# How to make a 1-minute video statement
Part 3: Cutting and sharing your message

Transfer your footage onto your computer Handle your footage with care.

- **If you use a camera** transfer your footage from the camera to the computer soon after the shoot.

- Transfer the entire folder structure that is on your camera, or the memory card. Don't copy just the "stream" folder!

- Know where you store your footage and label it: Date (year/month/day) and a keyword. For example: 20150411_FoodSecurity-Statement-01

- If you can, back up the footage from your computer to another external hard disc.

- **If you use your phone** or pad for filming and editing you don't have this problem. It is still recommended to back-up your footage.
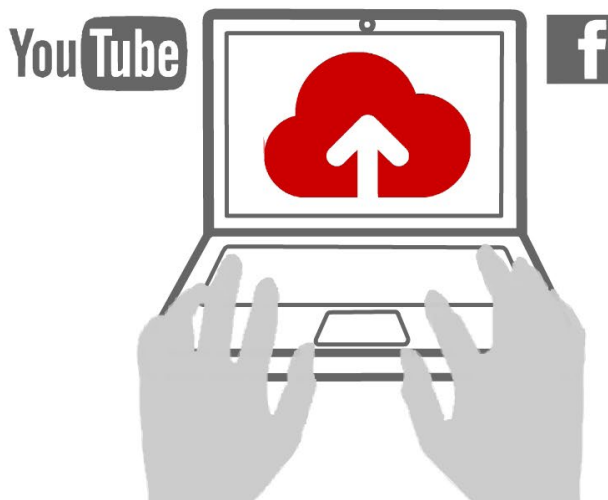
Edit your footage There are many video editing applications out there each with its specific advantages and shortcomings. https://filmthefield.wordpress.com keeps a list of the most useful apps. All of them provide you with the fundamental editing tools:

A. **Cut** The fundamental film editing tool is the "cut". Imagine a scissor that cuts your footage into smaller pieces. Then you arrange the pieces one after the other to make your video. - With the cut you create space, mood, suspense, tempo. For example: For key points in your message leave some time after the sentence to give the message time to sink in.

B. **Trim** Trimming is derived from cutting: you trim the ends of your clips, discarding the unnecessary time at start and end. For example: The time between the moment when you pushed the record button and the speaker started to talk.

C. **Transition** Each clip or piece of your video follows the previous either through a sharp cut or a gradual transition: gradually fading over from one clip to the next is the most common transition.

D. **Title, text and credits** You can add text to give a title to your video, emphasize keywords, display the name of your speaker, or end your video with an Internet link.

Export your video
The video editing application only keeps a reference to your footage clips. This allows you to cut, trim, color your video without destroying your original footage!

In order to share your final edit with others, you need to export it, from the application to a folder on your computer or your photo folder on your phone. For videos displayed on the Internet, use a high definition HD mp4 video resolution of 720p or 1080p.

From your computer/phone you then upload the video to the web. The most common video hosting sites are YouTube, Vimeo and Facebook. Create an account on one of these platforms and upload your videos.

Share your message
Don't share videos by attaching them to your email. Video files are large and your email size is limited. Once you have uploaded your video to a hosting service, copy the video-specific link and paste it into your email, instant message, or tweet.

Most hosting services offer different privacy settings for each video. For example, YouTube's privacy settings are:

A. **Public** Your video can be watched by anybody.

B. **Unlisted** Only people that receive the video link can watch your video.

C. **Private** Only YouTube users you have selected can watch your video.

Like with every film promotion is key! When is the best time to release it? Does an introductory text induce people to watch it? Experiment with various strategies!

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