

Adding Video to your Classified Ad

Tips to create a professional quality video

You do not need to hire a professional to add video to your classified ads! Consider these quick tips:

- Maximum video length is 90 seconds
- No professional camera is needed.
 - iPhone or Android video quality are often acceptable if using a phone less than 4 years old.
- Do not shoot a vertical video.
 - All computer screens and displays are horizontal.
 - Turn your phone 90 degrees and film your video horizontally.
- Consider the environment
 - Remove anything distracting from the shot. Or simply move closer to the subject/speaker so that distracting elements are out of frame.
- Avoid filming the subject in front of a window.
 - By having a lot of light BEHIND your speaker, they will appear very dark and difficult to see.
 - Make sure your subject/speaker is facing a window or a light source so that they are well lit.
- Test your video first to ensure the space is well-lit, your voice is easily heard, and subject is in focus.
- If filming a walk-through video, avoid walking too fast or turning too quickly. It will make the camera shake or result in poor focus.

Supported Video Formats on our website

The following file formats are acceptable to display on our website.

Youtube links	.MP4	.WAV
.WMV	.FLV	.MOV
.AVI	.MPEG	

What to do with the video once you've recorded it

Upload the full quality video directly to your PC from your camera / phone using the appropriate USB cable that comes with your camera / phone. Note: We do not recommend emailing the video to yourself, as it typically compresses the file, resulting in quality loss.

OPTION 1: Upload to your youtube account

In this option, you must have your own personal or business youtube account.

1. Using the browser of your choice, visit www.youtube.com and upload your video file to your youtube library or channel.
 - a. Be sure to add an appropriate title to your video, and a description.
2. Once video has successfully uploaded. Click on the "SHARE" button located just below the video image.
3. A pop-up screen labeled "Share a Link" will display. Click the blue "COPY" button.
4. Paste this link into an email, along with your completed WCA Classified Ad form.
5. Email the completed form and your video link to: classifieds@wichiro.org
6. Your video will be reviewed by WCA to ensure compatibility and content accuracy. Once payment is successfully processed, your classified ad with the video of your choice will be posted to our website and will remain there for allotted time of the respective ad.



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OPTION 2: Send video file direct to WCA

This option is necessary for those who do not have a personal or business youtube account. Because video files are very large in file size, they cannot be emailed to WCA as a direct attachment. This method will require you to upload the file to a third party site before emailing it to WCA.

1. Film your 90 second video using the video tips above.
2. Transfer the high quality video file from your phone / camera to your PC using your USB cable.
3. From your PC, visit www.wetransfer.com
 - a. If you do not have an account, select “take me to free” option on the left.
 - b. There is also an option to upload the video directly from your phone to www.wetransfer.com
4. Click on the blue plus (+) icon to upload the video file
 - a. Select the video file from your PC or phone and upload to the website
5. In the “email to” field, list the WCA email destination for this video, classifieds@wichiro.org
6. In the “your email” field, enter your personal email address. This provides a confirmation of transfer and when the link will expire.
7. Please provide your name, whether you are a member or nonmember of WCA, and desired ad type under the “message” section.
8. Click “transfer”
 - a. The upload progress will then be displayed
 - b. Once upload is complete, it will say “you are done.” Transfer is valid for 7 days.
9. An email will automatically be sent to you and the WCA once the transfer is complete.
 - a. The email will confirm who received the email and a link to download the file. Please verify that WCA is listed on this email.
10. Once the WCA has downloaded the file from the link, you will be notified with another email.
11. From here, your work is done.
12. Once payment is processed and approved, the WCA will upload the video file to the WCA youtube account and post the video on the WCA website.

If you have any questions about adding a video to your classified ad, please contact:

WCA Classifieds
classifieds@wichiro.org | 608.256.7023