

## **Resources:** Develop your Online Video Strategy – Workshop

### **Editing Apps**

#### Video editing

- Adobe Premiere Rush [Video editing app | Mobile video editing | Adobe Premiere Rush](#)
- Inshot [InShot](#)
- iMovie <https://www.apple.com/uk/imovie/>
- VN Maker <https://www.vlognow.me/>
- Final Cut Pro <https://apps.apple.com/us/app/final-cut-pro/id424389933?mt=12>
- Da Vinci Resolve <https://www.blackmagicdesign.com/products/davinciresolve/>
- Headliner [Headliner - Promote your podcast, radio show or blog with video](#)
- Opens Shot <https://www.openshot.org/>

#### Audio Editing

- Audacity <https://www.audacityteam.org/>
- Adobe Audition <https://www.adobe.com/products/audition.html>
- Ocenaudio <https://www.ocenaudio.com/>
- Audio Tool <https://www.audiotool.com/>

### **Finding the right platform**

Think about who you want to reach - your demographic. Think of who will buy your product, their age/gender/location - and work from there. Once you know your target audience it will be easier to define which platform to begin with. Here are some insights on who is using each platform (although it must be noted that there are anomalies who use every platform!).

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://www.capitalfm.com/features/tiktok-why-does-fyp-for-your-page-mean-do/>

### **Measuring engagement on videos:**

<https://blog.hubspot.com/website/engagement-metrics>

<https://vimeo.com/blog/post/key-video-metrics-to-analyze-video-performance/>

Youtube content manager <https://www.tubebuddy.com/>

<https://vimeo.com/blog/post/key-video-metrics-to-analyze-video-performance/> -Key video metrics: how to analyse video performance on YouTube, Vimeo, and more.

### **Social Guides**

<https://glass.agency/social-guides> This is a link to the resources section. Here you will find some downloadable PDFs to help you manage your social media.

<https://glass.agency/blog> - blogs covering different platforms and how to guides.

<https://later.com/blog/instagram-video/> -Instagram Video in 2022: The Ultimate Guide

<https://www.lifewire.com/what-is-facebook-watch-4175805> -Facebook Watch: What It Is and How to Use It

<https://blog.hootsuite.com/snapchat-for-business-guide/> -Snapchat for Business: The Ultimate Marketing Guide

<https://postcron.com/en/blog/videos-on-twitter-why-use-them-and-13-types-of-videos-you-must-publish/> -13 types of videos you should post to make the most of Twitter!

<https://later.com/blog/pinterest-video/> -How to Use Pinterest Video to Promote Your Brand

<https://www.wyzowl.com/youtube-video-marketing/> -How to Effectively Use YouTube for Video Marketing

<https://backlinko.com/youtube-marketing> -The Beginner's Guide to YouTube Marketing

<https://blog.hootsuite.com/linkedin-video/> -Everything You Need to Know About LinkedIn Video

<https://www.kapwing.com/resources/the-best-tiktok-video-size-guide-for-2022/#:~:text=TikTok%20Video%20Length&text=The%2015%20second%20limit%20increased,be%20between%205%2D60%20seconds.> -TikTok Video Size Guide for 2022

<https://boosted.lightricks.com/how-to-get-your-small-business-featured-on-tiktoks-for-you-page-2/> -How to Get Your Small Business Featured on TikTok's For You Page

### **Stock asset sites**

Video and photos

<https://pixabay.com/>

<https://www.pexels.com/>

<https://www.videvo.net/>

<https://www.videezy.com/>

<https://coverr.co/>

Audio and sound effects

<https://www.purple-planet.com/>

<https://www.bensound.com/>

<https://freesound.org/>

<https://www.freesoundslibrary.com/>