

Practical Tips for Sharing Videos

Purpose	Practical Tips for Sharing Video serves as a reference for researchers who want to upload videos about their research to the web.
Format	These guidelines address three overarching areas—Platform Options, Posting, and Promotion—each providing a variety of tips to consider.
Audience	This document was developed for researchers who want to share videos about their research. The general public also can use this resource as a reference to help them decide the best way to share and promote videos.
Resources	A glossary of terms is included at the end of the document.

About the Model Systems Knowledge Translation Center

The Model Systems Knowledge Translation Center (MSKTC) is a national center operated by the [American Institutes for Research](#)® (AIR®) that translates health information into easy-to-understand language and formats for patients with spinal cord injury, traumatic brain injury, and burn injury and their families and caregivers. The center reviews and synthesizes current research, publishes articles and technical reports, develops knowledge translation tools, and creates patient and family resources to inform clinical practice. The center website, [MSKTC.org](#), houses all of this information for public access.

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Practical Tips for Sharing Videos

Video is an effective way to communicate research findings, providing succinct content that is digestible and easy for viewers to remember. Producing great videos is not enough, however; you need to share them so that end users can benefit. Uploading videos to the web is the most effective way to share them. Streaming your videos vastly expands your reach to a variety of stakeholders. The tips below will help you select the right platforms for hosting and promoting your videos to increase the impact of your work.

Platform Options

Once you have created a video or have a video that you would like to share, it is time to think about which platform you will use to host your video. Although many options are available, the two largest and most well-known commercial platforms are YouTube (<https://www.youtube.com>) and Vimeo (<https://vimeo.com>).

YouTube is a video-hosting commercial platform owned by Google. It is, arguably, the most used video-hosting platform in the world. YouTube is free to access both as a viewer of video content as well as a poster of videos. YouTube’s revenue generation is derived for the most part through advertising and less so by paid accounts for individuals and businesses.

Vimeo is a commercial video-hosting platform owned by InterActiveCorp. It is used primarily by businesses who wish to professionally host videos that can be free to the public or are for sale. Many use Vimeo to host videos for clients as well. Vimeo offers free access for viewers of video content, except for pay-per-view videos. Vimeo’s revenue generation does not rely on advertising and thus is derived entirely through paid accounts.

Feature	YouTube	Vimeo
Pricing	<ul style="list-style-type: none"> Free with advertising that plays before your video begins playing YouTube Premium without advertising and access to other features (\$144/year) (as of December 2020) 	<ul style="list-style-type: none"> Free with upload limitations and video length Paid Vimeo accounts start at \$84/year for a Plus account (as of December 2020)
Upload Limitations	<ul style="list-style-type: none"> Unlimited video file upload up to 128 gb in size 	<ul style="list-style-type: none"> Free account: 500 mb worth of uploads per week, 25 gb total per year Plus account: 5 gb of uploads per week, 250 gb of storage every year
Audience Reach	Over 1 billion users	Over 170 million users

Feature	YouTube	Vimeo
Privacy Options for Videos	<ul style="list-style-type: none"> • Public • Unlisted (will not show in searches) • Private <ul style="list-style-type: none"> – Self – Designated users 	<ul style="list-style-type: none"> • Public • Unlisted (will not show in searches) • Private <ul style="list-style-type: none"> – Self – Designated users – Password protected – Private link
Other Features	<ul style="list-style-type: none"> • Video editing • Advertising revenue sharing • Closed captions (free but should be checked for accuracy and edited) • Multiple language support • Clickable overlays 	<ul style="list-style-type: none"> • Video editing • Pay-per-view options • Video purchase options • Closed captions (must use a third party to create captions based on your video) • Multiple language support • Clickable overlays • Reviewer tool

Posting

Once you have edited your video, you will want to make sure your video is optimized for posting to a hosting platform. Here are some best practices tips to consider:

- When exporting or generating your video using your video editing software (e.g., Adobe Premiere, Apple Final Cut Pro, Apple iMovie, TechSmith Camtasia), you might keep in mind the optimum resolution for your video based on the video-hosting platform you will use and how your audience for the video typically will view it (e.g., on a computer, mobile device, television).
 - Typical resolutions (from highest to lowest) for YouTube:
 - » 1920 x 1080 (1080p)—Maximum High Definition
 - » 1280 x 720 (720p)—Minimum High Definition
 - » 854 x 480 (480p)—Standard Definition
 - » 640 x 360 (360p)—Minimum Definition for Website Viewing
 - Typical resolutions (from highest to lowest) for Vimeo:
 - » 3840 x 2160 (4K)—Ultra High Definition

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- » 2560 x 1440 (2K)—Maximum High Definition
 - » 1920 x 1080 (1080p)—High Definition
 - » 1280 x 720 (720p)—Minimum High Definition
 - » 854 x 480 (480p)—Standard Definition
 - » 640 x 360 (360p)—Minimum Definition for Website Viewing
 - » Note: Vimeo also supports a variety of aspect ratios for video including widescreen (16:9), standard television (4:3), and others.
- Create a video that is optimized for mobile devices so that visuals can be read easily on small screens. This means paying attention to text, graphics, and colors.
 - Create closed captions for your video. Closed captions are useful for persons with hearing loss so they know what is being said in the video. You also may consider recording a version of your video with descriptive captions that explain what is happening on the screen for persons with vision loss.
 - If applicable, create subtitles (captions in languages other than the spoken language used in the video) or create multiple versions of the video in other languages.
 - Consider creating overlays for your video during the editing process. Overlays enable you to create clickable areas over your video, which can pop up additional information, definitions, or even links to other websites. This adds a level of interactivity not normally found in a typical video.
 - Consider producing your video at a reasonable length (10 min or less). This will increase the number of viewers and will help ensure that viewers watch the whole video to the end.
 - Be aware that it can take a long time to upload a video, depending on the length of the video and the bandwidth you have. Be sure to factor this into your posting process and schedule.

Promotion

When uploading a video to a hosting platform, you might consider these best practices for attracting viewers:

- Provide a full video description, usually a couple of sentences or a short paragraph, in the description field for your video. Providing a context for your video will help viewers understand your video more fully. Also include the names of the presenter(s), and the name of your organization, if applicable.

- Use appropriate keywords/tags, including acronyms, to describe your video, making sure to pull words from your video description. This will help people find your video when they search on those keywords/tags. Rank your keywords starting with the most important and essential keywords related to the content of your video and list your tags in this order. This is how search engines catalog your video for searches on keywords.
- Provide a link in your video description so viewers know where to go to get more information or to learn more about your organization, if applicable.
- Create an appropriate title for your video that is descriptive but not too long, as video-hosting platforms limit the length of a title. Also, be sure to use keywords that you created for your video in the title.
- Consider using the embedding feature of the video-hosting platform you are using. This will enable you and other viewers to integrate your video into webpages and various social media platforms (e.g., Facebook, Twitter) without forcing them to view the video directly on the platform website.
- If you have a paid account with the video-hosting platform of your choice, be sure to use the analytics and tracking tools that are available to you so you know not only how many times your video is being viewed, but whether viewers watch through to the end, which website they may have come from, and so forth. This can inform your decisions as you develop and post future videos.

Additional Resources

Glossary of Terms (Note: Terms are defined in the context of videos.)

Analytics—The collection, reporting, and analysis of video viewing data.

Closed Captions—Optional subtitles for videos that match what is being said in the video. Typically used for viewers who have hearing loss.

Descriptive Captions—Alternative audio track for a video that matches what is being said and describes what is happening on the screen. Typically used for viewers who have vision loss.

Embed—A method of displaying a video on a webpage or social media posting while the video is hosted elsewhere on a video-hosting platform.

Foreign Language Subtitles—Optional subtitles for videos that match what is being said but in a different language. Typically used for viewers who do not speak the primary language of the video.

High Definition—Any video that is recorded or produced to have more than 480 vertical scan lines, which produces a higher quality video picture. Also referred to as HDTC Video or HD Video.

Keywords/Tags—Single-word descriptors that accurately reflect the content of a video. Keywords/tags are used in helping viewers find videos they are interested in more accurately and in search optimization for web search engines (e.g., Google).

Overlays—Clickable regions over a video that can provide additional information, context, links to websites, and graphics related to what is on the screen at that moment while a video is being viewed.

Resolution—A measurement of the vertical and horizontal pixel of a video. Larger resolution numbers (e.g., 1280 x 720) will result in a visually more detailed and higher quality video than would lower resolutions.

Standard Definition—Any video that is recorded or produced to have less than 480 vertical scan lines that produce a standard television image that is typically broadcast over the airwaves (as opposed to cable television for example). Also referred to as SDTV.

Streaming Video—A method of transmitting video-based content to a digital device (e.g., computer, smartphone, tablet, television) whereby the viewer does not have to download the video to their device to view it.

Video-Hosting Platform—A webserver (e.g., YouTube, Vimeo) designed specifically to host and stream video-based content to viewers. Platforms usually also include the ability for others to upload video content and/or search for video content.