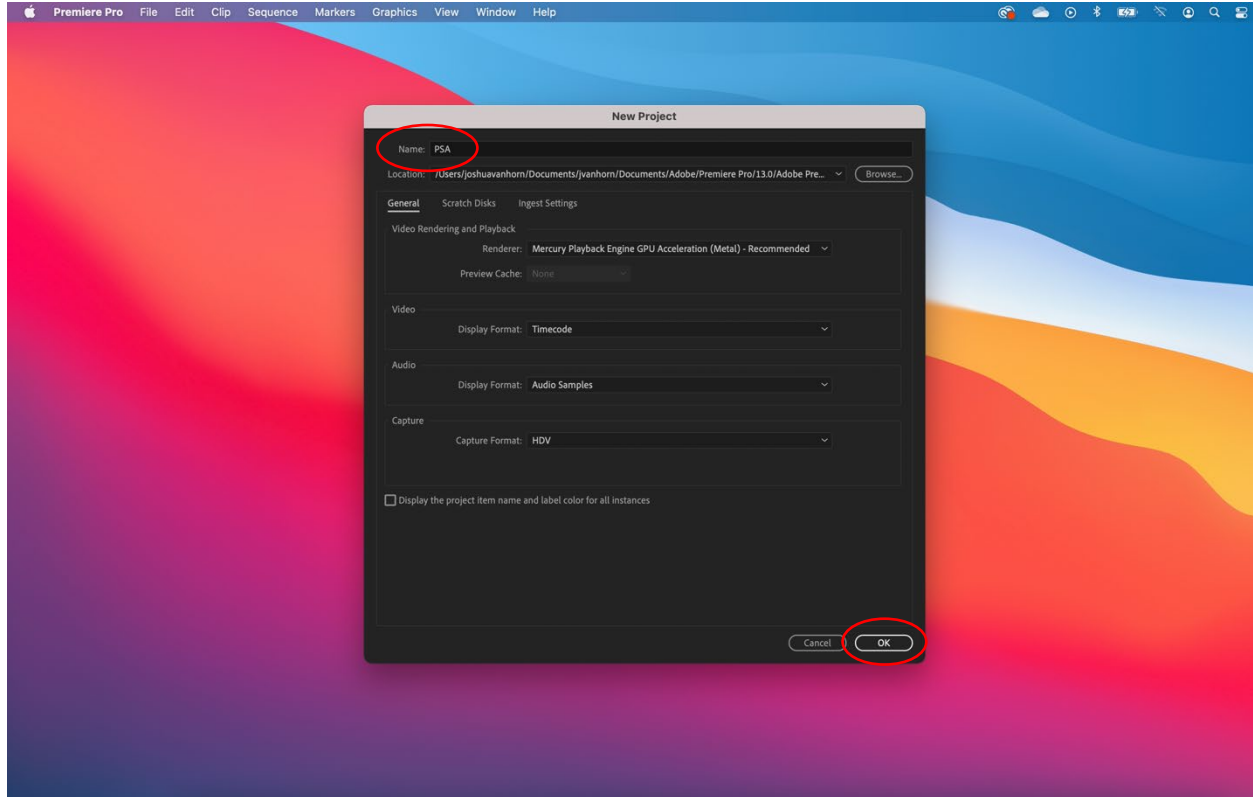
This is how you add a logo to your video using Premiere Pro:

Once you have downloaded the PSA, open Premiere Pro and select new project.



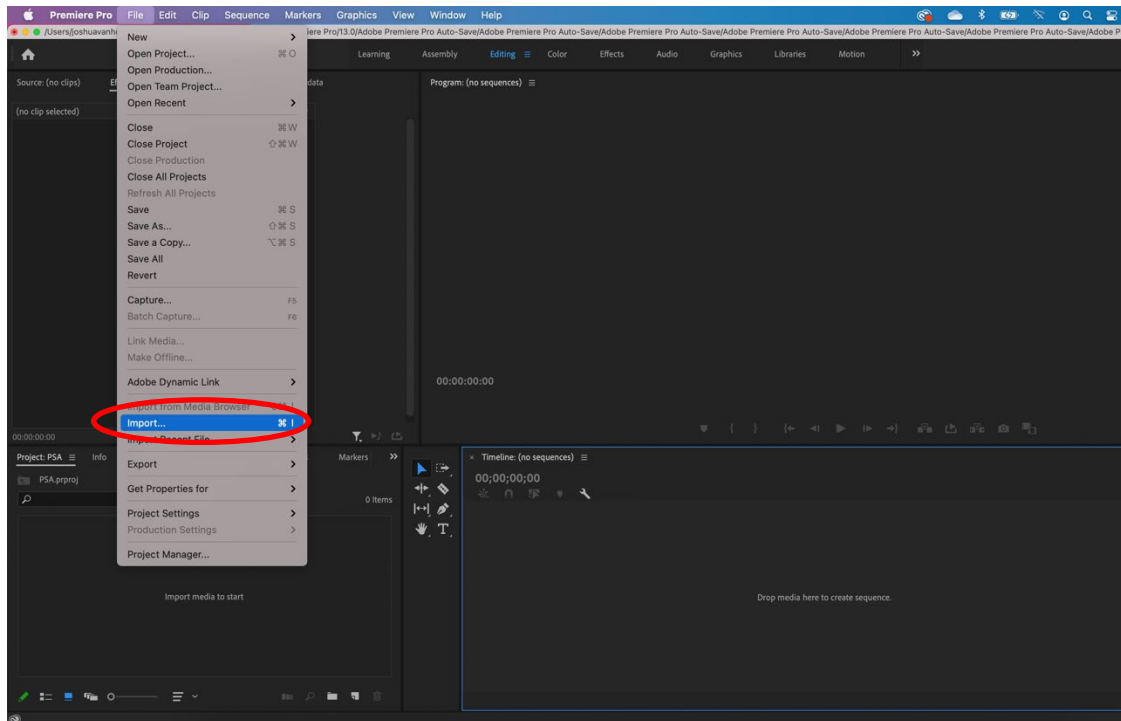


Choose a name for your project and select OK.



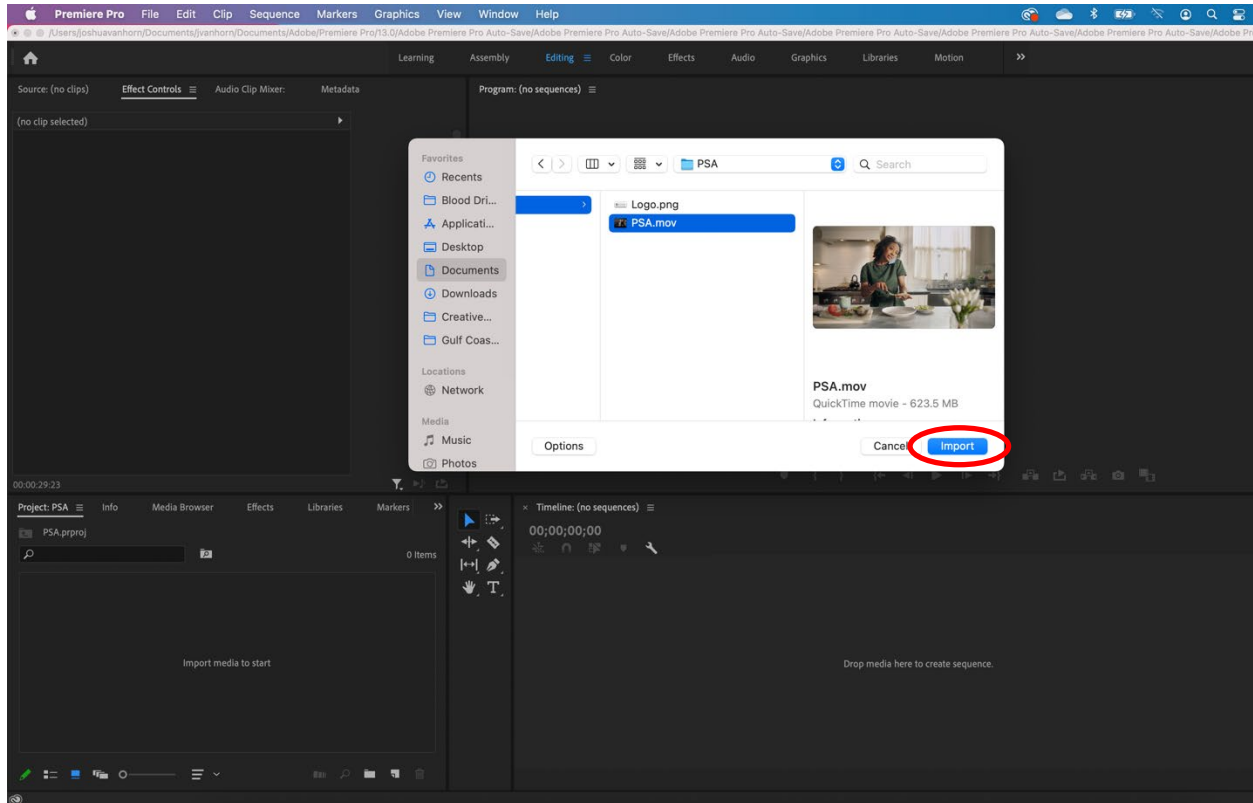


With the project now open, select import via the file menu.



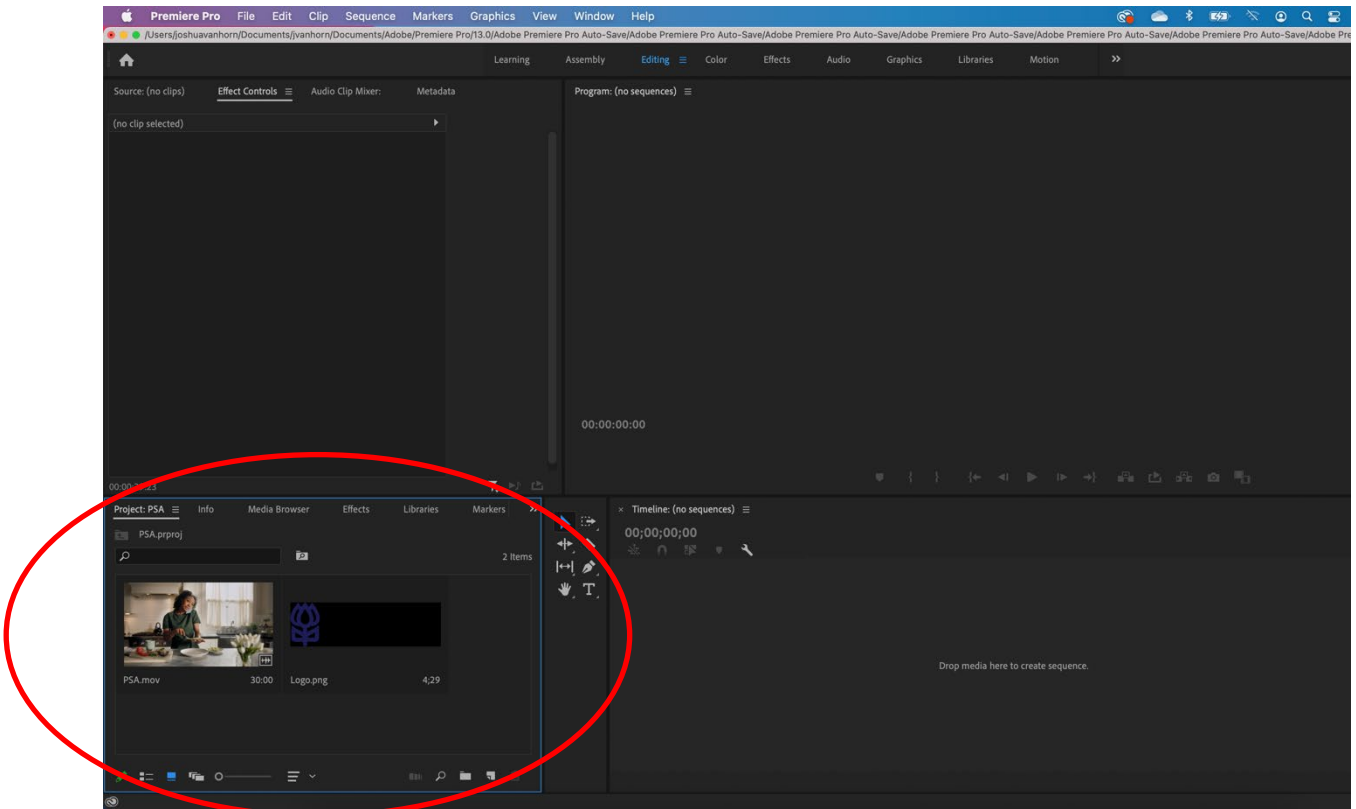


Select the PSA file on your computer's hard drive and click import. Repeat the same process to import your logo.



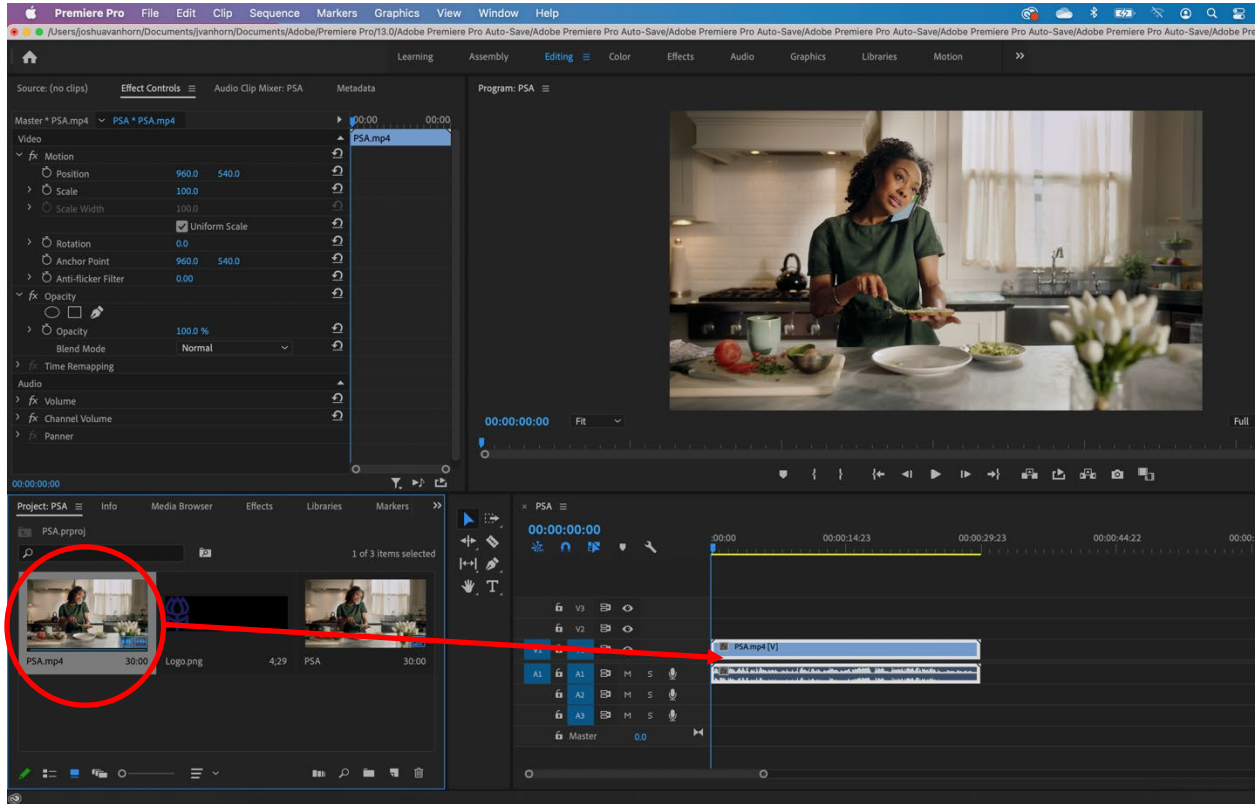


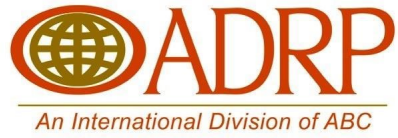
Your files should now be located in the project panel.



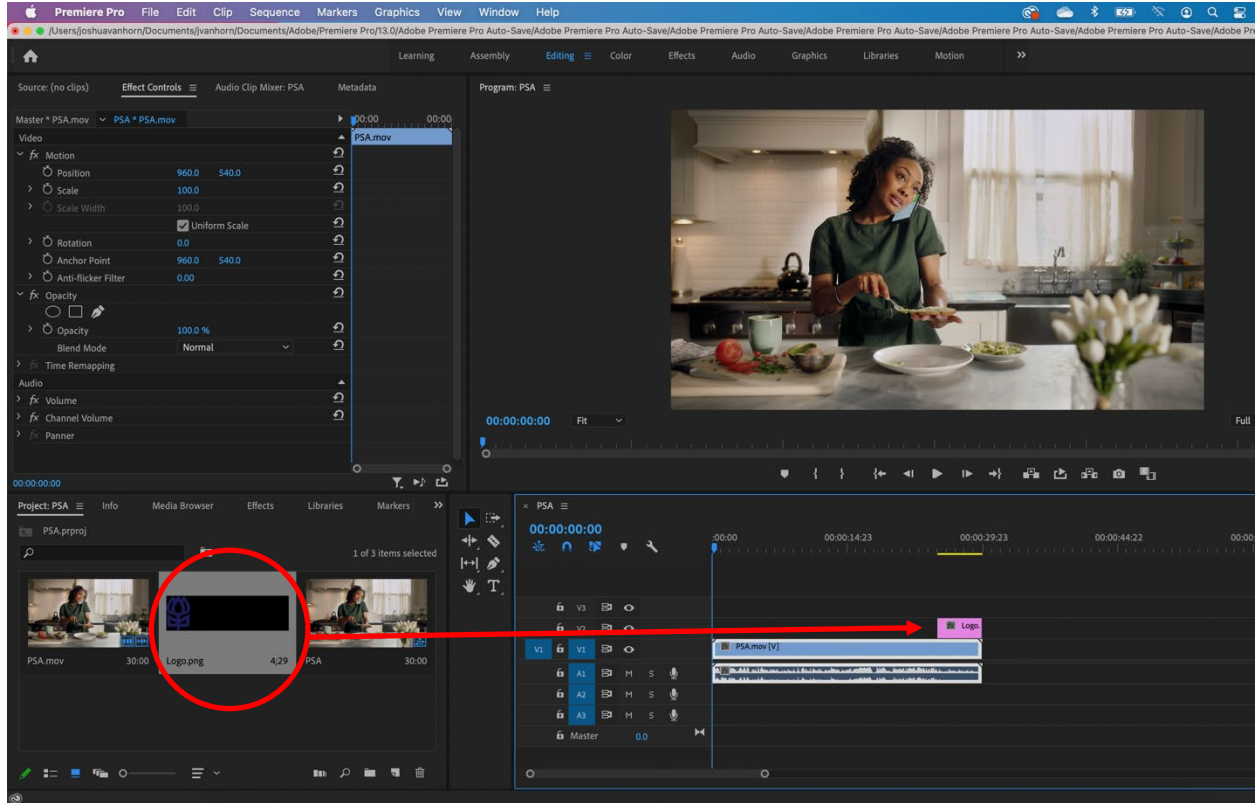


Click on the PSA file located in the project panel and drag it onto the timeline.





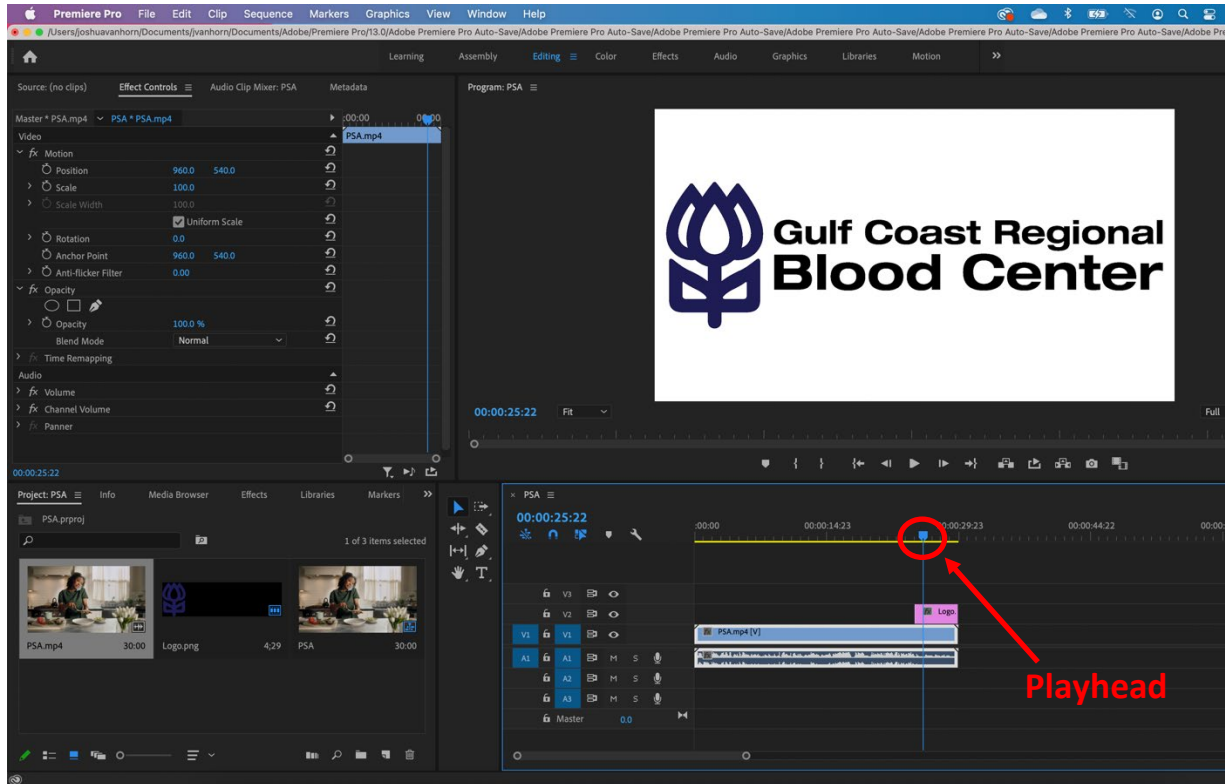
Next, click on the logo file in the project panel and drag it onto the timeline. Place the logo above the PSA.

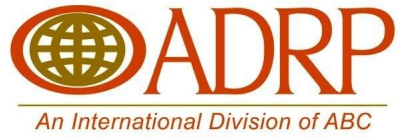




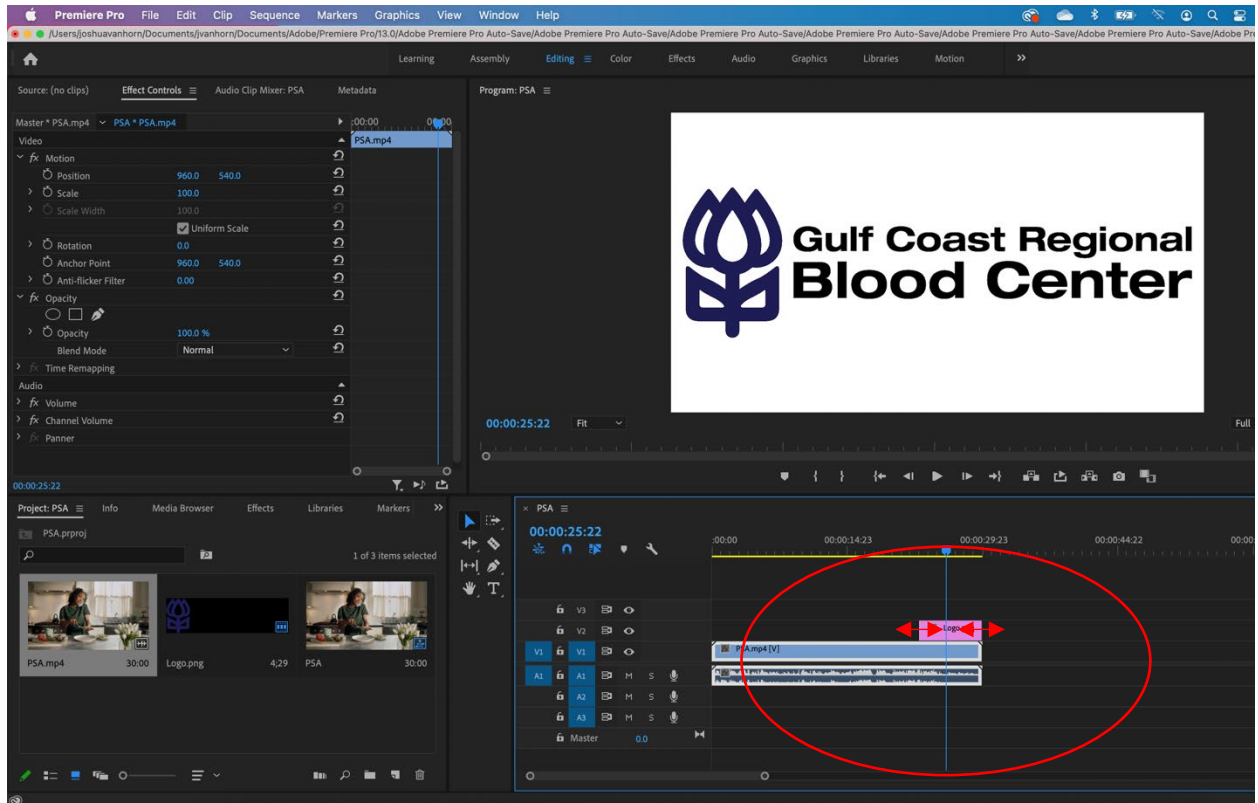


With both elements in place, drag the playhead to the area on the timeline where your logo is placed so that you can make adjustments.

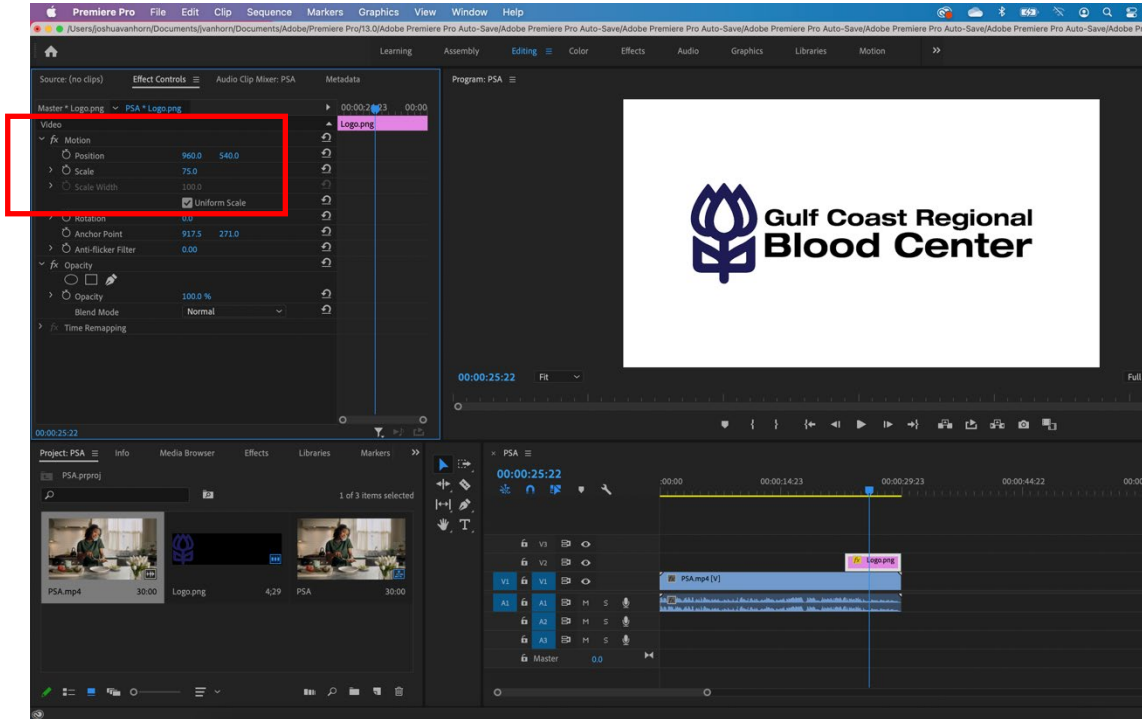


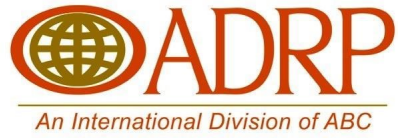


Change the duration of the logo by clicking on either end of the clip and dragging it to your desired length.



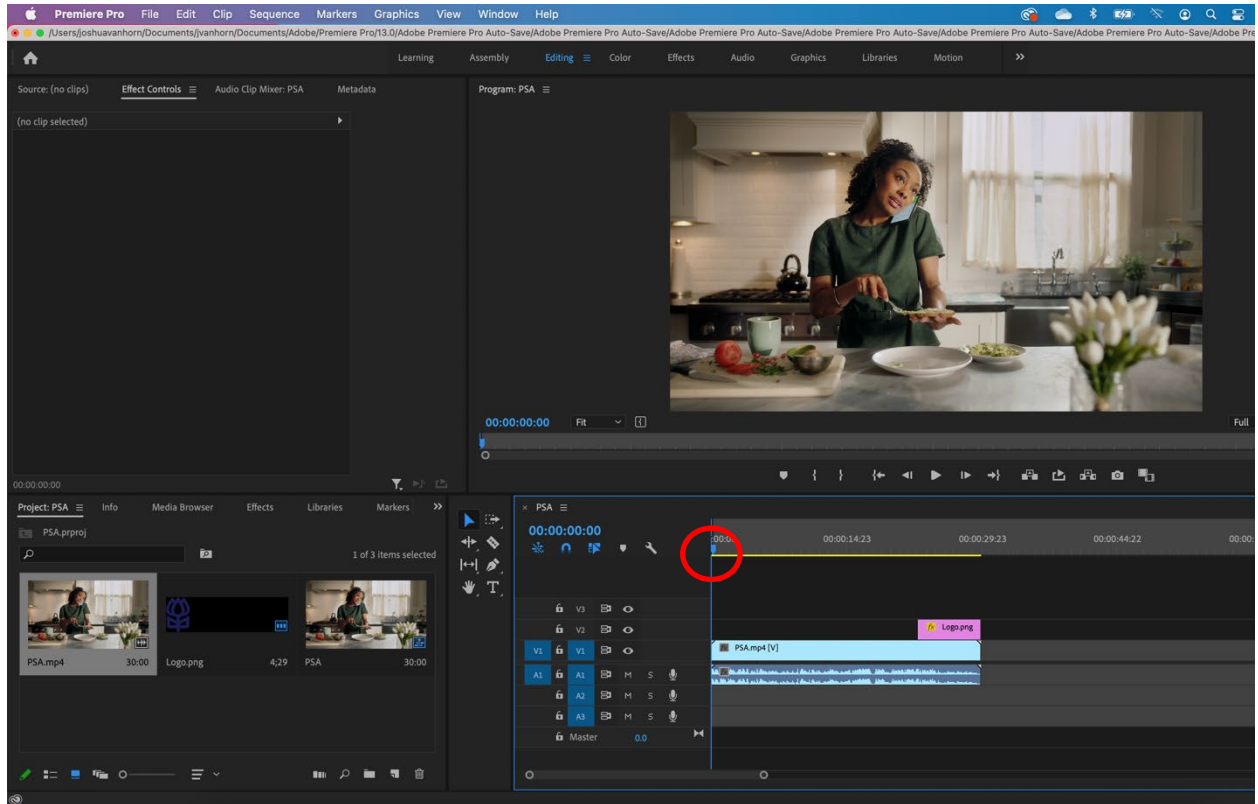
Change the scale and position of the logo within the frame by using the controls in the effects panel.

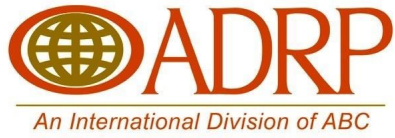




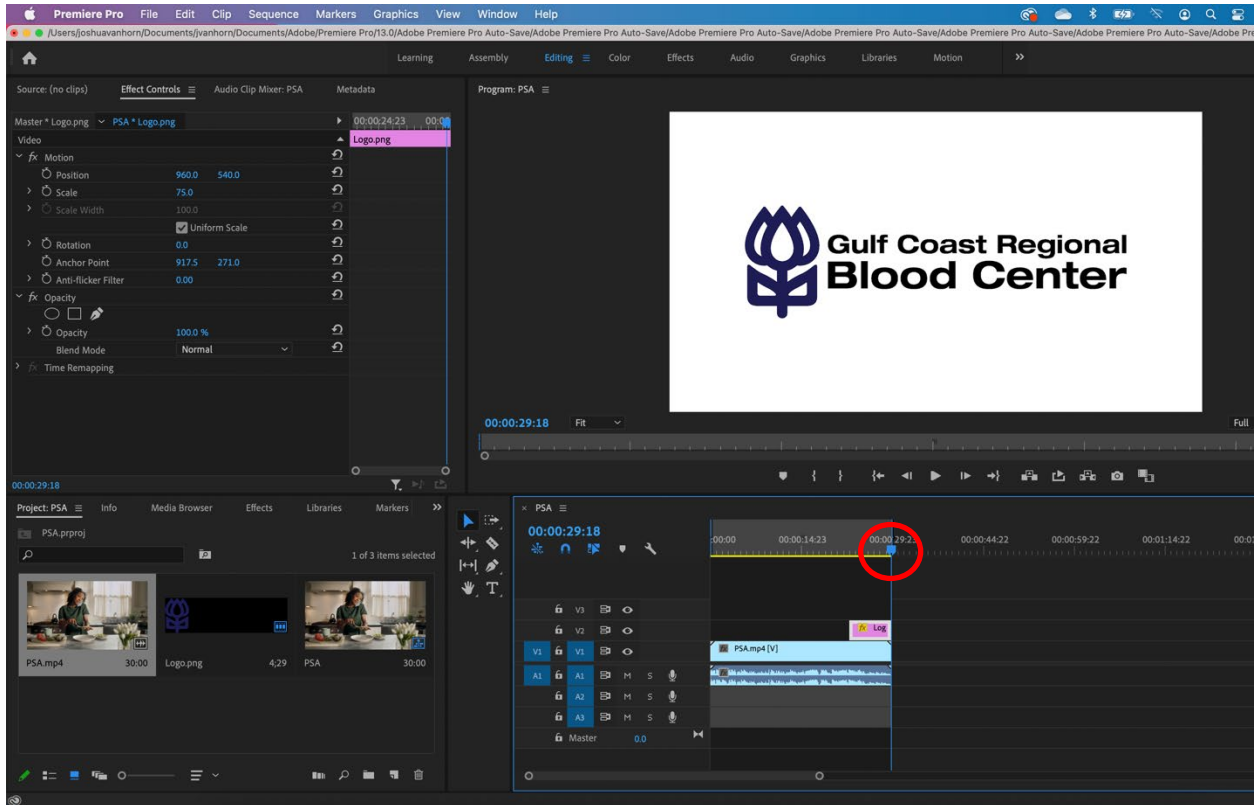
Once your logo is positioned the way you want it, it's time to prepare your video for export.

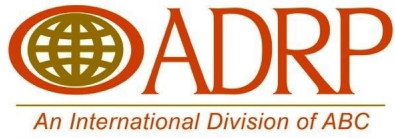
Drag the playhead to the beginning of your video and click "i" on your keyboard. This should cause a portion of your timeline to turn grey.



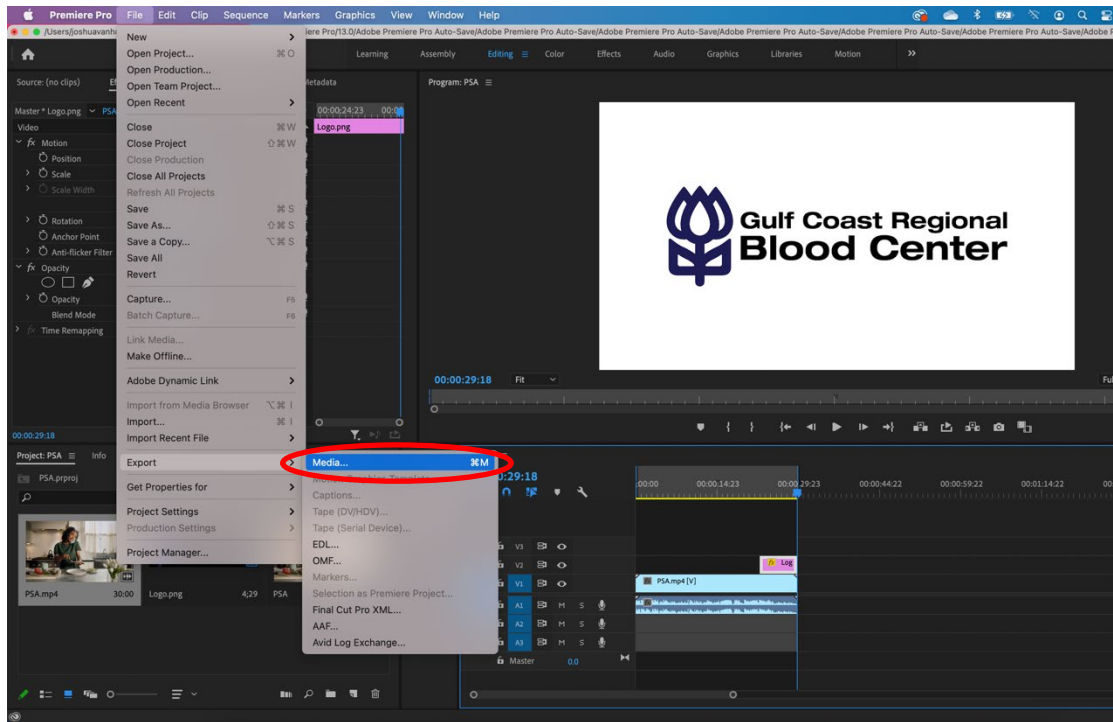


Next, drag the playhead to the end of your video and type “o” on your keyboard. This should cause the grey portion of your timeline to be trimmed down to the length of the video.

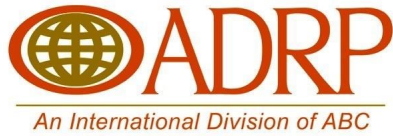




Once you've set your in and out points, select export > media via the file menu.

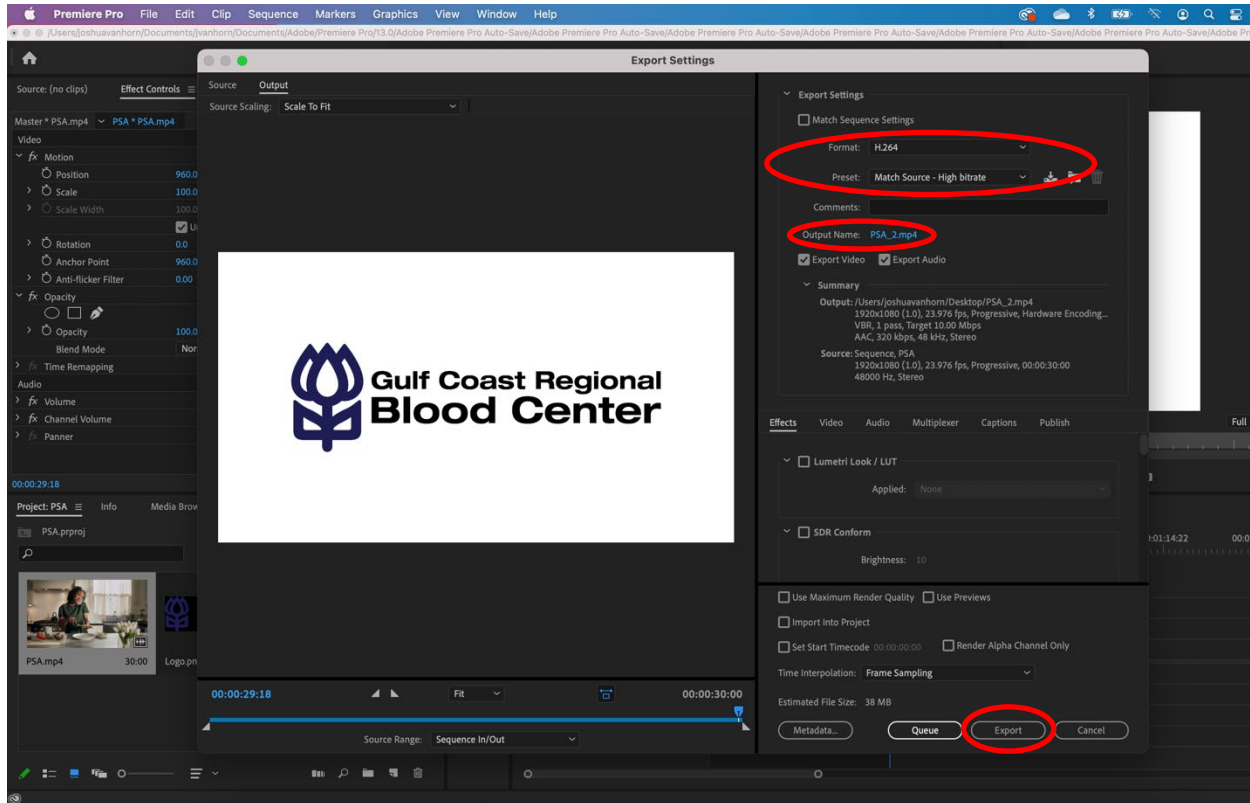


In the export settings dialog box, choose format: H.264 and preset: match source – high bitrate.



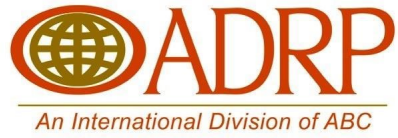
To choose a filename and location, click the blue filename to open the save as dialog box. Use this to choose an export location and a name for your new file, and then click save.

When you're happy with your settings, click export. The new video file will be created and ready to share.

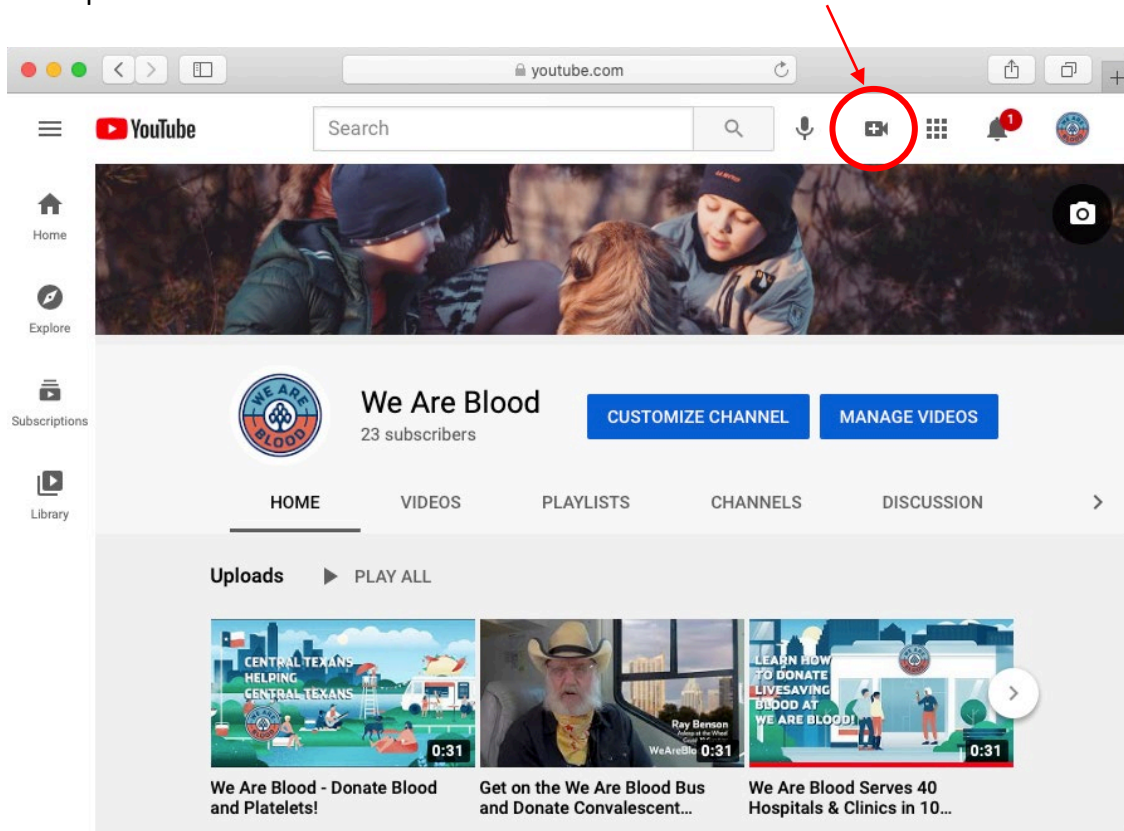


## How to Upload a Video to YouTube

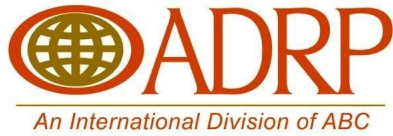
You need to have a YouTube account



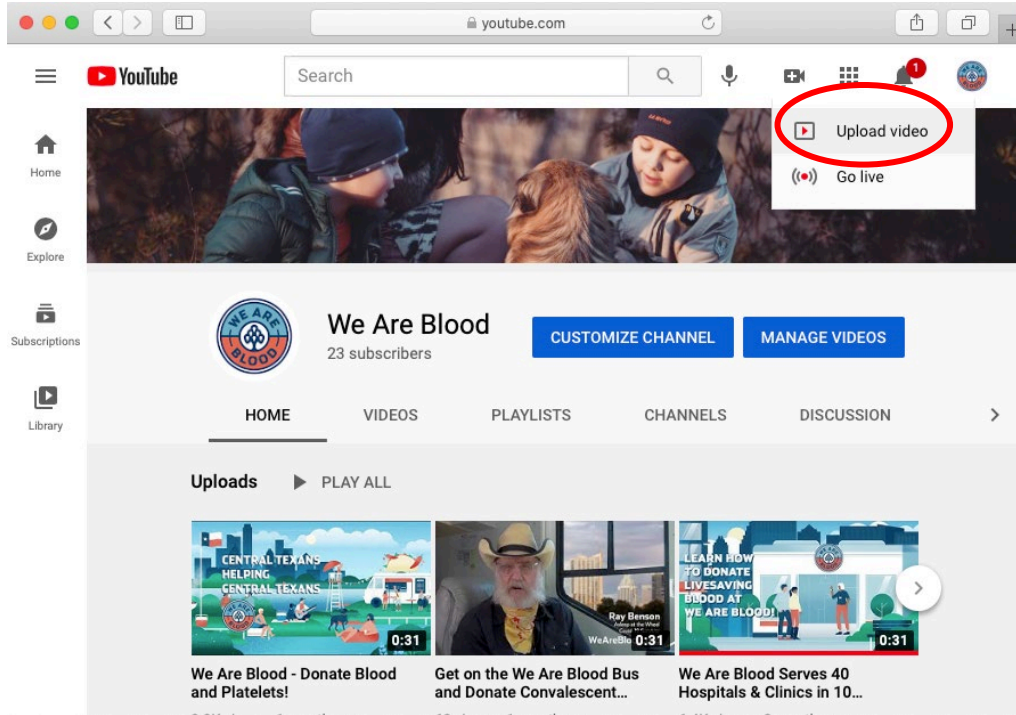
Once you have created and logged into your YouTube account click on the “Create” button on the top of the screen.



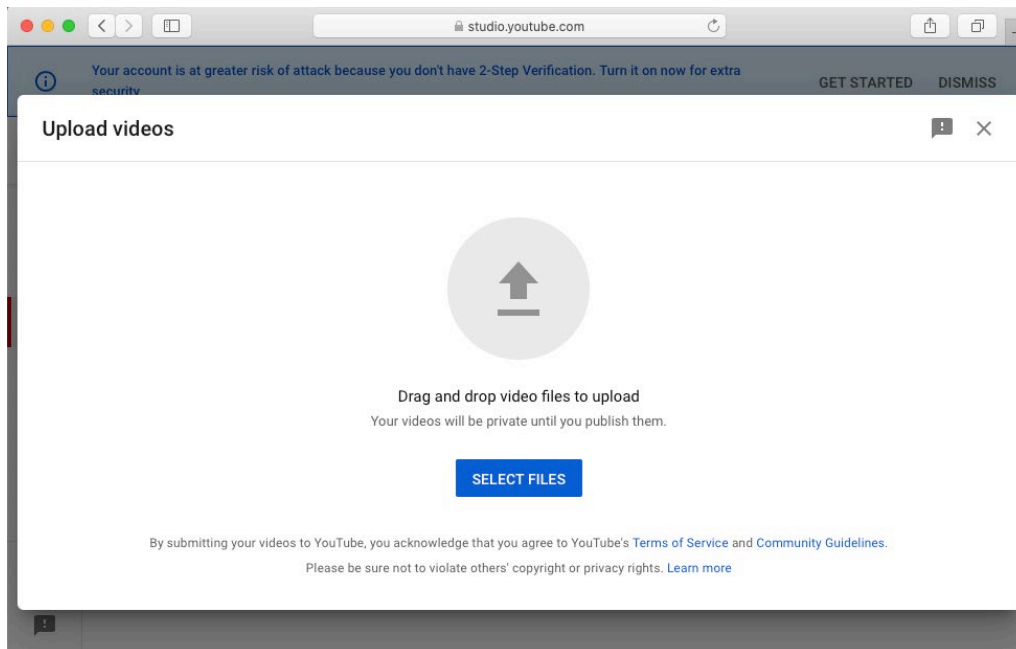




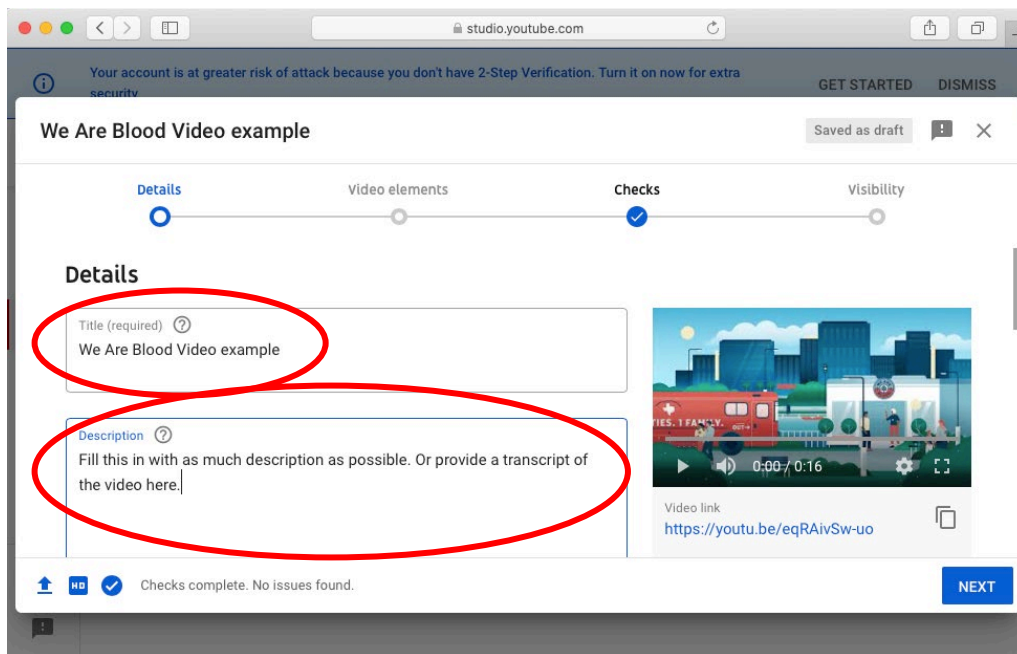
Click on the Upload Video Option.

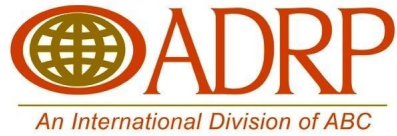


Now you can click on "Select Files" to choose the video you want to upload. You can also drag and drop the video file into this page, and it will begin uploading.

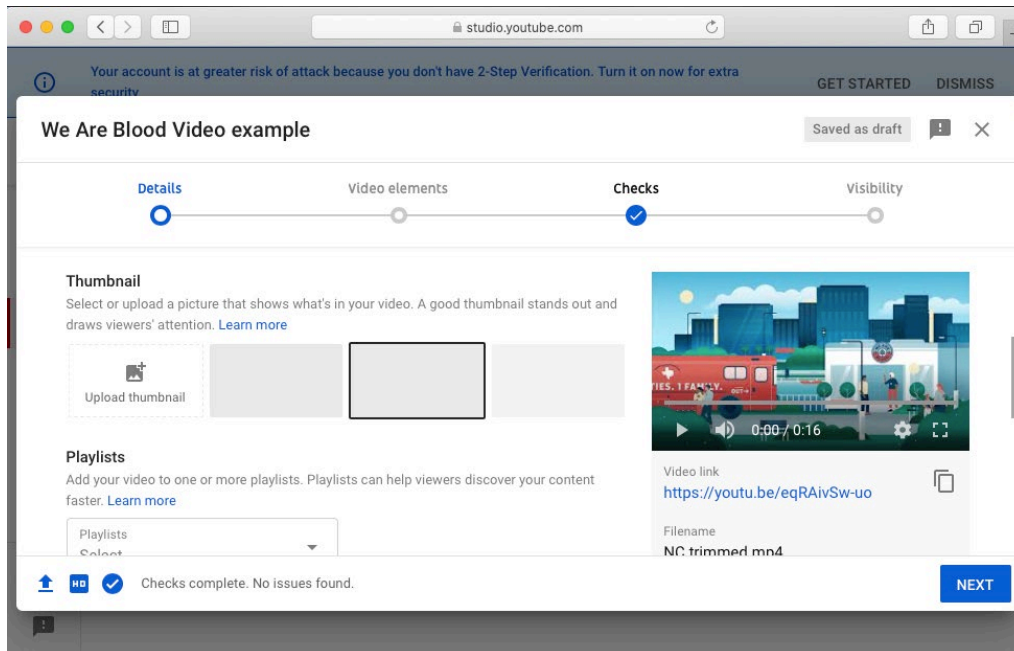


The video will begin to upload. In the meantime, you can start filling out the very important “Video Details”. These include the video’s title and description. The video’s title and description are searchable keywords both on Google and YouTube.

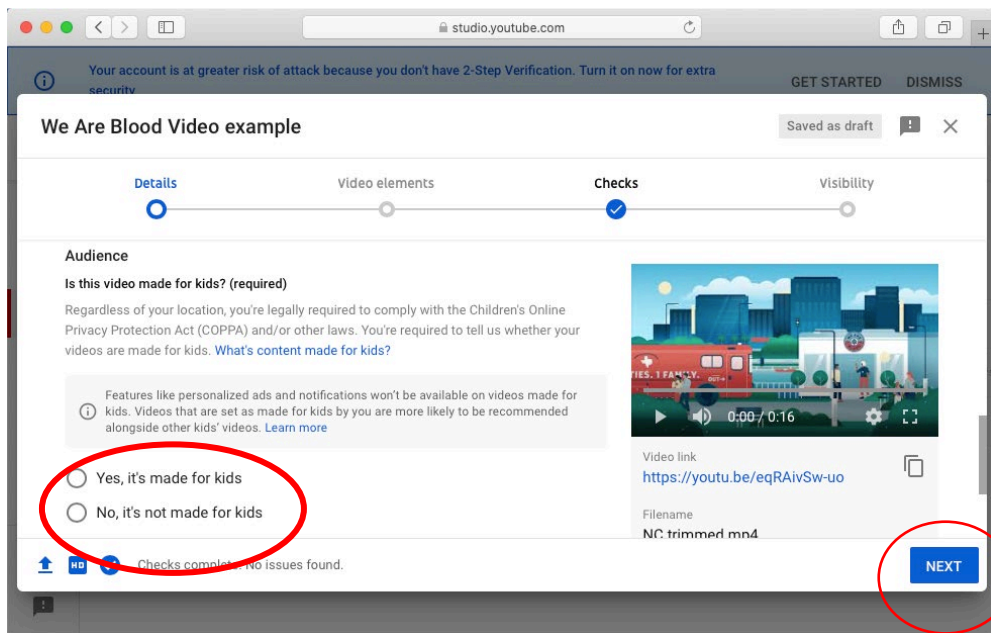




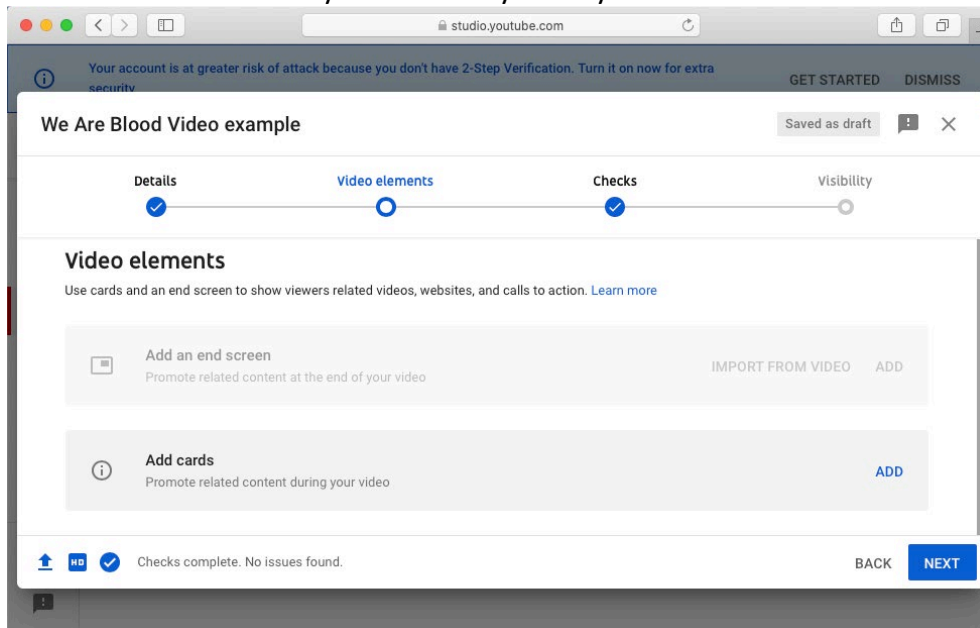
Once you finish with those you can scroll down and see the Thumbnail option. This will allow you to choose an option from the video you uploaded, or you can upload your own thumbnail. Uploading your own thumbnail is a great option if you want to add in a specific title image for your video.



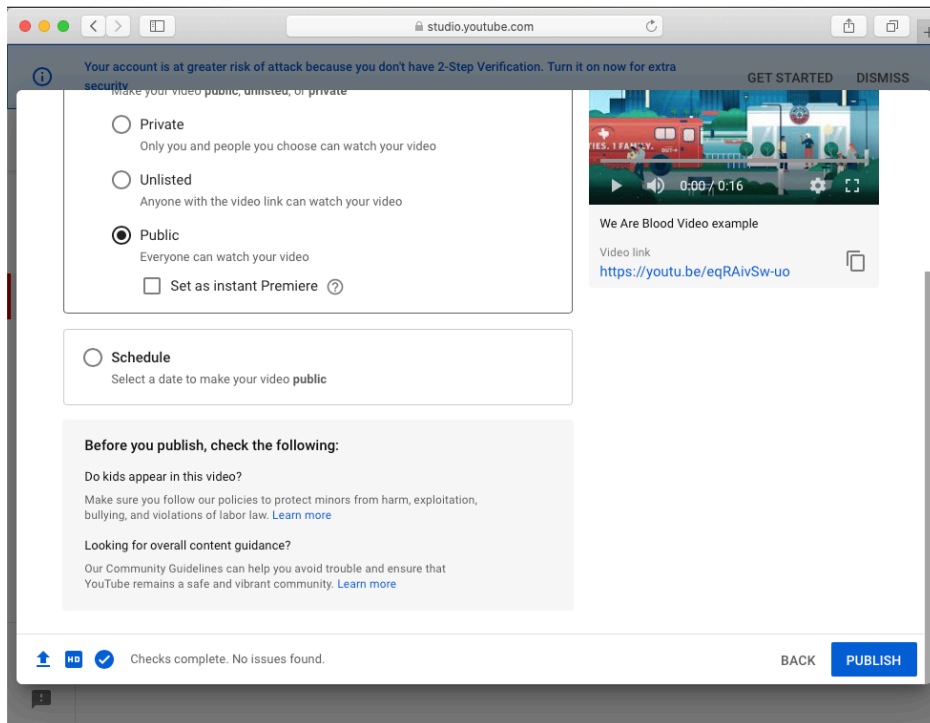
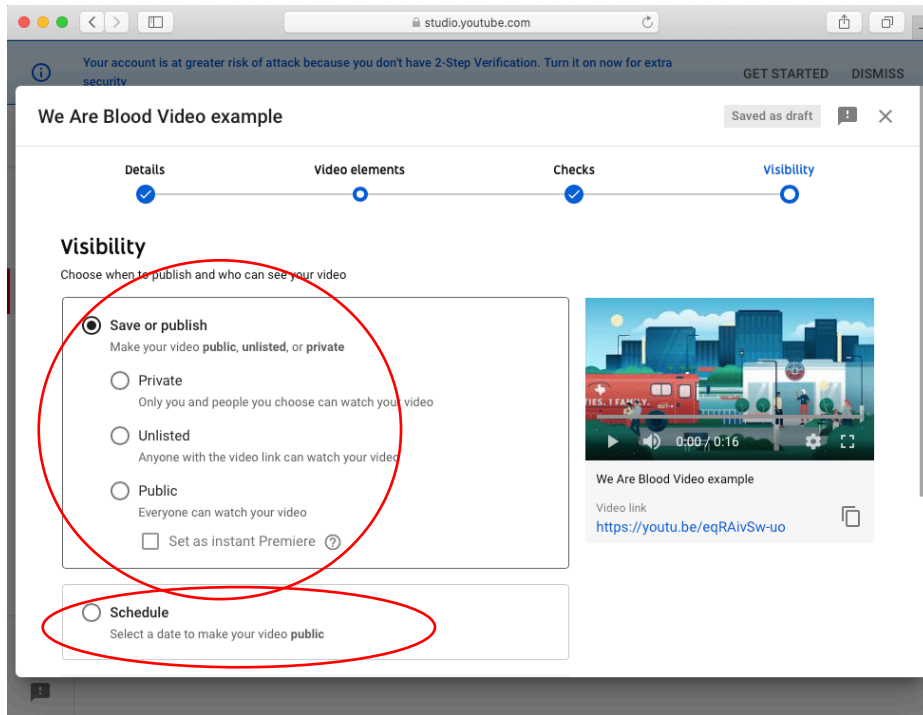
After you have chosen your video's thumbnail image you will scroll down further down the page to select the required audience question. Specifically asking if this content is made for kids or not. This question is asking if children are the main target audience for this video. If they aren't then you can safely select "No, it's not made for kids." Your video will not be penalized or less viewable if you make this selection.

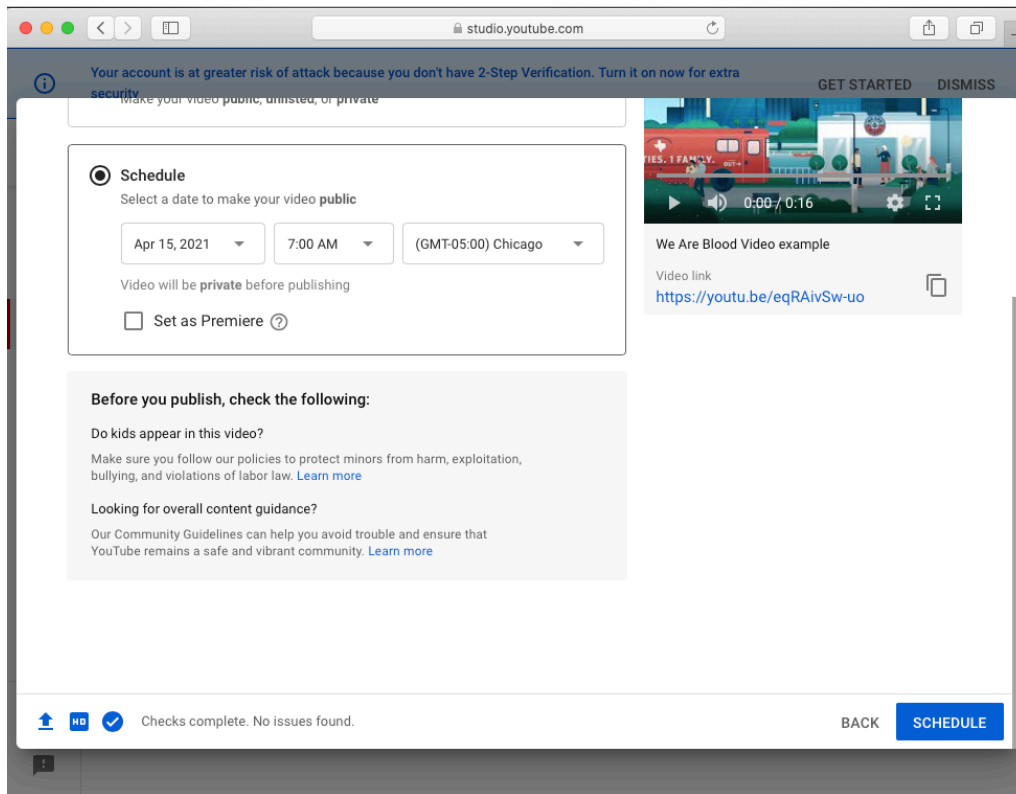
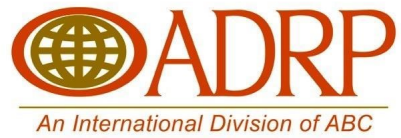


Click the "Next" button and you will be taken to the Video Elements page. Once you have added several videos to your channel you may want to consider the "Add Cards" option.



Next you will be taken to the “Visibility” options for your video. Here you can choose when and where your video is published. Make it public, unlisted, or private. You can also schedule for a specific date in the future to publish.





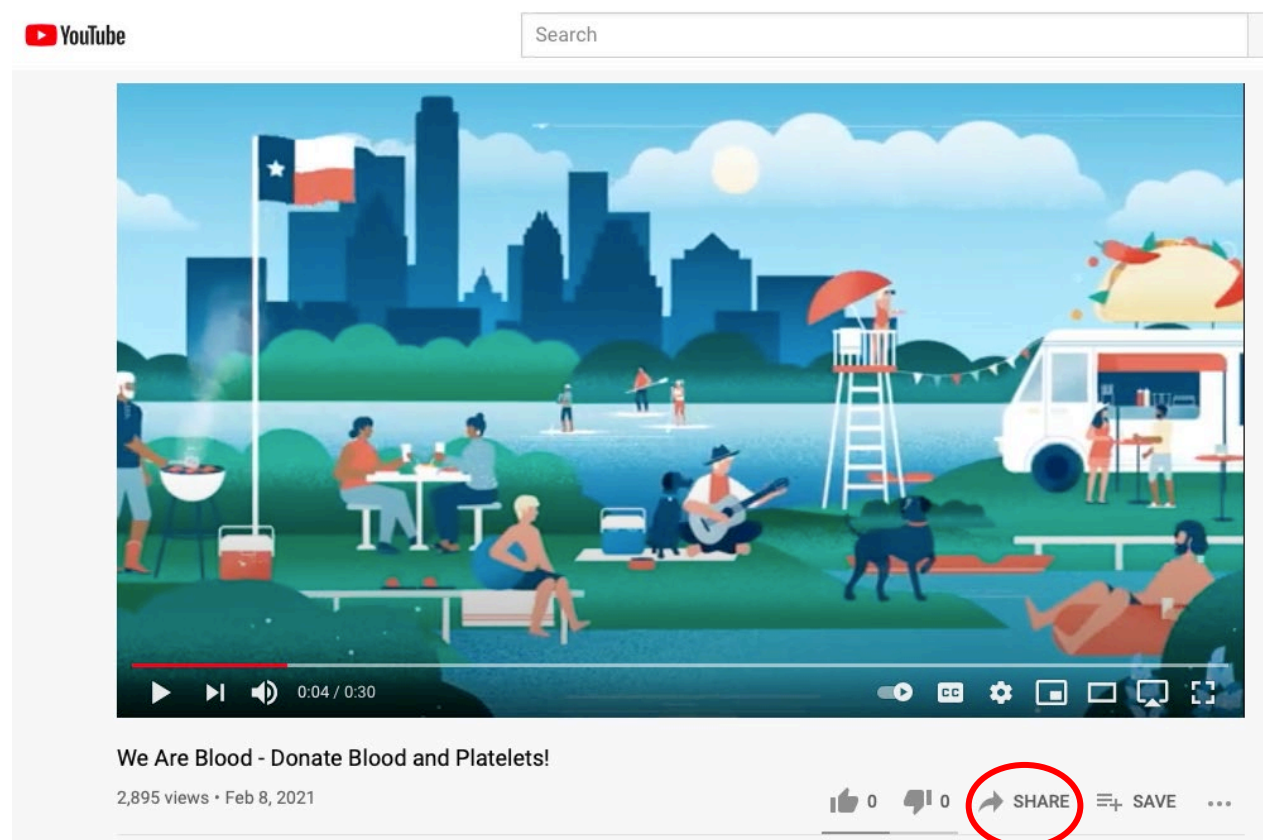
Congratulations. You just uploaded and published your video. Let's move on to how to upload the video to your website and share on your social media channels.

## How to upload to your website

Uploading the video to a specific page on your website will depend on your website's platform. We suggest talking to your webmaster or website developer to determine if this is something you can do or needs to be passed onto them.

This is how you load a YouTube video on a WordPress web page:

Go to the video on your YouTube channel you want to upload to your web page and click the "Share" button.



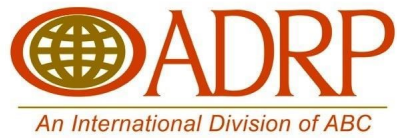
YouTube Search

0:04 / 0:30

**We Are Blood - Donate Blood and Platelets!**

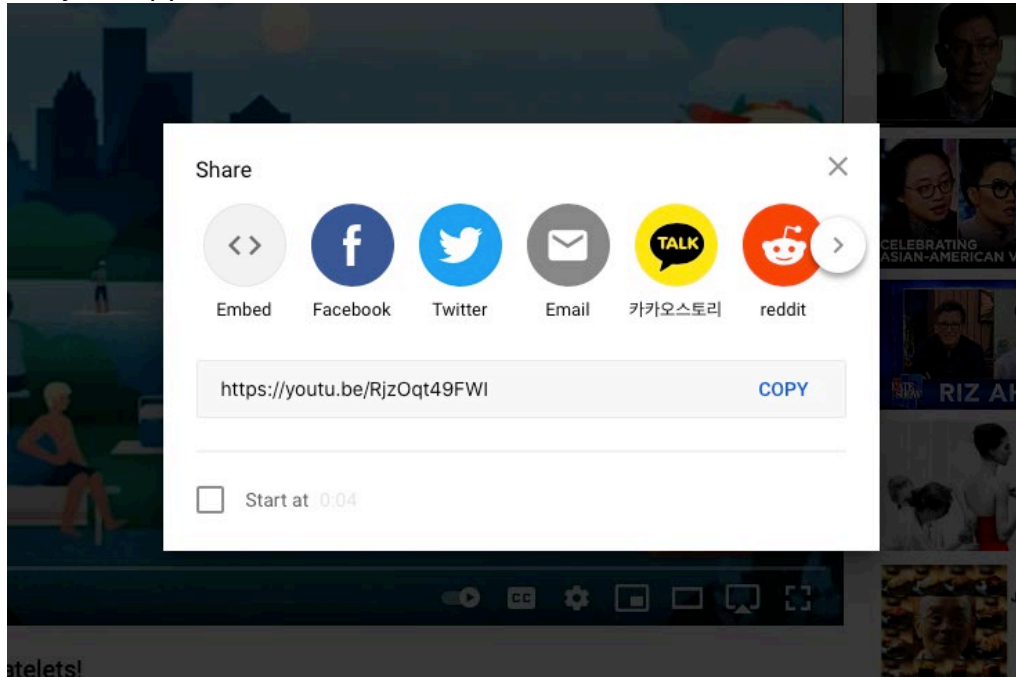
2,895 views • Feb 8, 2021

0 0 **SHARE** SAVE ...

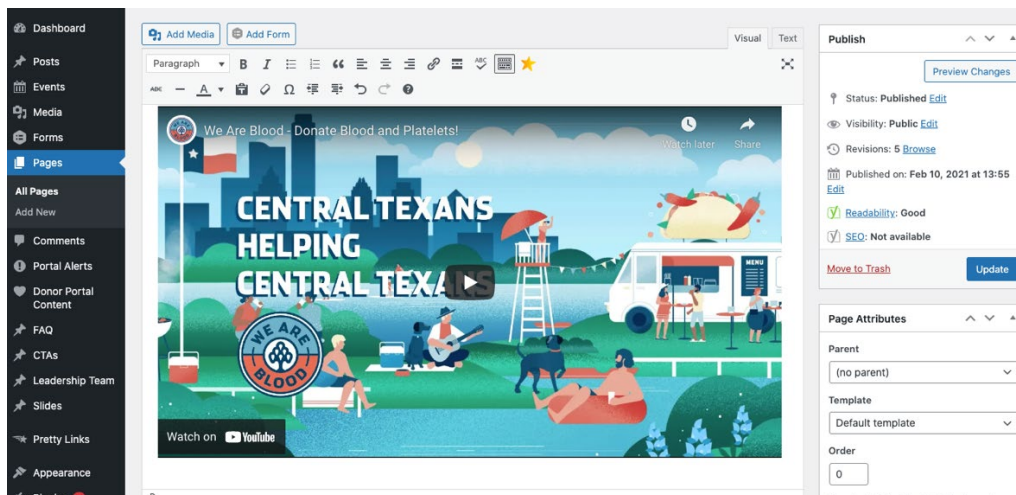


WordPress makes it very easy to embed a video onto a web page:

You just copy the link.



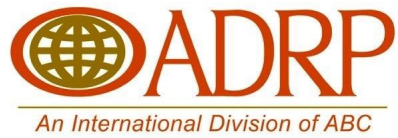
Then paste it into the content area of the page you want the video to show up and WordPress will automatically fetch the embed code information to make the video show up on your site. Once you paste the video's URL into the WordPress page content area the video will show up like this:





Once published your webpage will look like:

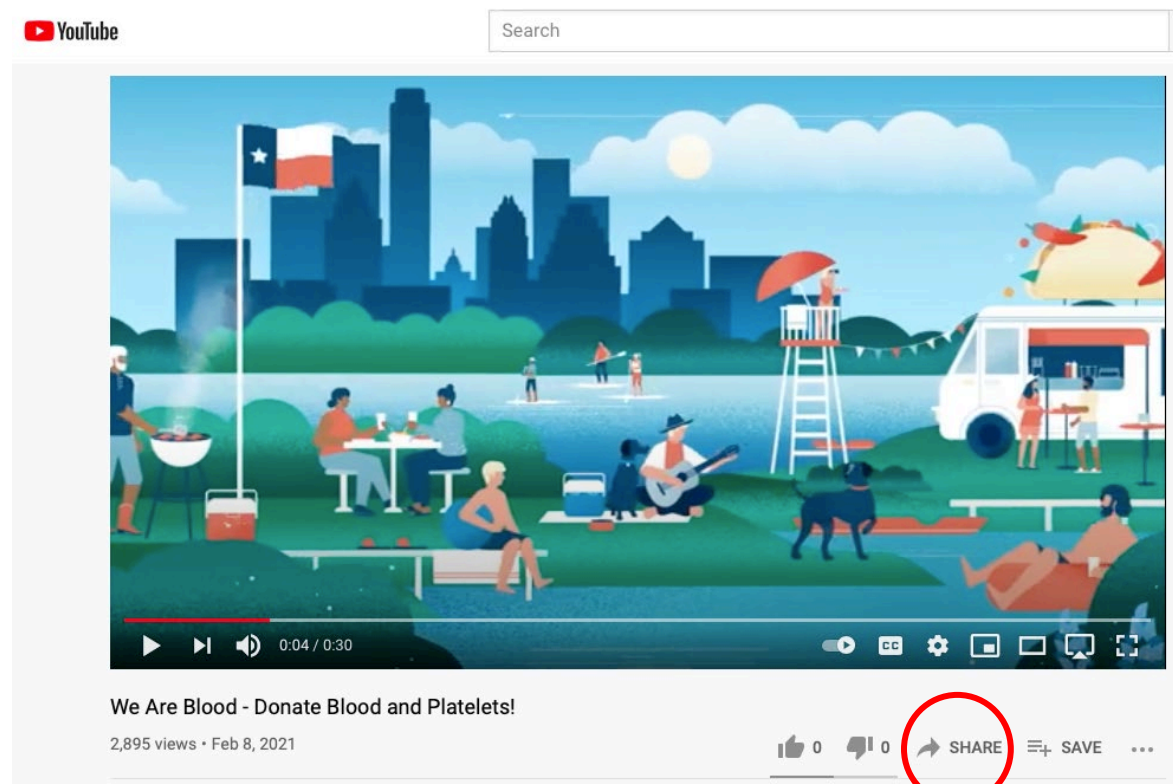




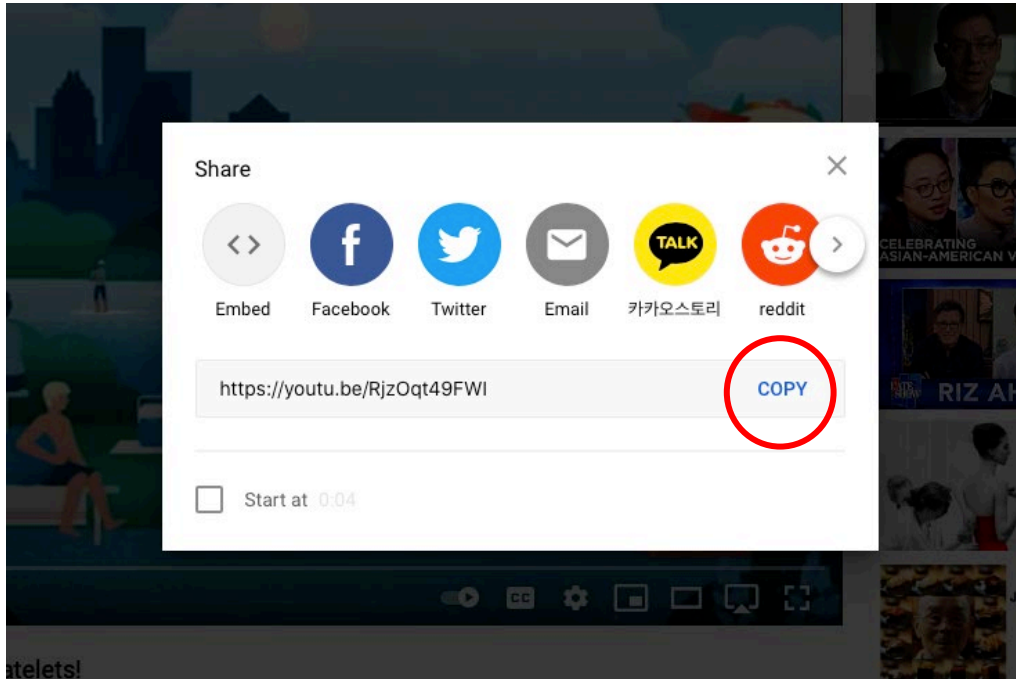
## How to upload/share on your social media channels

### Facebook

To share a YouTube video on your Facebook page you need the video's URL. You can click on the video you want to share on Facebook. Then click on the "Share" button shown below:



Then you can either click on the Facebook button (this may take you to your personal Facebook page) or click the "COPY" button to copy the URL.



Now all you need to do is paste it into your Facebook comment and the video will show up below your comment.

### Twitter

Sharing video content via twitter is very similar. Copy the video's URL and paste into Twitter. Just remember that the video's URL counts against your character limit.

### Instagram

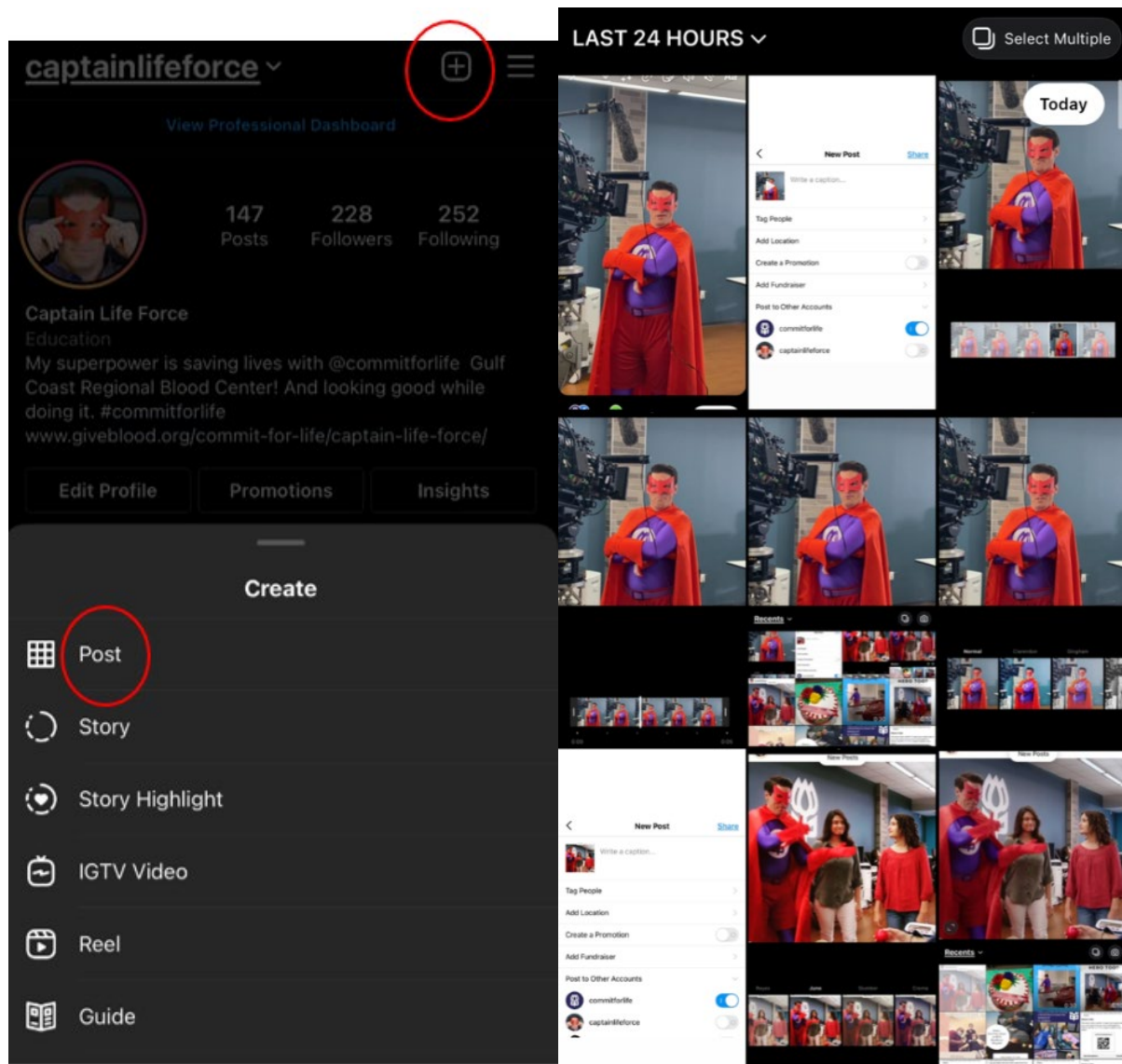
This is where we get into a bit of an issue. Instagram has now created Instagram stories. This is the best place to upload video content. Uploading video to your normal Instagram feed is very tough. They have file size and video length restrictions.

Use the general technical specs to ensure you maximize your videos:

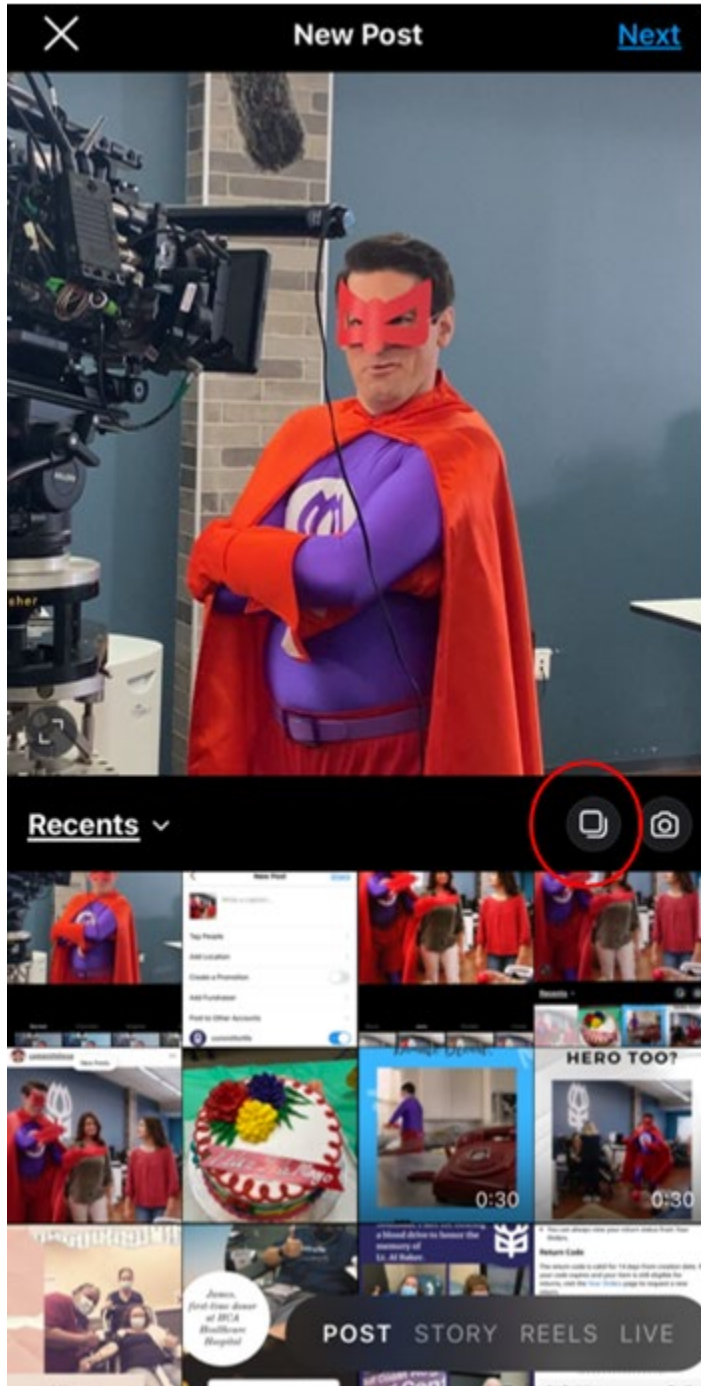
- **Video format:** MP4
- **Length:** 3 seconds to 60 seconds
- **Size:** it is recommend keeping the videos under 50MB
- **Orientation:** square, portrait, and landscape
- **Aspect ratio:** a minimum of 1.91:1 and a maximum of 4:5

## In-feed Video Post

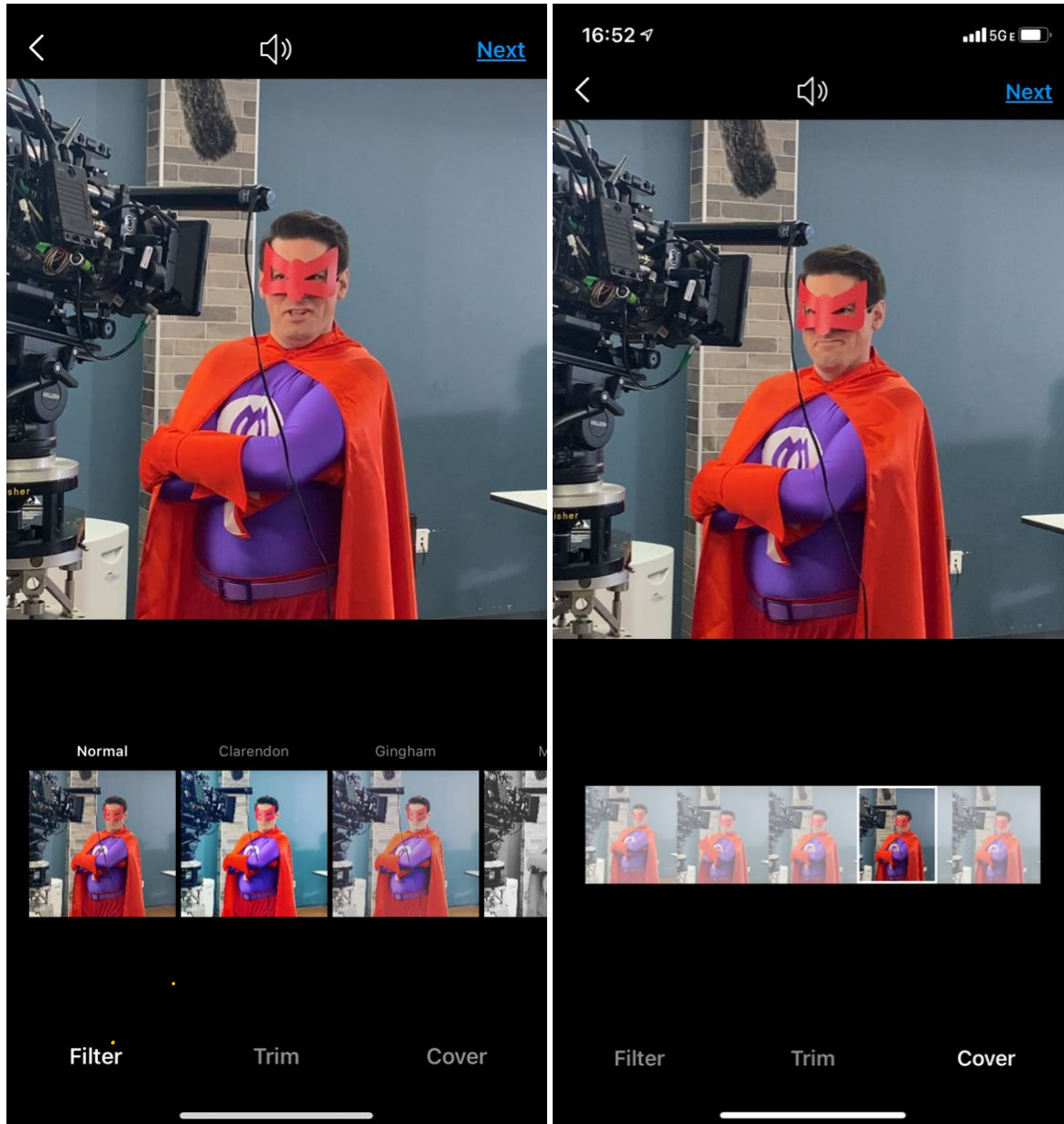
The most popular approach is to **upload a pre-recorded video** from your camera roll. To do this, tap the "+" button at the bottom of the Instagram app and then select the Library option. Scroll through your camera roll to find the right video.

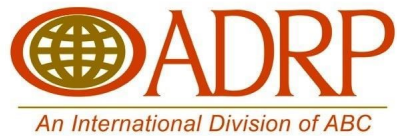


Or you can create a carousel post featuring multiple videos by tapping the “album” icon on the right side of the screen.

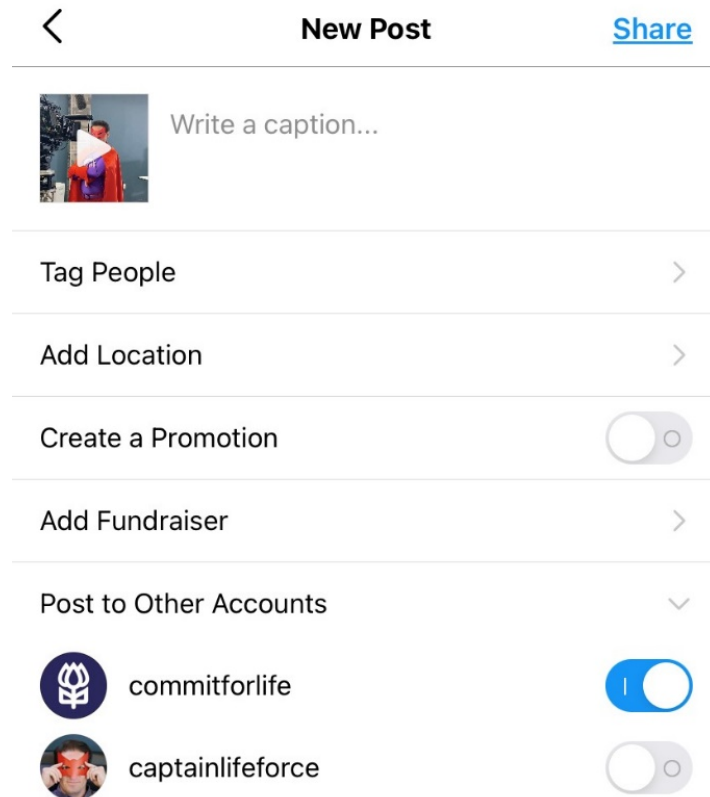


Tap **Next**, add filters, trim the video and select your cover photo. Instagram videos can be 60 seconds in length, but it is recommended to keep it shorter because it is challenging to keep your audience engaged over a long period.





To make your video more discoverable, ensure you write a description and take advantage of the Location feature and hashtags. Once you're happy, share and publish!



### Instagram Stories Videos

Specs for Instagram Live video.

- **Video format:** MP4
- **Length:** a few seconds to 60 minutes
- **Orientation:** vertical
- **Aspect ratio:** since Instagram Live videos are shot vertically, the aspect ratio should be 9:16

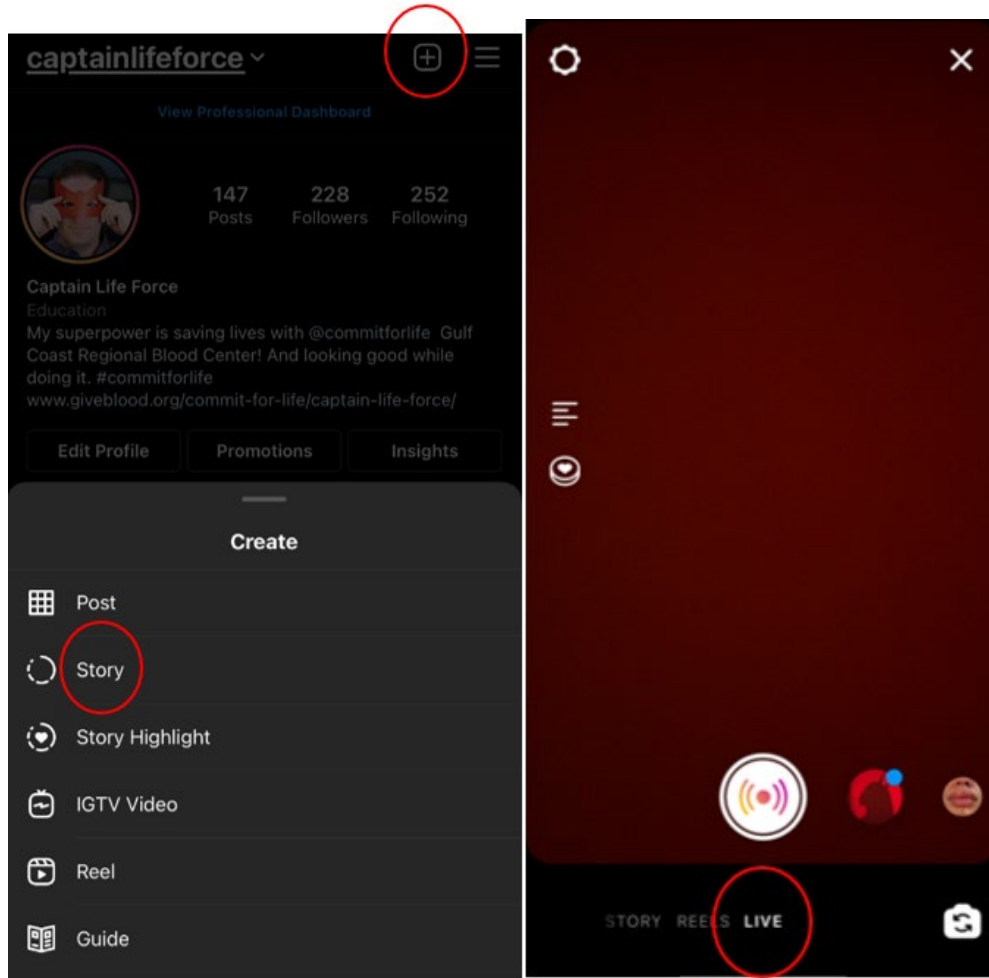
There's just one way to record and publish an Instagram Live video on Instagram. Open the Instagram Stories camera and swipe across to the "Live" mode. You will be able to see how many of your followers are currently active in the Instagram app, which is a good indicator of how many people will receive an in-app notification if you go live straight away.



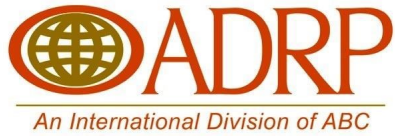
Next, tap the “Live” icon to start your broadcast, making sure you have a strong and stable internet connection.

To start a live broadcast from the Instagram app:

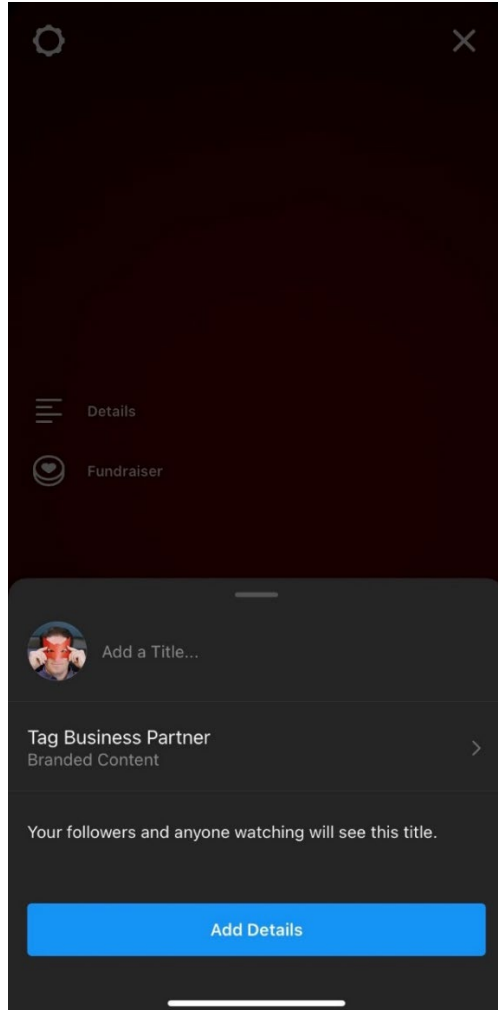
1. Tap “+” at the top or swipe right anywhere in Feed, then scroll to Live at the bottom.







2. To add a title, tap **Title** on the left and enter a title, then tap **Add Title**.



3. Tap “record” button. The number of viewers appears at the top of the screen and comments appear at the bottom.
4. You can add a comment by tapping **Comment** at the bottom of the screen.
5. Tap a comment and tap **Pin Comment** to pin it so that viewers can see it more easily. When you're done, tap **End** in the top right then tap to confirm. From there, you can tap “↓” in the top left to save it to your camera roll or share it to IGTV.

When you save your live broadcast to your IGTV or download the broadcast from Live Archive, only the broadcast is saved, and not things like comments, likes and viewers. It may take a minute for your live broadcast to save to your phone, especially for longer videos.



## How to Run Videos as an Ad on YouTube or Facebook?

### Create a Video Ad on Facebook

You can create video ads in Ads Manager that run on Facebook, Instagram, Messenger and Audience Network.

Before you begin

You can use [video ads with multiple objectives](#). To reach people most likely to watch your video, we recommend the Video Views objective.

Use a [supported file format](#) and make sure your video meets the [minimum specifications needed](#) to deliver your ad successfully.

You can create a video ad in Ads Manager using the steps below. You can also [boost a post](#) that includes a video from a Facebook Page.

### To create a video ad in Ads Manager

Go to [Ads Manager](#).

Click + Create.

Choose an [objective that supports video](#) and then click Continue.

Choose your audience, placements and optimization and then click Continue.

Notes:

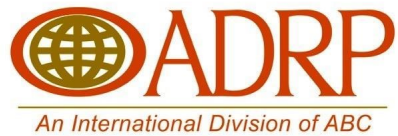
By default, Automatic Placements is selected. This means your ads will show automatically across eligible placements. To edit the placements where your ads may appear, click Manual Placements.

If your objective is Video Views, you have the option to optimize your delivery for either ThruPlay or 3-Second Continuous Video Views. You can also choose which [bid type](#) you'd like.

In the Format section, click Carousel or Single Image or Video. If your objective is Video Views, your only format option is Single Video. To use the carousel format, choose a different objective.

Upload your video in Ads Manager.

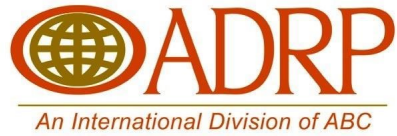
If your format is Single Image or Video: Click Add Media, then click Add Video and select your video from your library. Click Upload to upload a new video. To [create a video using the Video Creation Kit](#), choose Create Video.



If your format is Carousel: Scroll to the Ad Creative section and click Video/Slideshow. Then, click Select Video to upload a video or select a video from your library. To create a new video, select Create Video. Do this for each carousel card you wish to include in your ad.

Click Edit Video to crop or trim the video and customize a thumbnail image. You can also add captions, text overlays and logo overlays. Note that all options may not be available when including a video as part of a carousel.

Add your text, links and tracking. When you're done, click Confirm to publish the video ad.



**Public Awareness Committee Members:**

Susan Forbes, OneBlood  
Theresa Pina, Gulf Coast Regional Blood Center  
Brian Bautista, Versiti  
Kara LeBlanc, Rhode Island Blood Center  
Cliff Numark, Vitalant  
Nick Canedo, We Are Blood  
Amanda Hess, Impact Life  
Kenda Burnham, Community Blood Center of the Ozarks  
Jennifer Charbonneaux, Vitalant  
Jennifer Ficenec, BCA  
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