

# Step-by-Step Instructions for Presenters Posting Videos on Social Media Channels

Please refer to these easy guidelines to post your Staffing World 2018 presenter "selfie" videos on Twitter, Facebook, LinkedIn, and Instagram.

If you experience any difficulties adding your video to the social media channels where you are active, contact Michelle Snyder, ASA director of public relations, for assistance at <u>msnyder@americanstaffing.net</u> or 703-253-2020.

## Twitter

Embedding your video into a tweet takes several steps but is simple to accomplish if you follow these instructions.

Twitter only allows videos that are 45 seconds are less. If your video is longer than 45 seconds, you can edit it for length in Twitter to determine the best starting and stopping points.

1. Click on the "Tweet" button on the far right of your screen. A box will appear to allow you to write your tweet.



2. After composing your tweet (remember to use the #StaffingWorld hashtag), click on the picture icon on the bottom left of the box to upload your video directly from a file on your computer.



3. A "File Upload" box will appear. From here you can choose the video you'd like to upload, then click the "Open" button.



4. The video will then automatically appear in Twitter and begin playing from a random point in the video that Twitter (through an algorithm) recommends it begin and end (totaling 45 seconds). You are not required to start the video where Twitter suggests.



5. You can choose where to start and end the video; there are two different ways to make your edit. The easier option is to click anywhere on the blue area on the video timeline—move the entire blue area to the correct place to start the video, and allow the video to end where Twitter chooses after 45 seconds of play. You can click on the arrow button to play the video to determine the correct starting point. After the video begins to play, a small box will replace the arrow to allow you to pause it.



6. The other option lets you determine exactly where to start and end the video by moving the dark blue start and stop points shown on the video timeline (which appear after you hover the mouse anywhere in the blue area). Click on the arrow button to play the video to determine the most logical starting and stopping points. When moving the dark blue start and stop points, Twitter will show you the new length of the video to help you ensure it is 45 seconds or less.



7. After performing either editing option, click on the "Done" button to embed the video directly in your tweet.



8. As the last step, click on the "Tweet" button to post on your Twitter timeline.



## LinkedIn

You can easily embed videos in your LinkedIn posts. Note that LinkedIn does not have a time limit for videos, but you should keep your videos short due to limited viewer attention span.

1. After composing your post (remember to use the #StaffingWorld hashtag), click on the "Video" button on the bottom right of the box to upload your video directly from a file on your computer.



2. A "File Upload" box will appear. From here you can choose the video you'd like to upload, then click the "Open" button.

3. The entire video will then be automatically embedded in your post.



4. After composing and proofing your post, click on the "Post" button to upload it to your LinkedIn timeline. Note that the video should upload pretty rapidly if it is short.



## Facebook

You can easily embed videos in your LinkedIn posts. Note that Facebook does not have a time limit for videos, but you should keep your videos short due to limited viewer attention span.

1. Click on the "Photo/Video" button under the post box.



2. A "File Upload" box will appear. From here you can choose the video you'd like to upload, then click the "Open" button



- 3. A new page will appear with your embedded video where you will be asked to do several things:
  - a. Add a title for your video where indicated at the top of the page.
  - b. Add your post language in the "Describe Your Video" box.
  - c. Add tags (if you desire) to help with searchability of your video. One tag to definitely use is "Staffing World," but you can add as many tags as you'd like.
  - d. On the left-hand side of the screen there are other options to consider, like which thumbnail image from the video will appear, subtitles, captions for the hearing impaired, and more. You should explore these different functions to see if any appeal to you, but none are mandatory.
  - e. After reviewing everything to ensure all is correct, click on the "Publish" button to add the video to your Facebook timeline. Note that processing videos on Facebook—even short ones—can take several minutes.

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#### Instagram

If you have an Instagram account, but haven't posted a video on that channel yet and need some assistance, contact Michelle Snyder. She can walk you through the process, including how to use a free website (*tube2gram.com*) that allows you to edit and format videos specifically for Instagram.