

Making and Hosting YouTube Videos: A How-To Guide

Lisa Wilson
Heritage Outreach Officer
Heritage Foundation of Newfoundland and Labrador
St. John's, Newfoundland
CANADA



Intangible Cultural Heritage digital collections commonly include audio recordings, video recordings, and still images. This material often aims to represent a cultural practice, custom, tradition, or experience of a specific group or community. Sifting through an audio collection to create videos is a good way to ensure that oral historical material is accessible not only to the community that it came from, but to people from outside of the community who might be interested in learning about its culture. Posting ICH videos online through YouTube and possibly on a Google map as well, is an effective way to share stories and images from a cultural group or place, reflecting the present day and/or times in the past. This short guide will assist people in how to edit ICH digital material to make slideshow video clips that can be hosted online for an audience.

Turning an Audio Clip into a Video:

To host an audio file on YouTube, the clip must first be turned into a video file. Since audio clips don't contain imagery, you can add still images to accompany your audio. Your slideshow can include just one photo, or you can add several photos that will change throughout the audio clip. This guide will use *Windows Live Movie Maker* to make your videos.

To make a still-image video:

- 1). Click on "Add videos and photos" in your Home menu and a window will open for you to add an image file. Choose an image that is related to the audio clip that you are planning to exhibit. Try to choose images that are relevant to the story being told, or the topic being discussed. To hear an audio clip describing the day that the Heart's Content Anglican church burned down, I uploaded a photograph of the church taken before the fire.
- 2). Now click on "Add music" in your Home menu. A window will open for you to select the audio clip that you have prepared. Select your clip.
- 3). You will see your image with the audio clip added to the video. By default your image and audio will only run for 7 seconds. If you want the image to run for the entire audio clip, click on the Project menu and select "Fit to music." The photograph will run for as long as the audio clip. This will provide you with a still image video.
- 4). If you have no further changes to make, click the Home menu again and then select 'Save movie' at the far righthand side of the toolbar.

5). If you would like to be able to edit what you have at a later date, you must save your work as a Windows Movie Maker project. Do this by going to the File drop-down menu and clicking on “Save project as.”

To make a slide-show video:

1). If you would like to show a series of different images throughout your audio clip, you can click on “Add videos and photos” a number of times (see steps 1-3 above). Select different a image each time you add, but being careful to add them in the order that you want them to appear.

2). The length of time each image is shown can be specified by going to the Edit menu and changing the duration. Each image can appear for up to 30 seconds. If you would like one image to appear for longer than 30 seconds, you have to add that photo again, immediately after the first one. You will have to visit the Edit menu again to change the duration of the image. If you chose 30 seconds, that image will now show for 1 minute of your slideshow.

3). When you are finished adding images to your audio clip, you must save your work as a video file. Click on the Home menu and then “Save movie” at the far right hand of the toolbar.

Uploading your content to YouTube:

1). To host and share videos on YouTube you must have a YouTube or Google account. If you have a gmail address, you automatically have both kinds of accounts. If not, acquiring a gmail is the first step to hosting material on YouTube. Once you have an account, sign into your new Google account to access your personalized YouTube.

2). Click on Upload located to the right of the YouTube search bar. Now click on “Select files to upload.” Find the video file that you would like to exhibit, select that file and click “Open” for uploading. It could take several minutes for your file to upload depending on how large the file is.

3). Once uploaded, you can view this video in the YouTube platform. Next to the Upload button there is a drop-down menu with your Video Manager. Click on Video Manager to see a list of your uploaded videos. Click on a video title in order to watch it, share it, or edit the the descriptive title and information. In edit mode (which you can access by clicking on the pencil icon), you can also create tags which will help people find this video when searching for a specific topic.

4).To share your YouTube video with others, begin by selecting the video you would like to share in your Video Manager. Then select Share, which is featured beneath the video. Copy the URL address highlighted in blue. This address can be pasted into an email or shared through social media.

Hosting your video on Google Maps:

Now that you have a video stored on YouTube, it can be shared on a Google map. A video must be hosted online in order to share it on a map. For my example story about the Heart’s Content

Anglican church burning down, I uploaded a video about that incident onto YouTube and then shared it on a Google map in the spot that the church once stood. Visitors and residents of Heart's Content can view this map and click on the site to see a slideshow and hear a personal experience narrative on this topic.

- 1). Assuming you have already created a Google map, go into Edit mode and set a place marker in the location that you would like your video to be accessible. Give the marker a suitable title and then click on "Edit HTML."
- 2). Visit your YouTube video in another window and click on the Share feature beneath the video. Now click on Embed and copy the HTML code that is displayed. Paste this code into the "Edit HTML" field on your Google map place-marker you have created. Click OK.
- 3). Click both Save and Done on your map. Your video should now be accessible on the map. To make sure that it is, find the title of your place marker on the left. Click on the title and your video should pop up and begin playing from the location on the map.

**Heritage Foundation of Newfoundland and Labrador
Intangible Cultural Heritage Office
The Newman Building, 1 Springdale Street, 1st Floor
PO Box 5171, St. John's, Newfoundland, Canada A1C 5V5**