



Bust a Move, Komen!

Video Tips & YouTube Tools

Are you ready to get started on your video submission, but not too sure how to get started? Let us help you figure out what you need, how to get your video together, and how to promote your submission to friends, family, and the world wide web!

Tips & Tools have been modified from: http://www.youtube.com/t/howto_makevideo

Making and Optimizing Your Videos

YouTube is designed to make sharing your videos with friends and family as easy as possible. You probably have the tools to make a video already, even if you don't have a camcorder. Web cams, digital cameras, and even cell phones often have video recording features—many digital cameras even have a simple switch to choose between stills and video, like this:



So take a look at what you already have—you may be surprised! Most of these devices record in either the .AVI or .MPG formats, both of which YouTube supports, and the video shot with them can be uploaded directly from the device or after being copied to your computer.

Digital and Analog Camcorders

If you already have a digital camcorder (one that captures in Digital8, MiniDV, HDV, or any of the DVD formats), then you're ready to start shooting your masterpiece. Your camcorder will need some kind of direct connection to your computer, either to the USB or FireWire ports or by inserting the DVD you've recorded.

Once you've downloaded the video from the camera, you can upload it to YouTube or bring it into an editing program to play with it some more.

Editing and Improving Your Videos

If you want to be a bit more hands-on with your video, most new computers come with basic video-editing software installed (like Apple's iMovie or Windows MovieMaker). If your computer does not have something already installed, there are many free options available online for download. Windows MovieMaker can be found at <http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.msp>.

Other video editing tools can be found at www.topshareware.com.

Once you have copied the video from your phone, camera, or camcorder to your computer, you can bring the video into these programs. Most allow you to not only edit the video, but add effects, titles, and music to make your video look and sound more interesting. To learn more about how to use MovieMaker, how to edit your video, or special effects that you can create in this system, go to http://presentationsoft.about.com/od/moviemaker/a/mov_mak_beg.htm or <http://www.microsoft.com/windowsxp/using/moviemaker/default.msp>.

Uploading Your Videos to YouTube

Once you're happy with your final result, you'll need to save the video in a format that YouTube can accept in order to upload. We recommend that you save your videos as either QuickTime .MOV, Windows .AVI, or .MPG files— these are the most common formats and they work well within our system. We specifically recommend the MPEG4 (Divx, Xvid) format at 640x480 resolution with MP3 audio. Resizing your video to these specifications before uploading will help your clips look better on YouTube.

Uploading Directly with Mobile Devices

If you have video capabilities on your cell phone or PDA, you can now upload videos directly from the device to YouTube. So if you get a quick clip of something cool with your phone, you can put it up right away. Just set up your [Mobile Upload Options](#) in advance, and then send your videos to the email address you're assigned. All of your mobile videos will have the default tags, title, and description that you set, or you can overwrite them in the email message you send.

Making Your Video Easy to Find

When you upload your video, we require you to choose at least one category and enter at least one tag to describe the content in your video. Adding this information helps other YouTube members find your video, so if you want an audience, help them out! The more accurate the tags are on each video, the easier it is for everyone to find cool videos to watch. We request that all “Bust A Move, Komen!” video submissions include the following tags, with each tag separated from the others by a space.

- Komen
- Charlotte
- Race for the Cure
- Breast Cancer
- Bust a Move

For additional tips on how to make a YouTube video, go to http://www.youtube.com/t/howto_makevideo

How to Promote Your Video

In order to increase the number of hits to your video, and increase your odds of winning one of our prizes, you need to spread the word! Send an email containing the video link to all of your friends and family, and ask them to pass it along to their contacts as well. Post the link on Facebook, Twitter, and any of your other social media sites. Also share links with co-workers, neighbors, business contacts, etc. Let them know that you are trying to win a video contest, and encourage them to view the video to help you gather the most hits. Keep in mind that you may need to remind people multiple times to go and watch the videos. Spread the word often, and watch your numbers increase!