

# How to Create and Upload Video to Social Media & E-mail

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## Content for Consumers

It's always a good idea to plan out what you're going to say before you start filming- You have less than 10 seconds to grab the attention of viewers in a video marketing clip.

The goal of your content is to be helpful and informative for consumers. Your content should promote your brand as a trustworthy, knowledgeable source for all things "homebuying" – including, mortgage tips, credit advice, real estate market information, etc.

### Content that Converts

- Benefits that relieve ultra-specific pain points of consumer
- Exploit the psychology of exclusivity
- Create desire
- State the value clear, concise and compelling
- Experience your offer in a fresh way
- Create urgency
- Use deadline specific language
- Play scarcity card
- Make prospects feel uneasy about waiting
- Calls-to-action simple and potent, creative and forth wright

### Popular topics for consumers

- According to Realtor.com, 52 percent of mortgage borrowers in 2017 will be first-time homebuyers, and 61 percent of those will be under the age of 35.
  - This is exciting news about millennial homebuyers—who have been delaying purchasing — which will provide great opportunities for those originators who can understand and reach this expanding market.
- Top three-mortgage related questions asked in Google are all related to "affordability":
  - How much mortgage can I afford?
  - How much mortgage can I qualify for?
  - What mortgage can I afford?
- Top mortgage-related topics and queries on Google Trends:
  - Mortgage calculator
  - Mortgage rates
  - Mortgage payment
  - Mortgage insurance
- Other popular topics
  - Concerned about credit score
  - Concerned about saving for down payment
  - How student loan debt affects homeownership
- 4 ways Loan Officers Can Use Video to Create Dynamic Relationships: <https://floify.com/blog/4-ways-loan-officers-video-relationships>

1. Loan milestones
2. One-off explanations
3. Educational content
4. Testimonials

2 things are needed to drive clicks to outside websites:

1. A big incentive
2. A well-written call-to-action

## Filming Tips

### Cameras

#### **SHOOT HORIZONTAL – NOT UPRIGHT!**

Simpler really can be better. Stick with what you know and don't blow your budget on a top-of-the-line camera. An entry-level DSLR or mirrorless camera is a great option for professional-looking results, but even a smartphone, GoPro, or a traditional point-and-shoot will produce high-quality video in the right lighting.

If you're comfortable with it (and your camera supports it), shoot video in manual exposure mode. This will let you control the look of your video and ensure that your camera doesn't over or underexpose an important part of the scene (like your face) while correctly exposing a less important area (like the background).

Do you need to shoot in 4K? It's not a must right now — after all, few people are capable of viewing 4K content — but it's a nice future-proof feature. However, 4K lets you downscale to great-looking Full HD, and it's handy for cropping and adding digital motion to your shots.

### Lighting

When it comes to the look of your video, light is probably the most important factor. But this doesn't mean you need to go out and buy an expensive light kit.

For indoor shoots, in general, facing a window will result in a nice, even light that makes you easily visible against the background. You should always avoid putting a window behind you or having one otherwise visible in the frame, as it may make it difficult to get a balanced exposure.

When outdoors, avoid direct sunlight. Find a shady area or shoot on an overcast day for even lighting. This will also put less strain on your eyes and keep you from squinting in the video.

## Audio

Even more important than the camera is the audio. Most cameras have poor, omnidirectional microphones, meaning they listen for sounds coming from any direction. Be sure to keep noise levels under control and to speak as clearly as you can. Record good audio or remove and replace later by recording audio from your computer or microphone.

For simplicity's sake, an on-camera shotgun mic, like the Rode Videomic Go, will make a drastic difference in audio quality (your camera will need to have a mic input, and you should also adjust the volume control in the menu settings). A wired or wireless lavalier mic can produce even better results, as it can be worn on a shirt right up close to your mouth, ensuring the sound of your voice is heard clearly over any background noise. There are also microphones specifically made for smartphones, which plug into the headphone jack or connector.

## Shooting & Location

**SHOOT HORIZONTAL – NOT UPRIGHT!** If you're using your phone to film – hold the phone so that the frame is horizontal to fit a 16:9 aspect ratio. Filming vertically will cause your scene to look too narrow.

You can use the camera itself to shape the set. Depending on the location, it might be possible to cut unwanted objects out of the frame simply by zooming in, changing the angle, or moving the camera slightly in one direction. This may sound like a no-brainer, but a small adjustment to the camera can sometimes create a dramatic difference.

## Keywords

Verbal: Be sure you are speaking as many keywords as possible. Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries."

For example, you should always begin your video with something like this:

"Hi, I'm **Ryan Larussa**, at Senior **Loan Officer** at **GMFS Mortgage** in **Baton Rouge** and I want to talk a little about the **benefits of getting pre-approved** first in the **homebuying** process..."

Copy: Be sure to name your video with keywords you have used in the video. For example, "How to start the homebuying process for beginners". If you have a chance to add a description to your video, this is a great place to add those keywords as well. Add your keywords as "tags" when applicable. For example, YouTube allows you to "tag" an uploaded video with keywords.

## Editing Your Footage

If you want to add (and we recommend you do) GMFS Mortgage openings and closings with disclosures, any titles or graphics to your footage, you will need video editing software. Don't worry, there are plenty out there that are free and may already be on your computer.

- iMovie (downloaded on most Apple computers)
  - mobile app available for iPhones
- Windows Movie Maker

DaVinci Resolve, a professional editing application, has an excellent free version. And if you happen to already have an Adobe Creative Cloud membership, then don't forget that you have access to Premiere Pro. iMovie works when in a pinch and comes with most Apple computers.

Top 10 Free Video Editing Software for Windows: <https://filmora.wondershare.com/video-editor/free-video-editing-software-windows.html>

## Compiling Openings & Closings with Footage

No matter which video editing software you use, the directions should be similar. You will need to import your footage, the opening and the closing into the software. These should all be .mp4 or .mov files. You can also import audio files which tend to be .mp3 or .wav files.

In the timeline section of your video editing software add (or import) the GMFS Opening. Then, add your footage. You can then close the video with the GMFS Ending that includes disclosures.

Example of Openings and Closings:

<https://www.dropbox.com/s/4ix5p9oyv5l4fvl/new%20lo%20openings.mp4?dl=0>

- Standard opening and closing
- Example of LO use
- Use the blue bar area to add additional info

## How to Save & Export Your File

Most editing software will allow you to export the video in a select format (YouTube, Facebook, 4k, etc.). Whatever you choose, the video file should save as a .mp4 or .mov to be compatible with social media.

## How to Upload Video to Facebook

From your Facebook Business Page click Publishing Tools > "Drafts" > +Create > Photo/Video > Upload Photos/Video > Upload Video Box should appear

Video Library is a place to manage all your videos on Facebook. Take the tour to learn more.

Start Tour ×

**Posts**

- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts
- Expired Posts

**Videos**

- Video Library
- Videos You Can Crosspost

**Sounds**

- Sound Collection



**NEW!** Download free tracks and sound effects from the Facebook Sound Collection.

Explore Sounds

**Video Library**

View Insights

+ Live

**+ Upload**

Search...

Actions ▾

Filters ▾

No file chosen

| <input type="checkbox"/> | Video   | Status | Views | Date Added                              |
|--------------------------|---|--------|-------|---|
| <input type="checkbox"/> |  <b>Low Down Payment Options at GMFS Mortgage</b> You may be closer to homeownership...        |        | 216   | Jan 30, 2018 at 7:00pm<br>Becca Squyres |
| <input type="checkbox"/> |  <b>Benefits of Refinancing</b> Leveraging your rising home equity can be a smart financial... |        | 151   | Jan 16, 2018 at 6:07pm<br>Becca Squyres |
| <input type="checkbox"/> |  <b>How does your credit score impact your home loan?</b> Wondering how your credit...         |        | 231   | Jan 3, 2018 at 6:30pm<br>Becca Squyres  |

**Upload Video**



Say something about this video. This description will appear with your video across Facebook.

**Basic**

Captions

Advanced

Crossposting

Title (required)

Write a title

Tags ⓘ

Add tags (ex: comedy, animals, make-up etc.)



100.0%

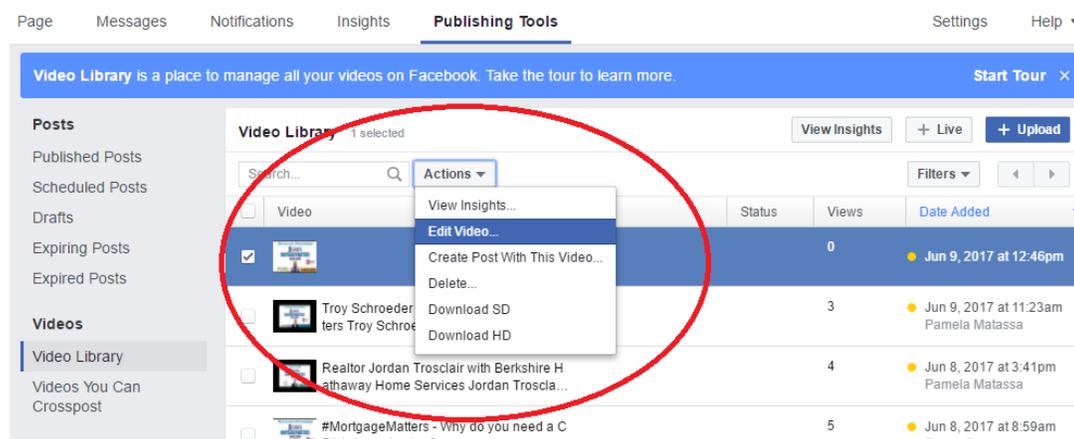
Person icon    Smiley icon    Location pin    Baton Rouge    Plus icon    Lock icon    Comment icon

**Publish** ▾

- Enter copy for your post, a title, and any relevant tags (keywords).
- the blue bar at the bottom will need to reach 100% before you can **save as unpublished, publish, or schedule to post**.
- You cannot **generate Captions** from this box. If you want to generate captions, save your video as unpublished so you can go back and edit. Follow directions below.

## How to Generate Captions

- After you've saved the video as unpublished, return to the Publishing Tools page.
- Click "Videos" and be sure your video has finished processing in order to add captions.
- Click the small Action box next to the video and click "Actions." A drop down menu should appear, click "Edit Video"



- Captions > Generate > Review all generated captions for accuracy. > Save to video

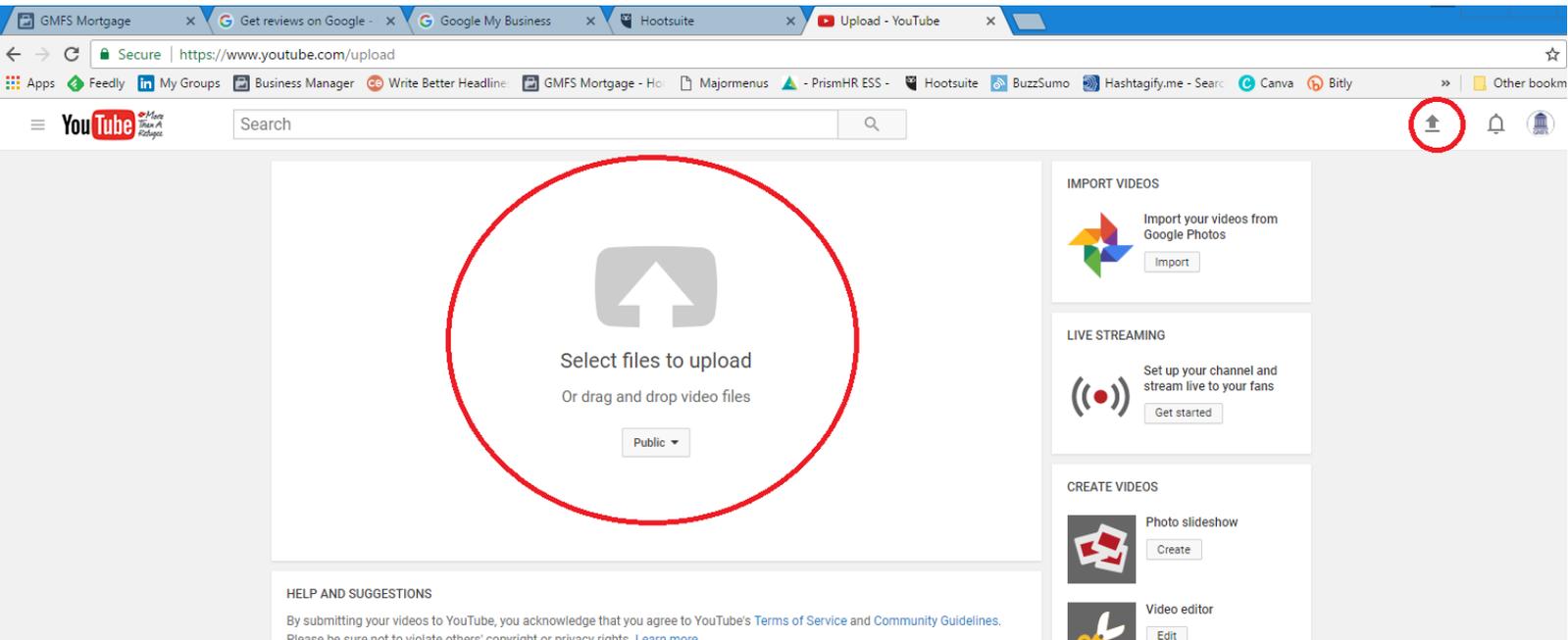
## How to Upload Video to Twitter

1. Click the **Tweet** button.
2. Click **Add media**.
3. Choose a video file stored on your computer and click **Open**. You'll be prompted if the selected video is not in a supported format. Maximum file size is 512MB.
4. In the **Edit** window, you can trim the length of your selected video between 1 second and 2 minutes and 20 seconds. **Maximum video length is 2 minutes and 20 seconds.**
5. Click **Done** when you're finished with your edits.
6. Complete your message and click Tweet to share your **Tweet** and video

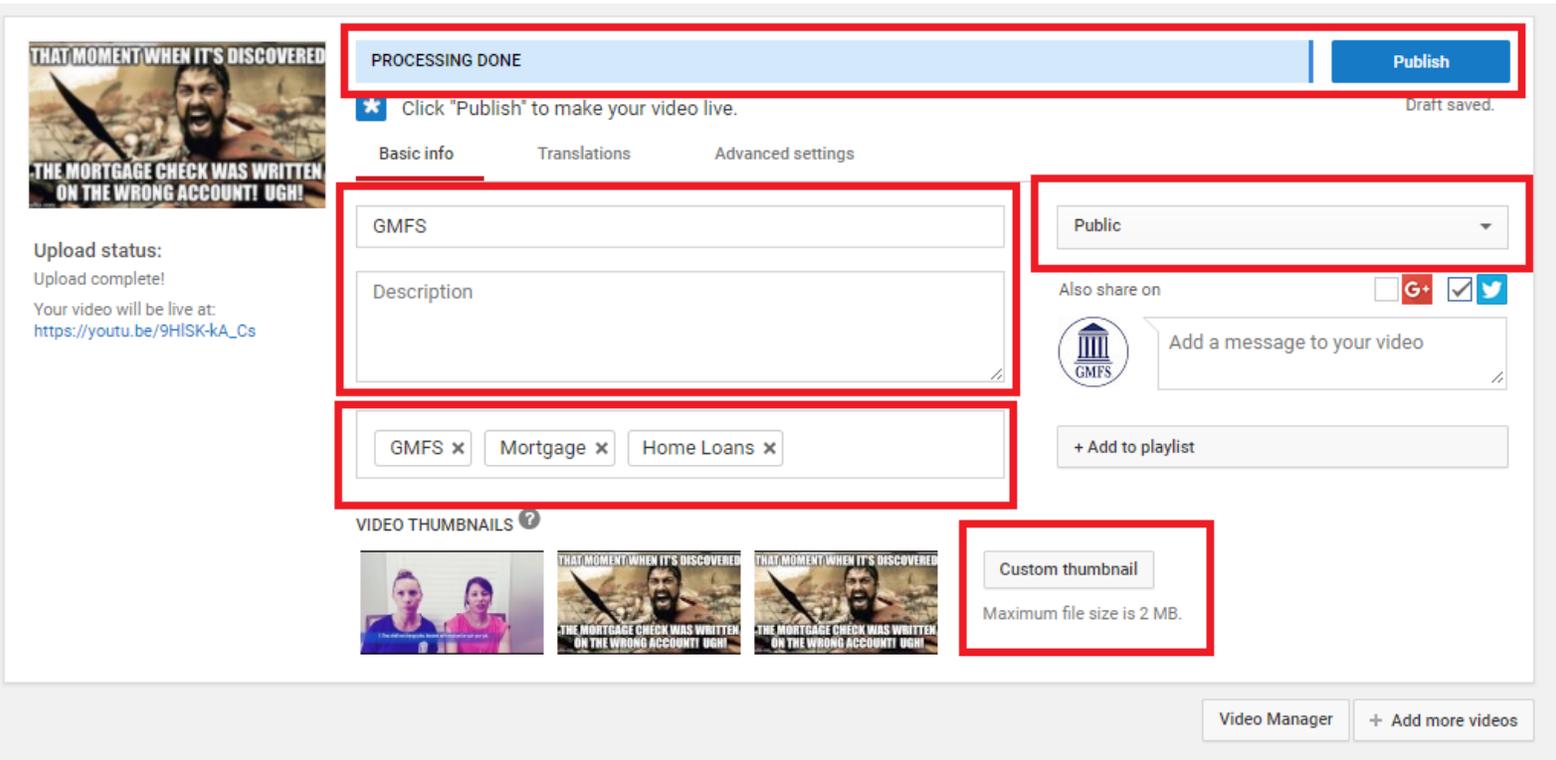
## How to Upload Video to YouTube

- Click the Upload icon to begin upload > click Select Files to Upload

- Choose your exported YouTube file



- Wait for video to finish processing (see top bar)
- Enter a Title and Description for the video.
- You can schedule the video or post immediately.
- Add appropriate tags
- Choose custom thumbnail



## How to Upload Video to LinkedIn

From the homepage in the post section, click video and choose your desired video. Add post copy.

Additionally, you paste the YouTube link to your video in your post copy. The video should appear.

## How to Upload Video to Instagram

To upload a video from your phone's library, tap **Library** at the bottom of the screen and select the video you'd like to share. You need to have the video saved on your phone.

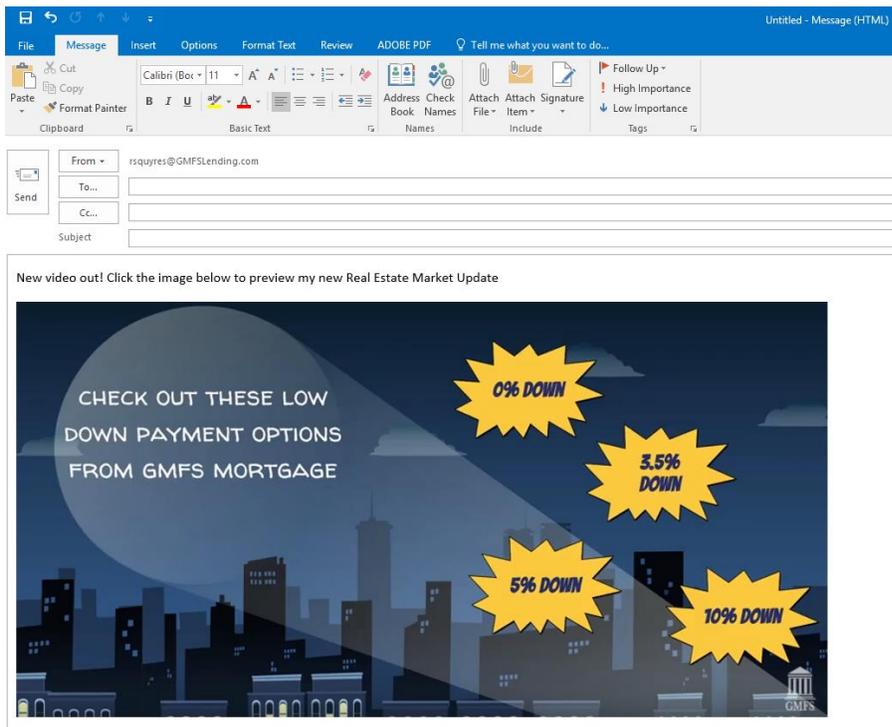
Keep in mind that the maximum video length is 60 seconds. Once you've recorded or uploaded a video, you can add a [filter](#), a [caption](#) and [your location](#) before sharing.

Note: You can't take or upload videos from a desktop computer.

## How to E-mail Your Video to Contacts

Outlook does not have the capacity to play videos within e-mails. However, you can take a screenshot of your video (or use a thumbnail from the video) to hyperlink out to YouTube or Vimeo (whatever site you are using to host the video.)

Paste or Inset image into body of e-mail. Right click the image > hyperlink > enter domain for video. The image will now direct viewers to the video.



The screenshot shows an Outlook email interface. The top ribbon includes 'File', 'Message', 'Insert', 'Options', 'Format Text', 'Review', and 'ADOBE PDF'. The 'Message' tab is active, showing options like 'Cut', 'Copy', 'Paste', 'Format Painter', 'Basic Text', 'Names', 'Attach File', 'Attach Item', 'Signature', 'Follow Up', 'High Importance', and 'Low Importance'. The email header shows 'From: rsquyres@GMFSLending.com'. The body of the email contains the text 'New video out! Click the image below to preview my new Real Estate Market Update' followed by a video thumbnail. The thumbnail features a city skyline at night with a large moon and four yellow starburst graphics containing the text '0% DOWN', '3.5% DOWN', '5% DOWN', and '10% DOWN'. The GMFS logo is visible in the bottom right corner of the thumbnail.

## Compliance

### Disclosures

The standard GMFS Mortgage closing includes appropriate disclosures. It is wise to include your own NMLS, name and any other disclosures in the video. You can do this with text overlay or include it in your post copy. Please verbally include disclosures if you are not going to use the standard GMFS Mortgage closing.

Compliance for ALL Marketing Messages:

**Equal Housing Lender. © 2017 GMFS LLC. Upfront approval subject to satisfactory property review and no change in financial condition. Some products may not be available in all states. All loans subject to credit approval. All mortgages are originated by GMFS LLC at 7389 Florida Blvd. Suite 200A Baton Rouge, LA 70806. NMLS #64997. The retail division of GMFS LLC is Doing Business As "GMFS Mortgage".**

Compliance for Refinance Messages:

***By refinancing your existing loan, your total finance charges may be higher over the life of the loan.***

### Approval

Please upload your videos to our private vimeo account for Marketing's review. This is to ensure your video meets compliance standards.

1. Visit [www.vimeo.com](http://www.vimeo.com)
2. Login with the following credentials:
  - a. Username: [gmfsmortgage@gmail.com](mailto:gmfsmortgage@gmail.com)
  - b. Password: changinglives1
3. Click "upload a video"
  - a. You can change the privacy settings to "only I can see this video"
4. Once video has been uploaded, e-mail [Marketing@gmfslending.com](mailto:Marketing@gmfslending.com) with the title of your video
5. Someone from Marketing will review your video as soon as possible