



MODULE 3: Digital Communication, Content Sharing and Responsible Practices. How to share the digital content through digital platforms?

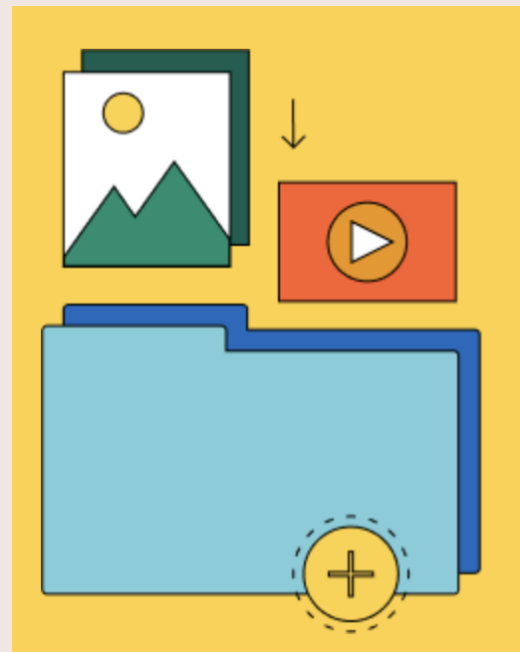
CONTENT 6.2: How to post your own video on Youtube



Sharing farm videos

Videos may help to meet the challenges of disseminating information to farmers. Some uses of video in agriculture include raising awareness, stimulating demand for support, farmer-to-farmer extension, training on agricultural innovations, stimulating creativity, and as a tool for documenting and monitoring and evaluation (M&E).

The different types of video include documentary (describing events), institutional (promoting a project or an organisation), instructional (developed mainly by researchers with limited input from farmers), farmer- learning videos (made with farmers), and participatory videos (made by farmers).



Source: Govisually

Benefits of video marketing

- ✓ **Enhancing Brand Visibility and Awareness:** Video presentations allow farms to bring to light the passion, hard work, and expertise that powers their farm's survival. Video testimonials or daily operations footage not only personalise the brand but also establish an emotional connection with viewers, inviting them to be a part of the farm's long-term journey. They offer a unique way to showcase farm operations and behind-the-scenes glimpses.
- ✓ **Educating Consumers and Building Trust:** Beyond narrative storytelling, videos provide glimpses into core farming operations, product origins, and sustainability efforts. It also helps customers to make informed food decisions.
- ✓ **Boosting Engagement and Conversion Rates:** Video is considered the most engaging type of content by consumers.



Source: YouTube

Benefits of video marketing

- ✓ **Demonstrating products and techniques:** Videos offer a visual medium to showcase your agricultural goods, their characteristics, advantages, and uses. They can describe how your products overcome typical farming problems, boost production...

They can be from product comparisons to reviews, explainers, testimonials...



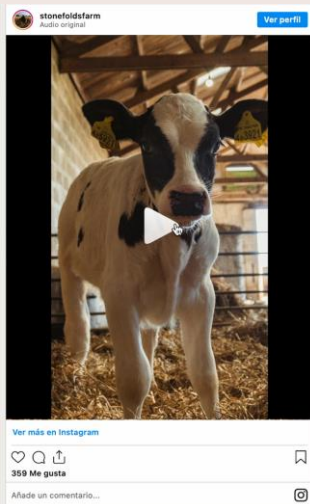
Explainers: product



Testimonials

Source:
Ivorymedia

GOOD EXAMPLES OF FARM VIDEOS



This is a video that would appeal to any audience: simplicity of illustrating an everyday task like calf chores by breaking it down into five clips. No need for any audio editing or voiceover—it's self-explanatory. Animals (especially baby ones) are always winning content



This farmer is using Youtube as a direct line to his customers. He makes a weekly video to coincide with his CSA share delivery, and uses it as an opportunity to share announcements and changes, as well as pre-empting anticipated FAQs. In this video, showing the vegetables alongside footage of where and how they grow in the field makes it even more interesting to the audience.



Blaine from Seven Sons Farms uses video as a way to educate the general public about their farm values, philosophy, and practices. Even though each video is focused on a smaller detail of their operation—in this case, the pigs' pasture—they all fit in the bigger theme of promoting sustainable pasture-based agriculture. This video is a true farm tour video because it shows a location. The motion of the camera is natural and smooth, and really helps give the audience a first-person perspective of standing in the pig pasture.



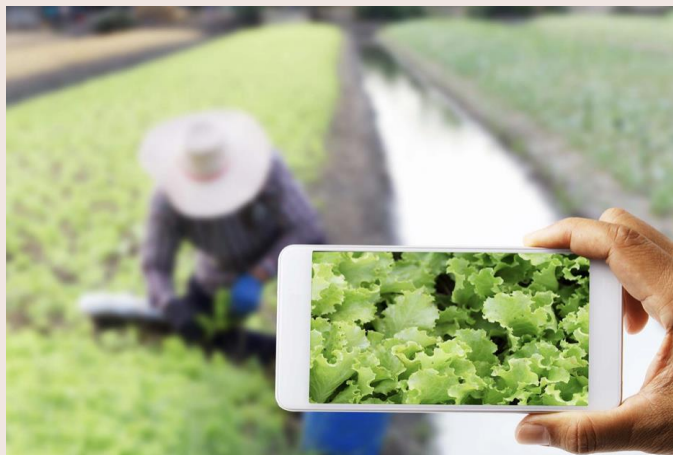
This farmer is using videos to reach other farmers. He's probably not going to reach many ordinary local customers, but this kind of video will certainly help build a following if your goal is education rather than reaching customers. A shot of him talking to the camera works because he provides lots of great info standing in an interesting location without being distracting. The video starts with a list of questions the viewer may be thinking and motivates them to keep watching!

IDEAS OF VIDEO CONTENT

Meet the team /
farm jobs

Kid's view of the
farm

Timelapse



Source: Grapevine local marketing

Walking/Ridin
g tour

Seasons or time of
day

Livestock
practices

Growing
practices

HOW TO PUBLISH YOUR OWN VIDEO ON YOUTUBE




Source:
Freepik

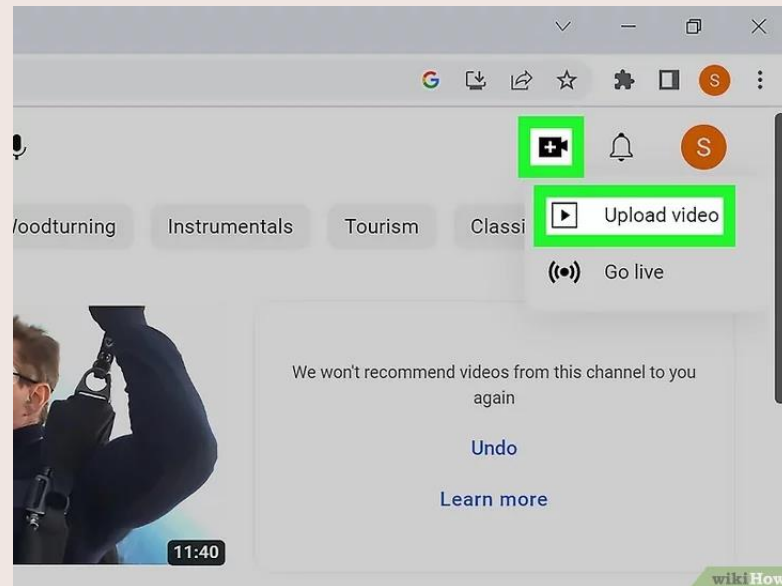
HOW TO PUBLISH YOUR OWN VIDEO IN YOUTUBE

1

Go to youtube.com and create your channel by logging with your **Google account** *.

2

Click the camera icon with a plus sign  and click **Upload Video**. It's in the upper-right corner next to your profile image. This takes you to the YouTube Studio web page with an "Upload Video" window in the center of the page.



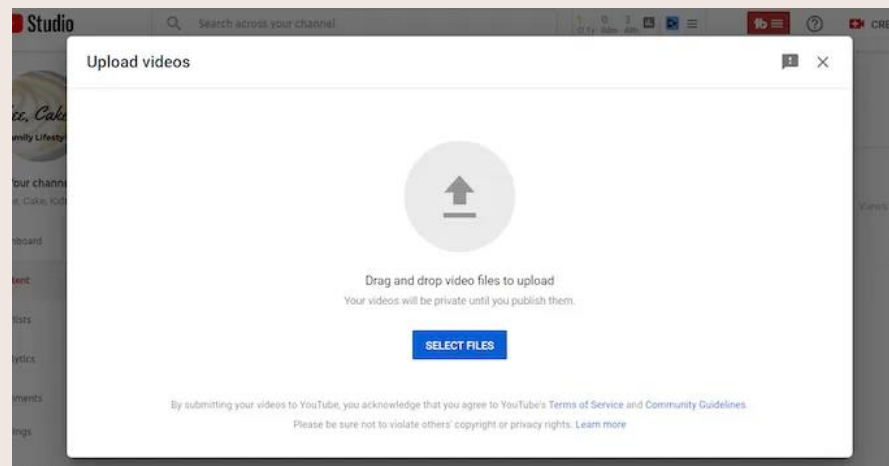
** Please, go to module 3: "how to use emails" for more information about a Google account*

HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

3

Drag your video file to the arrow on the window. Alternatively, you can click the blue **SELECT FILE** button, browse to the file on your computer, and then click **Open**.

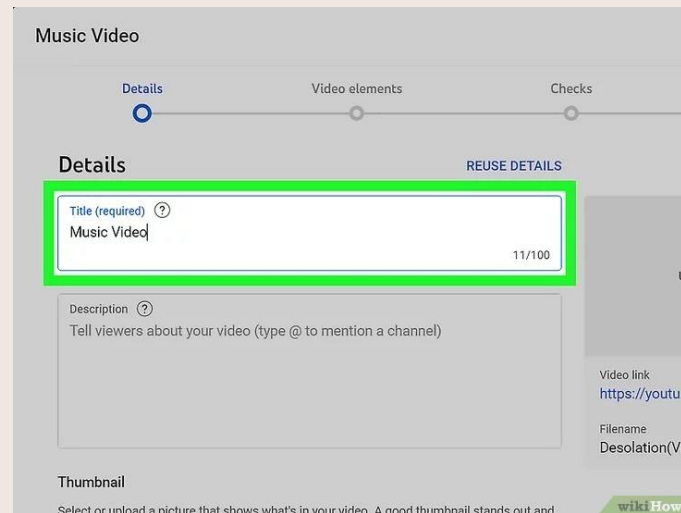
- You can upload videos up to 15 minutes in length by default. If you want to upload longer videos (up to 12 hours), you must [verify your account](#) first.
- If you want to upload a video DVD to YouTube, [save the movie to your computer](#) first.
- If the video is on your phone, [transfer it to your computer](#) wirelessly or with a USB cable.
- YouTube supports uploaded video in the following formats: MOV, MPEG4, MP4, AVI, WMV, MPEGPS, FLV, 3GPP, WebM, DNxHR, ProRes, CineForm, HEVC (h265).



HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

4 Add a video title and description.

- ✓ The title is required (up to 100 characters long).
- ✓ The description is optional but recommended.
- ✓ Use the large box labeled "Description" to add info to describe the video. Info in the description will appear below your video while viewing.
- ✓ Add keywords to this area to make your video appear in relevant searches



Music Video

Details Video elements Checks

Details REUSE DETAILS

Title (required) ?
Music Video 11/100

Description ?
Tell viewers about your video (type @ to mention a channel)

Video link
https://youtu.l

Filename
Desolation(Vi

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and

wikiHow

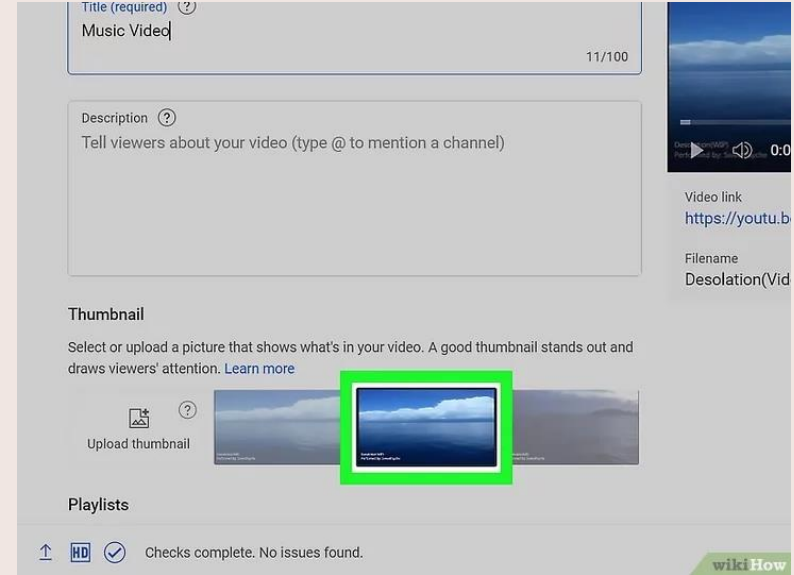
HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

5

Click a thumbnail you want to use.

- The video's thumbnail is the still photo that represents the video on your channel and in search results. You can click:
 - one of the suggested thumbnails
 - **Upload Thumbnail** and select your own image. Click the image you want to use and click **Open**.

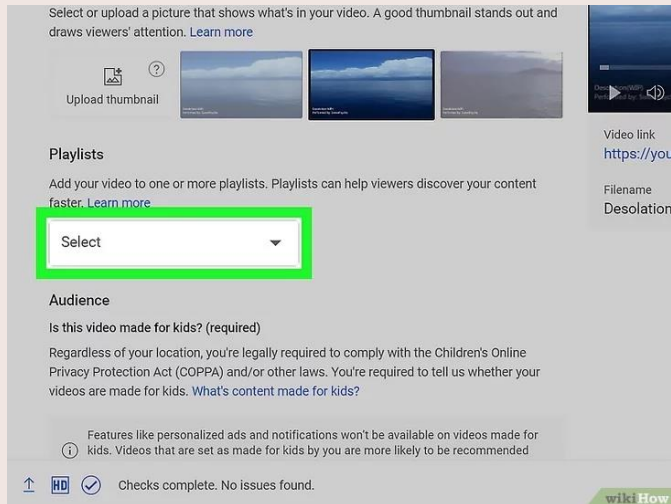
You can change or edit your thumbnail whenever you want.



HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

6 Add the video to a playlist (optional).

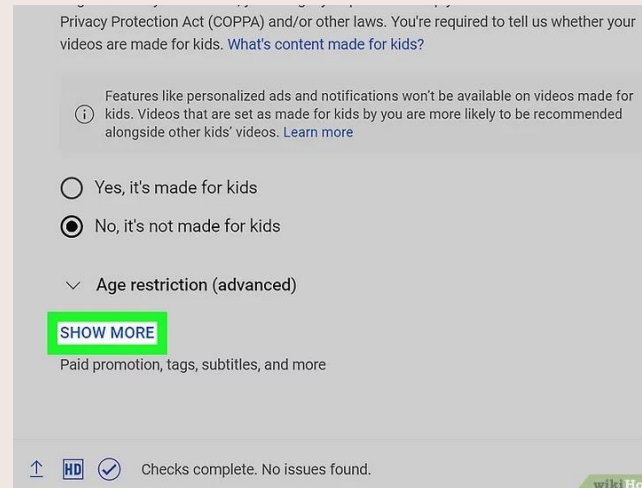
If you want to add your video to a playlist, click the "Playlist" drop-down menu and select a playlist you have created to add your video to. You can select more than one playlist.



Source: Wikihow

7 Select if the video is made for kids or not Kids (under the age of 13)

- ❖ If your video is specifically made for viewers over the age of 18, you can set an age restriction for your video clicking Age Restriction (advanced). Then click the checkbox next to "Yes, restrict my video to viewers over the age of 18."



HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

8

Click "More Options" (optional) and click "Next". "More Options" is the blue text at the bottom of the "Details" window. This displays more options you can add to your video. When you are finished, click **Next** in the lower-right corner. The additional options are as follows :

Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. [Learn more](#)

Yes, it's made for kids

No, it's not made for kids

✓ Age restriction (advanced)

SHOW MORE

Paid promotion, tags, subtitles, and more

↑ HD ✓ Checks complete. No issues found.

wikiHow

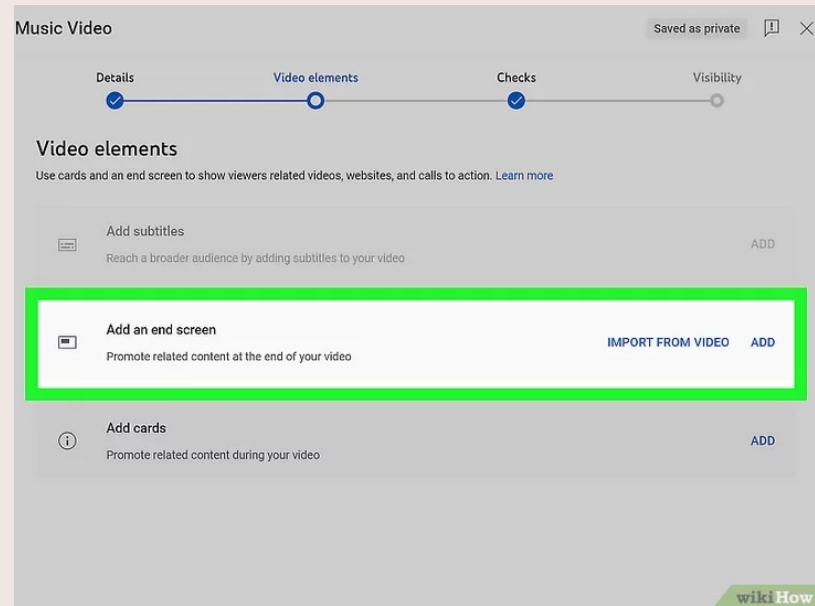
- Paid promotions:
- Tags:
- Language, subtitles, and closed captions
- Recording date and location
- License and distribution
- Category
- Comments and ratings

HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

- 9** • Add an End Screen or cards to your video (optional) and click Next.

An end screen is a screen that appears at the end of the video to promote related material on your channel. Cards allow you to promote your material during the video.

To add an end screen or cards to your video, click **Add** to the right of "Add an End Screen" or "Add Cards" on the video elements page. Follow the instructions to add an end screen.

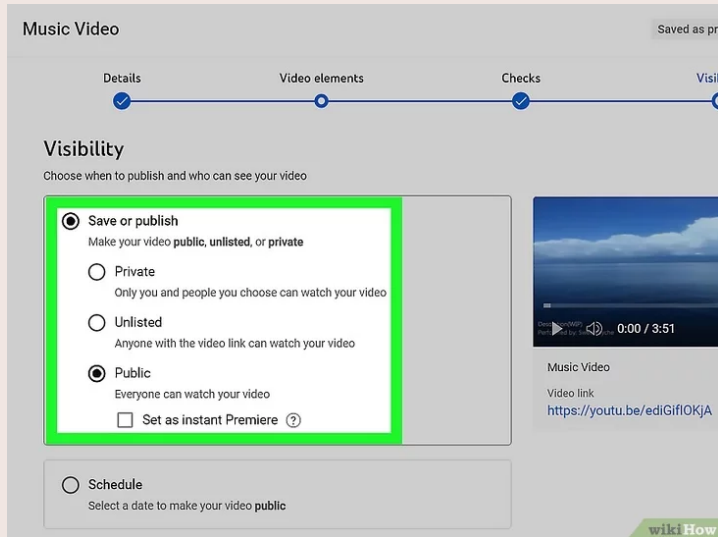


HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

10

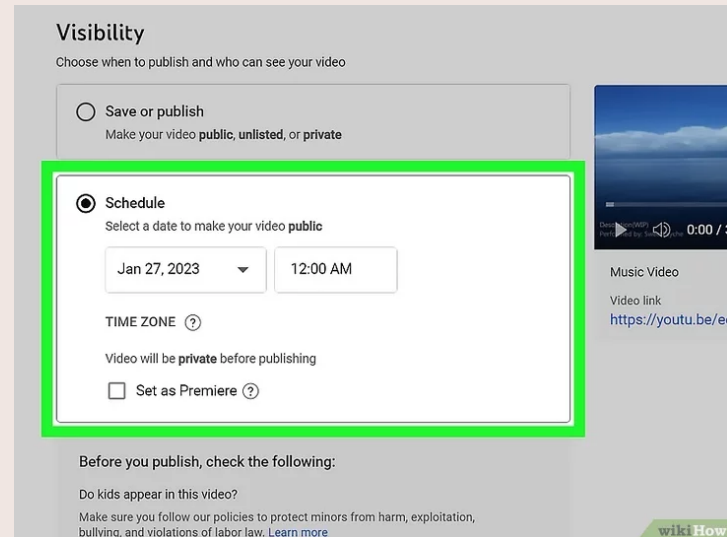
Select a visibility level. :

- Public
- Unlisted
- Private



11

Schedule a date to go public (optional). If you do not want the video to go public right away, you can schedule a time for it to go public. To schedule a time, click the radio button next to "Schedule". Then click the drop-down menu with the date and time and select when you want it to go public.



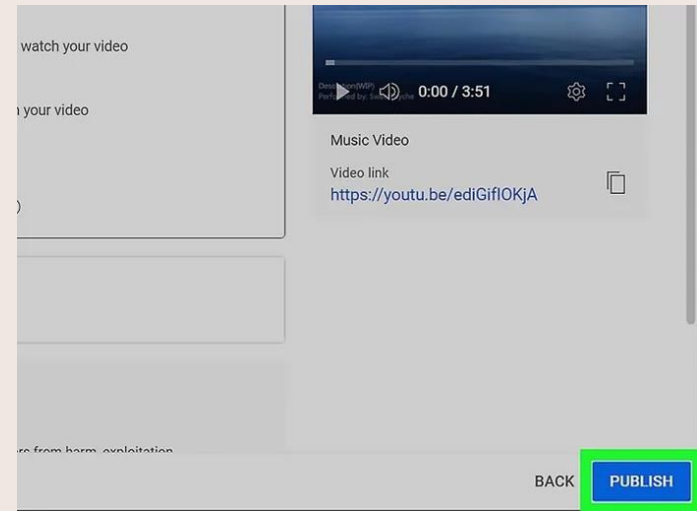
HOW TO UPLOAD YOUR OWN VIDEO IN YOUTUBE

12 • Click the blue **Save** or **Schedule** button in the right corner of the window.

• To edit the title and description at any time, go to <https://studio.youtube.com/> and click **Videos** in the side panel to the left. Hover the mouse cursor over the video on this page, click the three-dot icon **⋮**, and then click **Edit title and description**.

• You can change the visibility level of the video on this page by clicking the current level (e.g., **Private**) and selecting a different option. This is especially useful if you're uploading a video with HD quality so no one sees the lower-resolution version before it's finished processing.

• Once your video has been uploaded, you can embed it on your website or share it online.



VIDEO

How to post your first YouTube video



<https://youtu.be/w25FNPIInXXQ>

VIDEO

Webinar about recording and editing farm videos

10 tips
Free editing tools
iMovie



WEBINAR: DIY FARM VIDEOS

TIP #6

MANAGE SOUND

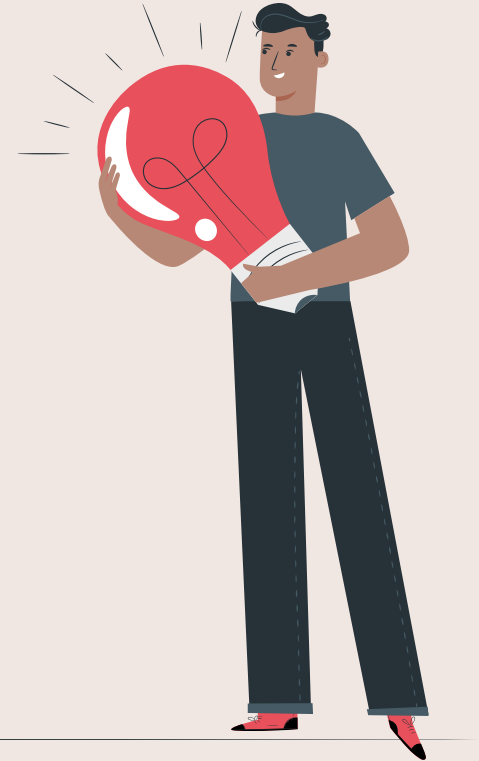


The slide features four images: a green field, a smartphone, a microphone, and chickens.

<https://youtu.be/6sKwO8LLvjA>

Useful links

- [Steps to share videos on youtube](#)
- [YouTube help centre: share YouTube videos.](#)
- [How to send your video using WeTransfer: steps](#)
- [How do I send a transfer? WeTransfer support: youtube video](#)



References

CONTENTS AND IMAGES:

- <https://www.g-fras.org/en/good-practice-notes/6-video-for-agricultural-extension.html?showall=1>
- <https://www.ivorymedia.com.au/video-marketing-agriculture/>
- <https://www.markup.io/blog/how-to-share-videos-with-clients/>
- <https://www.grapevinelocalmarketing.com/resources/ideas-for-farm-videos>
- <https://www.wikihow.com/Share-Videos-on-YouTube>
- Flaticon

