

# [Company] Video Style Guide

*Updated [year-month-day]*

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## Overview

The documentation team produces, oversees, and edits all tutorial and screencast videos for [Company], and edits videos systematically based on new feature releases and product updates.

## Pre-Production

This initial phase of the video creation process involves gathering the tools and creating the information you'll need for production. This step involves learning video best practices, preparing the necessary scripts, and setting up your technical environment to ensure success.

## Style

Video scripts follow a similar style and tone to documentation lessons. Our written documentation first tells the user what to do, and then how to do it. We generally stick to this rule of thumb with video scripts.

There may be instances where this rule inhibits the actions in the screencast. This guide outlines several examples where you may need to slightly change the style to accommodate the screencast.

During the scriptwriting process, avoid creating blank screen time or including really long paragraphs per action. Keep videos moving.

## Research

An informative video starts with clear, specific ideas. All video scripts include three sections: Objectives, Prep, and Action/Script. Before creating an Objectives outline, try to answer the following questions:

- What is the goal of this video?
- Who are we making this video for?
- What is our narrow video topic?
- What is the best way to present this information?
- What should viewers learn from watching it?

## Outline

The Objectives section is a general outline for all the topics that will be covered in the script and shows the order in which those topics will be discussed throughout the video.

The Storyboard section takes the outline a step further. Each topic should be broken down into specific steps that will be discussed in the narration.

The Prep section provides useful log in/user information and lays out the elements that should be present in the [Product] environment *before* screencasting occurs.

The Action/Script table is formatted to differentiate action steps and annotations from the main narrative that will accompany those actions.

## Guidelines

Just like the outline, the video script doesn't have to be fancy. Instead, it should be functional and clear with narration that sounds natural. In general, videos are both role and task based. Scripts should be conversational while focusing on the basics of the main topic. Instruct the user as if you are the teacher telling them how to do something. Do not instruct the user as if you were telling them how you would do something.

*Incorrect:*

If I wanted to add a new assignment, I would click the Add Assignment button.

*Correct:*

You can create a new assignment by clicking the Add Assignment button.

Opening and closing paragraphs should be congruent among all video scripts. It's best to start a new script using the New Internal Video Script Template [link].

*Opening:*

In this video, you will learn...

*Closing:*

You have now completed this tutorial video on [TOPIC]. For additional information on this or any other topic about [Product], just visit guides.[productlms].com. You can also ask questions and engage with other [Product] users by visiting community.[productlms].com.

Follow these general formatting settings for internal scripts:

- Tabs: .5" margin on all sides
- Heading: Arial, 22, red, bold
- Body Text: Arial, 10, black, left justified
- Spacing: 1.0
- Video Title: Update last paragraph video title (You've now completed this tutorial video on ...)

In general:

- *Use plain, conversational English:* It's okay to use contractions and everyday speak to help our video narration sound friendly and unrehearsed.
- *Be thorough:* Video scripts should encompass all the necessary steps and information to allow anyone to create or update the video at any time.
- *Include every word:* To avoid redos and inaccuracy, the script should include the exact narration that the video will use. Our videos average 2.32 words per second, which roughly equals 43 seconds per 100 words.
- *Keep it brief:* To keep our videos succinct and engaging, aim for shorter scripts of 1–2 pages max.
- *Collaborate with others:* All scripts are located in Google Docs to allow the entire team to collaborate on writing and editing scripts. Once a script is written, feel free to ask another team member to add their own comments and suggestions for a different perspective.
- *Don't start from scratch:* The Video Production Trello board includes a Resource column with templates and checklists to help you get started on a new project quickly.
- *Read it through:* Fine tune your finished script by reading it aloud. This will help you catch any typos or phrases that don't flow naturally or that need editing. Catching mistakes early on will save a lot of time later in production. Watch for overused words or too-formal phrases. You can also use this practice time to test out different vocal inflections or phrasing before recording your audio.
- *Trust the script:* Once the script has been completed and reviewed, don't deviate from it when recording the audio. Read the script exactly as written.

## **Actions**

Each line within the script should showcase only one action, idea or step. If you need to continue an action, use ellipses (...) to end and start a new line.

Script writing actions include the following:

- Hover

- Click
- HL + (Highlight)
- + FO (Fade Out)
- Red click
- Post-production notes should be in red text (i.e. Red border, zoom ...)

## Narration

With commands, always include modifiers for accessibility (i.e. Click the \_\_\_\_ button/link/icon/etc.).

*Incorrect:*

Click this button to save your changes.

*Correct:*

Click the Save button to save your changes.

Show the action, but separate the “why” when appropriate.

*Incorrect:*

Click the Grading Periods tab to see the grading period set names and terms.

*Correct:*

Then, click the Grading Periods tab. If your account already includes grading period sets, you will see the grading period set names and terms here.

## Public Transcript

Once the internal script is finalized, you will need to create a public transcript. The public transcript has the same content as the internal script, but is put into an accessibility-friendly format. This document is for users who want to quickly understand what the video is about and/or who want a clean written transcript of the video.

The public transcript also has a header and footer.

If you're creating a public transcript from scratch, start with the Template: New Public Transcript. If you're updating a previous public transcript, simply open the existing transcript and make your edits.

- *Accessibility Settings:* 1" margin formatted for document
- *Heading:* Arial, 22, red, bold
- *Body Text:* Arial, 11, black, justified
- *Spacing:* 1.15
- Update the year in the footer, if needed

# Production

**NOTE:** Before you can move into production, make sure you have the programs mentioned in the Video READ ME doc.

Production is the second step in the video creation process. During this step you will learn how to organize and track videos, record excellent audio, and better understand how to create a professional screencast using Mosepose.

## Video Index

[Product] Tutorial videos are organized and tracked within the Video Index. For new projects, create a new Dropbox folder following the Video Index naming conventions (### - Video Title). Then, save any files that will be used in the video project in the new folder. For existing videos, edit files within the existing Dropbox folder.

At the bottom of the Index are tabs organized by user role. The tabs that relate to [Product] Tutorial videos include:

- 1 - All Users (1xx)
- 2 - Student (2xx)
- 3 - Observer (3xx)
- 5 - Instructor (5xx)
- 6 - Admin (6xx)

As you create or update videos, you'll add/edit the video number, title, and various links. If you need access to the Index, contact [Manager].

## Screencast

Every video needs a compelling, visual element. The screencast will become the visual portion of your tutorial video.

Begin each screencast using an empty browser in incognito/private mode. Make sure the Bookmarks Bar is hidden from view, the browser tab(s) is/are showing, and programs like Jing are hidden. Then, use the Chrome Resize Window extension to set your [Company] instance window to the correct dimensions (1280x720). Make sure you log in as the correct user for your script's specific role using the Demo [Product] Users [link] document.

For your [Product] instance, choose between these two login options:

- Documentation.company.com: If you need to access a large number of courses or find a course with more content
- Producttutorials.instructure.com: If you need to experiment or create specific staging details for a screencast

## Recording Preparation

The screencast is the visual interest for your tutorial video. Use your script's Prep section to guide you in setting up your [Product] instance for recording. You'll also need to enable Mousepose and resize your dock window and [Product] instance window following the Video Style Guide [link].

For all recordings we use a Camtasia canvas size of 1080p (1280x720). To adjust the canvas window, follow these steps or view the Adjust Canvas Window video:

- Right-click the Camtasia canvas window

- Choose Adjust Canvas
- Select the 1080p (1280x720) option
- Click Apply

#### **Notes:**

To ensure that your video exports as 1080p (which is really 1920x1080), make sure you set the following dimensions in Chrome and Camtasia.

#### **Chrome Window Size:**

Use the Chrome Window Resizer extension to set your screen to 1080p dimension. Type 1280x720 into the boxes.

#### **Camtasia Project Settings:**

At some point while working on your video (beginning, middle, end, doesn't matter), make sure your video is scaled correctly and that the project is too. To do this, follow these directions.

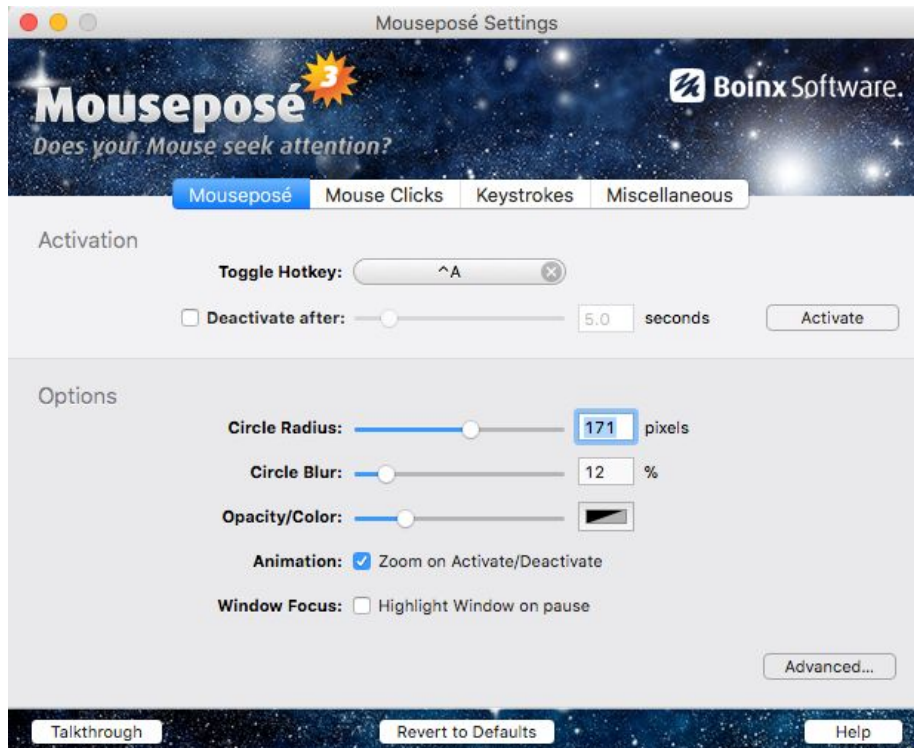
1. Select a segment of video from your track deck.
2. Click the **Properties** button (right side of screen)
3. Set your scale to 100% (this may make your editing canvas go wonky, but hang in there, we'll fix it in a second)
4. Complete steps 1 and 3 for each video segment in your project.
5. Once that's done, click **Edit** (top screen menu) and select **Project Settings**.
6. Click the dropdown menu and select **Fit to Visible**.
7. Click **Apply**

These directions can be found at [Camtasia \(Mac\): How to avoid blurry videos](#).

Start by walking through the script to review each step carefully *before* recording to ensure the course is complete and accurate. Be sure to add any necessary missing information to the course/account during this review.

Screencast the video using the actions column of the script. Don't worry about timing, just go through the actions, one after another, as written in the script. Be sure to keep mouse jumps smooth. When scrolling, scroll at a medium speed, scroll as high up as possible, and record so the focus is near the middle of the screen. Also, avoid going from the Dashboard directly to the Course Home Page. If appropriate, just start your screencast on the course home page.

*Mousepose*



Mousepose is an important cursor highlighting tool used to bring attention to important buttons, clicks, and actions. Mousepose highlights and red clicks are only used for tutorial videos. Mobile videos use the Camtasia Gestures FX (recordings are done in Quicktime/Mirroring360).

When using your cursor, move it in a steady moderate path across the page. When you need to use the Mousepose cursor highlight, turn it on right before you get to the button so it's a gradual movement and not a sudden spotlight on the item.

When hovering over buttons, be careful not to cover the words on the button with your cursor. Instead, click the side of the button. When highlighting specific buttons, keep the cursor and highlight active on a button until you are done (or almost done) talking about it.

*Example:*

Stay on a button and don't advance to the next screen until you have at least finished saying "Click the [NAME] Button/Link/Tab ..."

Let each page load completely before closing the Mousepose cursor highlight and moving on to the next step. When highlighting a drop-down menu, hover so that the text is within the highlight. Mousepose red clicks (F2) can also be used for important actions, but these should be use sparingly. Use if you need to show an area that is more obscure or needs to be highlighted as significant.

### *Cursor Spotlight*

The Cursor Spotlight tool in Camtasia is a simple way to add mouse highlighting to videos. It allows you to add cursor highlighting effects directly in Camtasia. Camtasia automatically detects and tracks the cursor when you record a screencast for your video.

Set up the following defaults in Camtasia for the Cursor Spotlight tool:

Color: Black  
Size: 342  
Softness: 25%

Saturation: 100%  
Opacity: 70%  
Blur 0.00  
Ease In: 0.3s  
Ease Out: 0.3s

In Camtasia, click Cursor Effects and select Cursor Spotlight. Verify your settings. Drag the effect to the desired clip and drop it in the desired spot in the video.

To adjust the time that the spotlight effect displays on a video clip, click and drag the handlebars on either end of the Cursor Spotlight effect to lengthen or shorten the time.

## Audio

The best videos have echo-free, clear audio. To accomplish this, you'll need to focus on using the correct environment, professional tools, and good practices.

### *The Environment*

Your audio recording should happen in an insulated and furnished room. This prevents distracting background noise and minimizes echos. If you're remote, use a smaller room in your house that is carpeted with furnishings and curtains. In the office, you can use the Marketing Studio Room (7th floor) and available microphone and pop screen (under Manager's chair) to record audio, as available. Please refer to the Request Access to Marketing Studio Room [link] document for more details.

Before recording, use the following tips:

- Turn off any fan noises (especially if close to mic).
- Make sure your mic is in a good, supported position.
  - Use a mic stand
  - Position the mic 6–12 inches from your mouth (too close creates clipping and too far away makes voice less present)
  - Use a Pop Screen (if available) to absorb clicks and breathes
  - Record at a med-high volume level (too loud will create clipping while too soft creates a hard-to-hear recording)
    - In Audacity, set your recording volume level to around .70 db. Keep an eye on the Recording Meter Toolbar. Recording should remain in the green/yellow levels. If the toolbar indicates red, clipping has occurred and the recording level should be lowered and re-recorded (screenshot link).

### *Professional Tools*

Quality sound is an important element of a good video. Rather than using the default mic on your computer, use a stand-alone USB microphone like the [USB Blue Snowball](#) (available in-office). Make sure to select the input microphone setting in Camtasia (<http://screencast.com/t/RFRsTPw3HjVf>).

### *Audio Recording*

Recording excellent audio takes practice. Keep the following points in mind:

- While recording, use a normal tone of voice (not radio voice). Speak at a slightly-slower-than-normal pace and read the script verbatim (including any information in parentheses). We slow down our reading pace to allow users to process the information. It's not how fast or slow you're speaking, but adding in time in between steps to aid understanding and comprehension.
- Do NOT change the script or move away from the script. The scripts have been heavily edited, approved by multiple people, and are generally already imported into our subtitling tool. If there



are blatant errors on the script, contact the product lead. If there is a minor error such as a typo or missing contraction, change it on the script and make a comment or note of it.

- Record the script in a single take - from start to finish. If you stumble along the way, just start over around where you messed up.
- If there was background noise (keyboard or mouse clicks, people walking by the recording area, something dropped, hit the desk or mic, etc...), re-record the portion that included the noise/distraction.
- Avoid lip/mouth smacking. Re-record any phrases that might have this quality.
- Be aware of punctuation within the script and include slight pauses between transition/action paragraphs and sentences.
  - *Incorrect:* "Click the assignments link and click create assignment"
  - *Correct:* "Click the assignments link ... and click the create assignment button."

## Post-Production

Post-production is the third and final step in video creation. Once you have recorded audio and a finished screencast, you'll use several programs to perfect your audio, merge audio and video footage, insert annotations, and export your finished product into Vimeo.

### Audio Editing

Audacity is a free open source digital audio editor and recording computer software application to record and edit audio clips. Always review the recorded audio file carefully against the script's narration. The audio and narration should match exactly. If any simple punctuation, grammar, or misspoken articles (a, an, the, etc.) are found, simply correct the internal script and public transcript narration within Google Docs. If major differences are discovered between the audio and the script, contact the product lead.

The intro/outro music in Camtasia should be used as a volume baseline for your voice recording. Use the following Audacity editing tools to improve the quality and sound of your audio files. Try to avoid using Camtasia's Audio FX tools.

- Audacity: Use Every Time
  - *Noise Removal:* Helps reduce or remove computer clicks, outside noise, background sounds, fan distractions, coughing, breathing, or clicking.
    - Highlight background noise audio>>click Effect>>click Noise Reduction. In the pop-up window, click Get Noise Profile. After selecting the first small background clip, select all the audio again. Click Effect>>click Noise Reduction to run the tool again. Adjust the first field, Noise reduction, to between 30-40 depending on the level you need.
  - *Equalization:* Adds depth and presence to a recording using additional bass or treble sounds. For male voices, you may want to add both bass and treble effects. For female voices, consider just adding one or the other.
    - Press Cmd+A to highlight entire audio track>>click Effect>>click Equalization. Add Bass for vocal depth or Treble Boost to highlight voices>>click OK. Leave settings at default>>click OK.
  - *Low Pass Filter:* Reduces "essing" and hiss sounds.
    - Press Cmd+A to highlight entire audio track>>click Effect >> click Low Pass Filter >>change Cut-off frequency setting to 3200.
- Audacity: Use, If Necessary
  - *Compression:* Squishes down vocals in lengthy recordings to avoid spikes. Also squeezes down waveforms to make vocals even and nice.
    - Press Cmd+A to highlight entire audio track>> click Effect >>click Compressor. Only adjust the first knob, Threshold to keep setting at -15 to -20 dB depending on how loud or how loud you're speaking. Leave checkboxes unticked.

- *Normalization*: Makes the waveform as loud as it can be without clipping it. This step can be skipped if audio sound is adequate.
  - Press Cmd+A to highlight entire audio track>>click Effect>>click Normalize>>click Ok. Can apply a 2nd time if you need max volume>>Leave settings alone (first two checkboxes checked and -1.0 dB>>click OK.
- *Hard Limiter*: This is a harsh form of compression that helps to make your audio louder without having to turn up gain volume. This effect helps to line up peaks to ensure a crisp, even recording.
  - Press Cmd+A to highlight entire audio track>>click Effect>>click Hard Limiter. Only change the first setting (dB limit). Try to get peaks to line up. Start with -3 or -4.5.
- **Camtasia**: Use sparingly
  - *Clip Properties*: Raise/lower the overall volume of the entire audio clip.
    - Click to select the audio clip>>Click the Show properties pane button (upper-right gear icon)>>Adjust the slider to the left to lower volume or to the right to increase volume.
  - *Raise Volume/Lower Volume*: Raise/lower a specific section of an audio clip.
    - Click Audio FX tab>>Drag Raise Volume or Lower Volume FX to the timeline>>Drag the FX arrow to lengthen or shorten effect on clip>>Click the FX arrow's intro or outro point>>Adjust level in the Properties pane.

## Video Editing

Once you have a finished screencast, you'll want to use Camtasia to fine tune your video. Camtasia Studio is a video-based screen capturing software program that directly records screen captures to a digital video format with higher quality audio.

You'll use Camtasia software and tools to import your video and audio files, edit the Timeline for clarity, and create a finished product for exporting.

### Media Imports

Before working in Camtasia, you'll need to import your audio, screencast, and edited title slide. Your files should be located in a Dropbox folder. GIMP is an image manipulation program used for photo retouching, image composition and image authoring; however, our team mostly uses it to edit video intro/outro title slides. The standard title slide settings are:

- *Font Name*: Proxima Nova Bold
- *Font size*: 60 pt ("For additional help ...") and 100 pt (Title and Outro URL)
- *Color*: [Product] slides are gray, [Product 2] slides are blue, and New Feature Screencast slides are red.

To edit a title slide, complete the following steps:

- *Open File*:
  - Dropbox>>[Product] Tutorial Video Series folder>>Video Elements folder
  - Doubleclick Flat Video Thumbnail or Flat Video Thumbnail - Outro template
  - Template will open in GIMP for editing
- *Edit File*:
  - GIMP>>Ensure you've selected the Tutorial Video Series layer (gray/top of layer window)
  - Edit role/user type layer (if necessary)>>Click the layer>>Press T on your keyboard>>Place cursor on title slide role text>>Edit text
  - Edit main title layer>>Click the layer>>Place cursor on title slide main title text>>Edit text
- *Save File*:
  - Click File>>Save As>>Save XCF file in the correct Dropbox folder as title.xcf

- **Export File:**
  - Click File>>Export As>>Save PNG file in the correct Dropbox folder as title.png

To add a new title slide to the Camtasia timeline, follow these guidelines:

- **Import Title Slide:**
  - File>>Import Media
  - Search for media file>>click Import button
- **Add Slide to Timeline:**
  - Drag/drop new title slide from Media section to the same track of the existing title slide
- **Enable Snapping:**
  - View>>Enable Snapping
  - Checkmark should be visible
- **Line Up:**
  - Extend the new title slide to match the length of the existing title slide by dragging it until the end of the frame snaps with the end of the existing frame (at 8:00 duration)
- **Finish:**
  - Delete old title slide
  - Add Transition animation to new slide
    - Open the Transitions tab and drag and drop the Fade In/Out animation onto the center of the title image
    - Rectangles appear at the beginning and end of the title slide
  - Save

### *Timeline Editing*

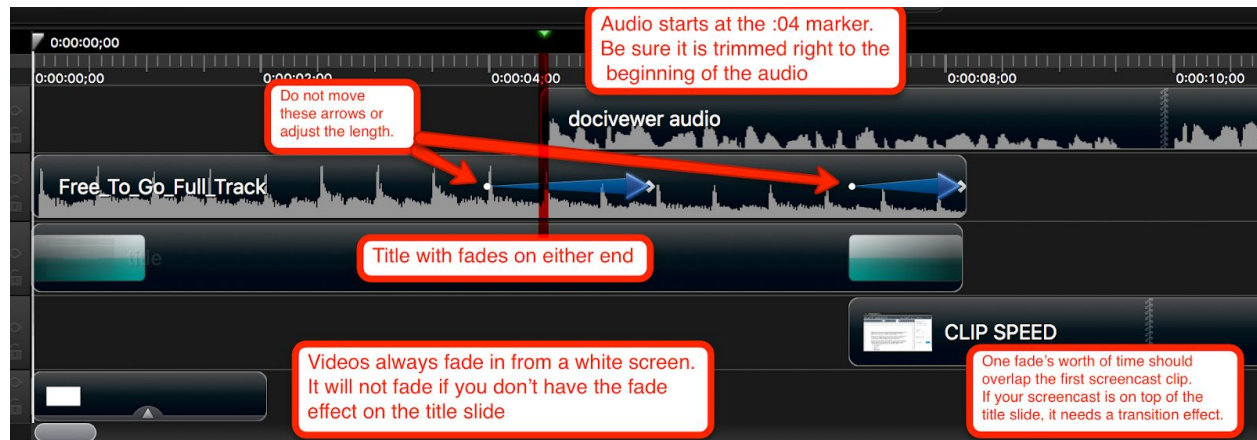
Video editing consists of using templates to save time, following guidelines to remain consistent, and using collaboration to ensure accuracy. Here are some general guidelines you should follow when editing:

- **Page Loading:** When clicking a link or transitioning to a new page, there will be some lag time in [Product] as the page changes and the new page loads. You'll want to cut from the link/button being clicked directly onto the newly-loaded page.
- **Transitions:** Fade only if you are changing screens. Use fading/transitions sparingly (just 1-2/video). Apply fading during transitions so they're not distracting. Avoid using the Clip Speed FX on any clips with transition fades since the fade will elongate and not show properly. Ensure the outro slides are placed above the screencast to avoid messing up the fade in/fade out transitions.
- **Annotations:** When using the red border annotation, leave it through the sentence and then fade out (active for no more than 10 seconds). Only use Gestures FX for mobile videos. Never use the Highlight FX in Camtasia. For mobile and Bridge videos, when using annotations, use the arrow by default. If the arrow doesn't feel right or if you need to show larger areas, use the box. Mobile and Bridge annotations should be consistent in look and feel with tutorial annotations.
- **Actions:** Speed up typed input actions (i.e. name, email and password fields) to fit the audio.

## Intro/Outtro

The intro and outtro should line up exactly every time. This is what it should look like:

### INTRO



### OUTTRO



## Tools

Camtasia has multiple tools housed within Tabs to make video editing easier. The following audio and video tools are commonly used for tutorial videos.

- **Alignment: Place audio and video properly on the Timeline**
  - To highlight video clip(s) for editing, use Select Section
    - Shift+Drag
  - To close up empty space between deletions, use Ripple Delete
    - Shift+Drag>>continue holding Shift and press Command+X
  - To leave space between deletions, use Delete
    - Shift+Drag>>Command+X
  - To split or shorten a video clip, use Trim
    - Place cursor on timeline>>Command+T
  - To "freeze" the end of a clip and extend it to the next clip, use Extend Frame
    - Place cursor on timeline in front of excess space>>Highlight the clip that needs to be extended>>Click Edit>>Playhead>>Extend Frame to Playhead
  - Clip Speed
    - Open Visual Effects tab>>Drag Clip Speed FX to clip>>Click the FX arrow to open>>Click FX>>Adjust speed >100 to speed up or <100 to slow down
- **Effects: Add emphasis to video footage**
  - To improve visibility and highlight steps, use Zoom
    - Animations>>Zoom In/Out

- To highlight a section of video, use Rectangles
  - Annotations>>Select Purple Rectangle Icon>>Select White Rectangle>>Change both color boxes to red>>Add to clip to Fade In/Out
- To emphasize an image or text, use Arrows
  - Annotations>>Select Red Arrow>>Select small Red Arrow>>Add to clip to Fade In/Out
- To fade a clip in and/or out, use Fade In/Out
  - Transitions>>Fade In/Out

### *Export Process*

Before exporting, preview the video by watching it completely from beginning to end. Share the Camtasia file and receive feedback from the product lead. Once any necessary edits have been made, and the project has been approved, complete the exporting process.

Always export your video from Camtasia using the highest quality MP4 setting available and place it in the correct video folder within Dropbox. The export process will take several minutes to complete depending on your in-office or remote VPN connection. Once exported, you'll want to review the MP4 file one more time for correctness.

### **Final Export Note**

Before you export your video, make sure that Camtasia's canvas dimensions are set to the original recording dimensions. Check out [Camtasia \(Mac\): How to avoid blurry videos](#).

Once you've double checked these settings, follow the below steps to export your video. These directions can also be found at [Camtasia \(Mac\): Optimal settings for exporting video that will be imported to another application](#).

1. Click **Share** (top screen menu)>**Local File**
2. In the **File Format Box** choose **Export to MP4 (.mp4)**
3. Click **Options...**
4. Verify/Set **Frame Rate: 30**
5. Verify/Set **Dimensions: Current**
6. Click **OK** and then **Export**

## Distribution

With a completed video file, you can now finish up your project. This involves uploading finished videos into Vimeo, creating subtitles, and updating all Video Index links.

### Vimeo

All [Product] Tutorial Videos are located in the [Product] LMS [link] collection. To access this collection, first log in to Vimeo. Login information is stored in the 1Password community vault.

Each [Product] video needs a new or updated description added to the Basic Settings tab following the guidelines below:

- First sentence of script
- (Last updated YYYY-MM-DD)
- To view subtitles for this video, click the CC button in the toolbar and select a language.
  - Add (Captioning in progress) to the end of that sentence while creating subtitles
  - When subtitles are complete, remove this tag-on from the description
- Learn from and share ideas with other [Product] users: [community.productlms.com](https://community.productlms.com)
  - Insert “https://” to the beginning of the above URL to make the link active in Vimeo
- View the script for this video: [public script shortened link]
  - Insert “https://” to the beginning of the above URL to make the link active in Vimeo

### Community

All Community (Jive) descriptions need to include the following information:

- First sentence of script
- *Last updated YYYY-MM-DD*
- To view subtitles for this video, click the CC button in the toolbar and select a language.
  - Add (Subtitles in progress) to the end of that sentence while creating subtitles
  - When subtitles are complete, remove this tag-on from the description
- Learn from and share ideas with other [Product] users.
  - Link the entire above sentence to “<https://community.productlms.com>” to create an active link
- View the script for this video.
  - Link the entire sentence to the video’s public script

### New Feature Screencast (NFS)

All NFS videos are located in Vimeo in the New Feature Screencast folder [link]. Each video has the following description. Ensure all the links are active:

- Check out the comprehensive release notes: [[community.productlms.com/docs/DOC-####](https://community.productlms.com/docs/DOC-####)]
  - [Manager] will send the link to the release notes in Slack on Monday evening. Be sure to update this with the correct link.
- To view subtitles for this video, click the CC button in the toolbar and select a language.
- - - - - -
- Sign up for free [Product]LIVE instructional webinars: [LIVE.productlms.com](https://LIVE.productlms.com)
- Access all of our help resources: [community.productlms.com](https://community.productlms.com)
- View the script for this [date] tutorial: [<https://>]

### Bridge

All [Product 2] videos are located in the [Product 2] Video collection.

Username: [product@company.com](mailto:product@company.com)

Password: \*\*\*\*\*

[Product 2] video descriptions within Vimeo need to include the following information:

- First sentence of script
- Please note that permissions may vary between users, so what you see in this video may be different from what you see in your own [Product 2] account.
- (Last updated YYYY-MM-DD)
- To view subtitles for this video, click the CC button in the toolbar and select a language.
- Learn from and share ideas with other [Product 2] users: [community.product2app.com](https://community.product2app.com)
  - Insert "https://" to the beginning of the above URL to make the link active in Vimeo
- View the script for this tutorial: [\[public script shortened link\]](#)
  - Insert "https://" to the beginning of the above URL to make the link active in Vimeo

## Script Links

In the Video Index, each video should be linked to both an internal script and a public transcript. The goo.gl URL Shortener extension should be used to shorten the original URL before recording it within the Video Index. Once this link is created, it should never be changed. Instead, open the existing script link to make edits.

## Subtitles

[Vimeo](#) and [Amara](#) work together to provide subtitle accessibility for our customers. Subtitles are created, viewed, and downloaded in Amara before the VTT file is imported into the Subtitle tool within Vimeo's Advanced Settings tab.

For details on how to create subtitles, see the Subtitle Creation Process [\[link\]](#) document. Once the subtitle process is complete, move the VTT file from your Downloads folder to the video's Dropbox folder for long-term access.