

How to start creating a video?

Try with basic equipment such as your computer camera or your mobile phone camera. These days the technology is so advanced that you most probably have a quality camera in your computer or your phone.

Use software like [Camtasia](#) (Windows) and [Screenflow](#) (Mac) when you want to record your screen. Use easy-to-use video editing tool like [MovieMaker](#) (Windows) and [iMovie](#) (Mac) when you need to edit the video. Find a quiet space as you want the audio to be loud and clear, and take it from there. It can be scary to record yourself at first. Remember that no one was born with a great on-screen presence. It takes time and practice to master it.

It can be scary to record yourself at first. Remember that no one was born with a great on-screen presence. It takes time and practice to master it. Try and record some videos just for yourself to watch back and learn from. Script your video if that helps you be more confident. A good place to start is screen capture videos. They are the simplest to make. You just record what you're doing on your computer screen. No need for a video camera or lights. You don't even need to worry about how you look because people don't see you. Screen capture videos are also surprisingly effective in terms of engagement. Have a lot of footage from an event or a vacation but don't have the skills to edit? Try a tool such as [Shred Video](#) as it allows you to create a video from your footage without any know-how. Need music for your video? Try [Jukedeck](#), a tool that uses artificial intelligence to create free and unique music you can use royalty free.

Ref: <http://howtomakemyblog.com/blog-or-vlog/>

Ideal Duration for a Video

Some YouTube statistics on best video length. The top ten most popular YouTube videos, the shortest was 42 seconds, and the longest was 9 minutes and 15 seconds. The average video length was 4 minutes and 20 seconds.

Content for your Video.

1. Listen and understand your audience
2. Align with your personal goals
3. Create the content, and make it resonate
4. Consider breaking your content into parts and distributing it via a range of platforms
5. Once you've made your awesome and engaging video, you'll be set to upload and share it, ready to watch the views roll in. Share. Share. Share again!
6. Measure and attribute success

Ref: <https://blog.bufferapp.com/the-delightfully-short-guide-to-adding-value-with-video-content>

Uploading your video on Youtube.

1. Sign into your YouTube account.
2. Click on **Upload** at the top of the page.
3. Before you start uploading the video you can chose the [video privacy settings](#).
4. Select the video you'd like to upload from your computer. You can also create a video slideshow or import a video from Google Photos.
5. As the video is uploading you can edit both the basic information and the advanced settings of the video, and decide if you want to notify subscribers (if you uncheck this option no communication will be shared with your subscribers). Partners will also be able to adjust their [Monetization settings](#).
6. Click **Publish** to finish uploading a public video to YouTube. If you set the video privacy setting to Private or Unlisted, just click **Done** to finish the upload or click Share to privately **share** your video.
7. If you haven't clicked **Publish**, your video won't be viewable by other people. You can always publish your video at a later time in your Video Manager.

Ref: <https://support.google.com/youtube/answer/57407?hl=en>

Links for Reference and details in technicalities

- How to share videos and playlists - <https://www.youtube.com/watch?v=D6Ac5JpCHmI>
- Changing channel name - https://www.youtube.com/watch?v=eZVKnkfy_3k
- Guide to making a video - <http://www.digitaltrends.com/computing/how-to-make-a-youtube-video/>
- Step by Step guide on making video - <http://www.wikihow.com/Make-a-YouTube-Video>
- Create videos that people watch - <http://www.telegraph.co.uk/finance/yourbusiness/11644355/How-to-create-YouTube-videos-people-will-watch.html>