

## How to Use the Flip Video Camera to Create a You Tube Video

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The goal of this tutorial is to explain one way to create an instructional video and upload it to You Tube. There are many variations on this process that will also work.

### Summary

The process begins by using the Flip video camera to take one or more video clips. After editing and a conversion process, the clips are inserted into a PowerPoint. Additional text and images can be added as needed. The presentation is then converted to a Flash video format (flv) for uploading to You Tube. Have patience, once you acquire the tools and begin creating and converting videos, the process will get easier. Step by step instructions are below.

### Shoot the video clips

**Suggestion:** Shoot several small video clips rather than one long clip. Any mistakes in the longer video means you have to re-shoot the whole thing.

**Suggestion:** Shoot in modules. The modules should consist of 1) an introduction, 2) one clip for each point you're trying to make, and 3) a conclusion. Later, after any editing, you can either combine the clips or use them individually.

**Suggestion:** Keep the total video as short as possible. Many of the videos on You Tube are under 5 minutes.

### Edit the video clips as needed

The Flip camera comes with editing software installed. It's more limited than many editing suites but in most cases, it's all you really need. If you want more capability try Windows Movie Maker, a free program included in Microsoft Windows XP, and Vista. For more information on Windows Movie Maker, see this article in Wikipedia:

[http://en.wikipedia.org/wiki/Windows\\_Movie\\_Maker](http://en.wikipedia.org/wiki/Windows_Movie_Maker) . Brief instructions on how to use the editing software that comes with the Flip are below.

### Convert the videos from mp4 to wmv

Unfortunately PowerPoint doesn't accept the insertion of mp4 videos into PowerPoint. Instead, they must be converted to a different format. My choice is wmv. Many different conversion programs exist, both paid and free. One free program I've used is iWisoft Free Video Converter. It can be downloaded here:

<http://www.iwisoft.com/videoconverter/download-video-converter.php>

See the mp4 to wmv conversion instructions below.

### Insert the wmv clips into the PowerPoint

The Flip software can add titles and some text, but this feature is quite limited compared to PowerPoint. Adding the video clips to a PowerPoint gives me the freedom to add formatted text and images. If you only have one clip, you can simply insert it, position it, and resize it.

But if you have several clips, you should aim to position and resize them uniformly so they don't appear to move from slide to slide. See the instructions below.

### Add a background, text and images as needed

In most cases you'll need a background, some explanatory text and possibly some images, if only a logo. These are easily added in PowerPoint. The job of the background is to frame the video, not compete with it, so be sure to select a background that's quiet, rather than busy.

### Convert the PowerPoint to flv

Once you're happy with the final product, it's time to convert the PowerPoint to a format acceptable to You Tube. I prefer flv. I haven't been able to find a suitable free converter for this task and currently use a paid product, Wondershare PPT2Video Pro. <http://www.ppt-to-dvd.com/ppt-to-video-overview.html> This converter works much the same as the one above. You upload the format you have, tell the program what format you want it to create, tweak some of the settings if needed, and tell the program where to put the results.

### Upload to You Tube

If you plan on creating and placing a number of videos on You Tube, consider creating a channel, either one of your own or together with others in your program area or region. The You Tube support page contains a lot of good info: <http://www.google.com/support/youtube/> Look for a link called 'Getting Started: How to upload.'

### The next step

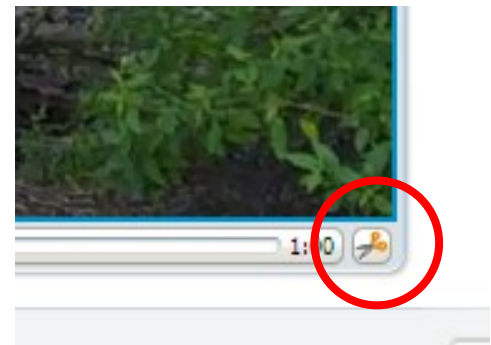
To insert the video into your website, copy and paste the embed code from You Tube where you want the video to be. You can also copy the web address of your You Tube video into in an e-mail, onto a webpage, or in social media, etc.

### Promotion

"Build it and they will come." That advice only works in the movies. To gain an audience for your video, you'll have to promote it. Send the link out to your mailing list. Add a link to it from your website, blog and social media

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### How to use the Flip software to edit a video



From within FlipShare, click on a video clip. Then click on the scissors in the bottom right corner. That opens the edit window. Grab either of the handles below the clip and move them

## How to convert an mp4 to wmv with the iWisoft converter.

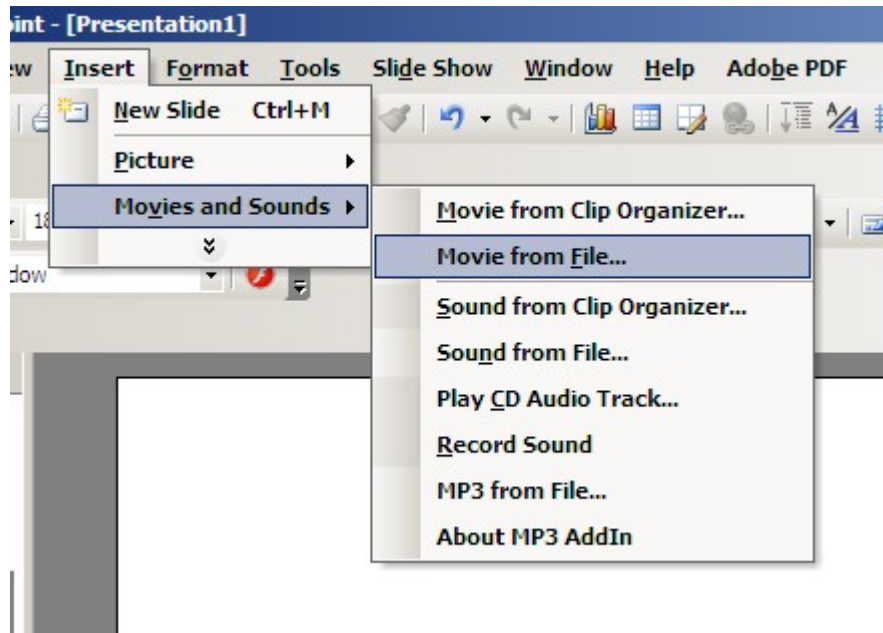
When the program opens, the instructions are very clear:

### Getting Started

1. Click "  " to import video file
2. Click "  " to crop and adjust video
3. Click "  " to set the output options
4. Click "  " to convert video file

## How to insert the wmv clips into PowerPoint

From within PowerPoint click on Insert > Movies & sounds >Movie from file and find your clip.



## Examples:

To see some examples of this process, go to <http://www.youtube.com/user/smallfarmsuf>  
These 9 videos were created by Rob Kluson and myself using the process outlined above.