How do I create a video to post in the FAQ?

Tell Me

1. **Capture Video**
   a. Use a screen capturing tool, like SnagIT or Camtasia, to record your screen while stepping through the process you need to show.
      i. **Script**
         1. It is helpful to print a script to ensure your opening and closing statements are uniform. You'll also be able to ensure you don't skip a step in the process.
         2. You can begin by using the steps for the related FAQ.
         3. Once the video is completed, this script can be updated and used to caption the video for accessibility.
      ii. **Microphone**
         1. Using a dedicated microphone helps provide improved sound quality.
         2. ITS has a Snowball microphone that can be borrowed for FAQ video recording purposes.
      iii. **Atmosphere**
         1. Recording in a quiet space helps reduce background noise for videos. If you don't have an office, you can try recording in a conference room.

2. **Edit Video**
   a. Take the video recording and open it in a video editing tool, like Camtasia.
   b. Ensure that:
      i. There is limited background noise. Many tools provide editing options that can be applied to the video to reduce background noise.
      ii. Appropriate items are highlighted or circled. You can use objects to help draw attention to important items on the screen.
      iii. The video zooms in/out as needed. Zooming can help focus attention on the item you're speaking about in the video.
      iv. Audio is brief and aligns with the video. You should be walking viewers through the steps required for the process being shown. However, you don't want to be too wordy and overload the video with more information than is needed. Try to keep things clear and concise.
      v. Any mistakes or otherwise unimportant items in the video are cut to reduce video duration. For example, taking 5 seconds to load a webpage is not relevant or necessary for the viewer to watch. That period of the video can be reduced.

   c. Once the video editing is complete, you can add a standard opening/closing screen if desired. Be sure to apply an entrance/exit effect to provide a smooth transition between the video and screen.
   d. Export completed video to mp4 format.
   e. Submit the video file, transcript, and desired video title to the IT Service Desk for posting on the University YouTube. Video files can be large so storing in Google Drive is helpful.
      i. All videos must have a transcript for closed captioning.
      ii. Video title and description must be provided.
   f. Once the video is in YouTube, the long URL link can be used in the FAQ.

3. **Publish Video**

   a. Go to spaces.uncc.edu.
   b. In the top right corner, click the Log in button.
   c. Enter your NinerNET credentials.
   d. Locate the FAQ where you wish to link the video and click Edit.
   e. Add a Show Me section directly above the Tell Me; this should be Heading 2.
   f. Go to the line directly under the Show Me title (simply hit the Enter key after typing Show Me) and click the + Insert button along the toolbar.
   g. Select Other macros from the menu.
   h. Select the Widget Connector.
   i. Past the video URL in the field Web Site's Widget URL*.

   j. Click Insert.
   k. Click Save.
   l. Click on the person in the top right and select Log Out.

---

**Access**

In order to publish the video to an FAQ, you must be a content manager.

**Info**

Videos are recommended to be 60 seconds or less, when possible.

---

**Info**

The video should use the long link from YouTube; short links won't display properly in the widget.

---

**Camtasia**

Camtasia is the tool used to create FAQ videos for ITS content. You can find helpful tutorials to get you started at TechSmith's website.
Related FAQs

- What are the general formatting rules for content in the FAQ?
- How do I create a video to post in the FAQ?
- How do I watch a single FAQ/article in the UNC Charlotte FAQ?
- How do I watch an entire FAQ space?
- How do I share or email an FAQ article?