

Digital assets guide

- 1.1 [Creating content: Images](#)
- 1.2 [Creating content: Videos](#)
- 2.1 [LinkedIn: Content sharing](#)
- 2.2 [LinkedIn: Publishing articles](#)
- 2.3 [LinkedIn: Sharing Slides](#)
- 3.1 [YouTube: Setting up a channel](#)
- 3.2 [YouTube: Uploading videos](#)
- 4.0 [Vimeo: Uploading videos](#)

1.1 Creating Content: Images

You can create image content and movies in Microsoft PowerPoint. Here's how:

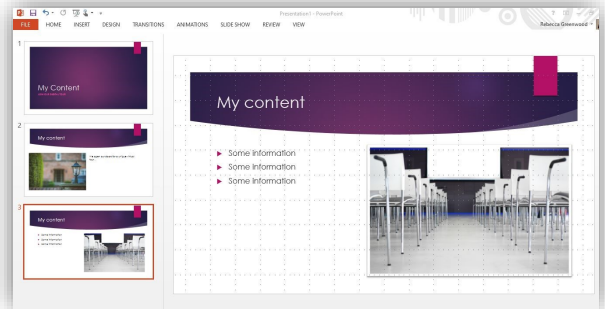
Start a new PowerPoint, use the templates available to give you some ready made layouts for your content.

In this example we've created 3 slides in a PowerPoint to show how you can use them.

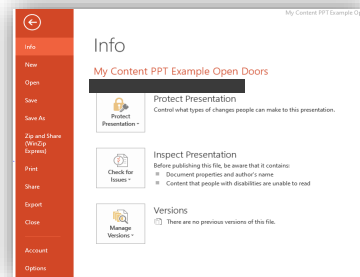
HOW TO CREATE IMAGES IN POWERPOINT

1. Go to **FILE** on the top left of your menu. Highlighted in red in image 1.
2. Choose **'SAVE AS'** from the red left hand menu (image 2).
3. Select where to save the file on your computer and then from the list displayed in image 3, choose **JPEG File Interchange Format**. This will create an image file.
4. Give it a file name (image 4) so you can easily find it when attaching it to your LinkedIn post.
5. A pop-up screen (image 5) asks which of the slides in your PowerPoint deck you want to save as an image. **'Just This One'** will select the slide you had open on screen.
6. You will now see a JPEG file in the location you selected which has all the content from your PowerPoint file. This can now be used with a LinkedIn post.

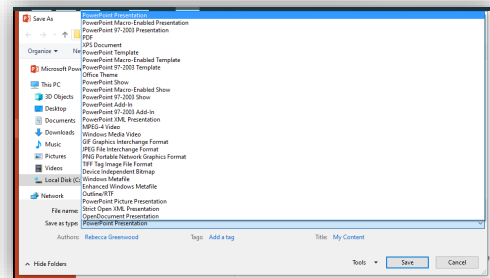
1



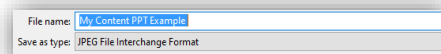
2



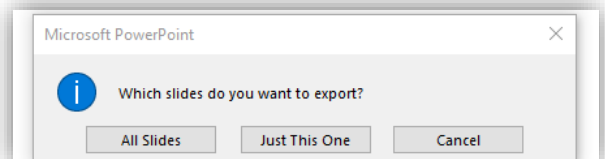
3



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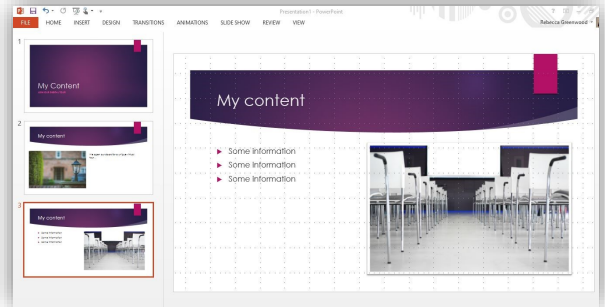


1.2 Creating Content: Video

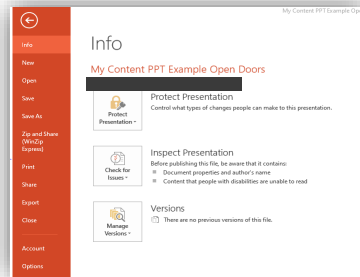
HOW TO CREATE VIDEOS IN POWEPOINT

1. Go to **FILE** on the top left of your menu. Highlighted in red in image 1.
2. Choose **'SAVE AS'** from the red left hand menu (image 2).
3. Select where to save the file on your computer and then from the list displayed (image 3), choose **MPEG-4 Video**. This will create a video file of your slides.
4. Give it a file name (image 4) so you can easily find it when uploading to YouTube or LinkedIn.
5. It will start to save your slides, this may take a minute depending on the number of slides you have.
6. In the file location you chose to save the file, you should now see an icon that looks like a video reel (as image 5). This is now an MP4 file which means the slides will be shown in sequence when a visitor presses play.

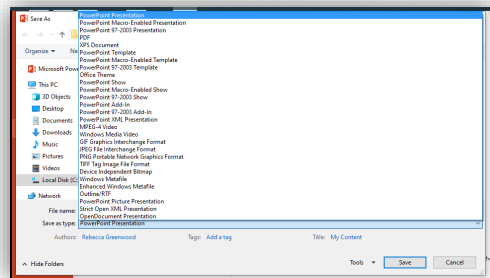
1



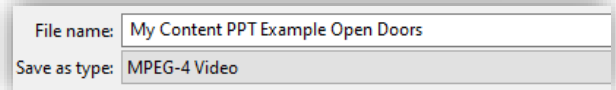
2



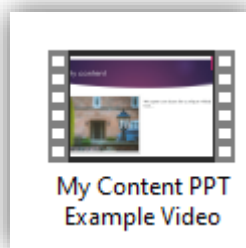
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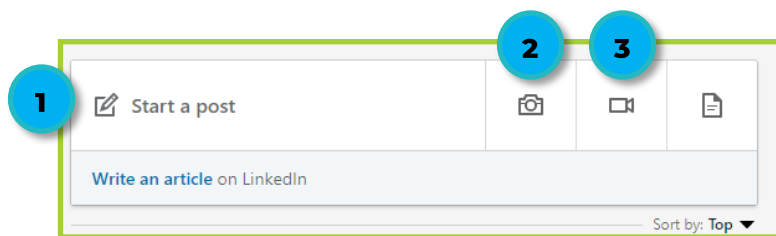


2.1 LinkedIn: Content sharing

LinkedIn is a great social channel to share assets through, ideal for all career/work related content that you are proud to associate with your personal brand.

Setting up a profile is free, if you don't have one as yet, it will guide you through a series of questions to build an online CV. Choose privacy settings as you go but these profiles are designed to be public and often used by employers, recruiters and suppliers.

Here's how LinkedIn can help you to share digital assets...



HOW TO USE LINKEDIN TO SHARE CONTENT ON ANOTHER CHANNEL

From the home screen click on the pencil icon (as pictured image 1) to start a post which can include a link to your digital asset if you have used another channel (such as YouTube) to place your content.

- Click the pencil icon '**Start a post**' from your home view
- Write your post
- Copy the URL from where you are hosting your content and paste it into your post. It should automatically source information from your link once your link has been pasted in.

HOW TO USE LINKEDIN TO HOST AND SHARE YOUR CONTENT DIRECTLY

You can also use LinkedIn to share a video file (such as an MP4) using the video icon (as pictured image 3) clicking this will allow you to browse your computer for a video file you have previously saved. The first icon (image 2) is to attach a picture file such as a JPEG.

- Click the pencil icon on 'Start a post' from your home view
- Write your post
- Click on **image 2** to attach a picture file you have pre-prepared

OR

- Click on **image 3** to attach a video file you have pre-prepared

2.2 LinkedIn: Publishing articles

HOW TO USE LINKEDIN TO SHARE ARTICLES

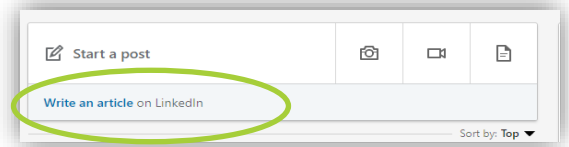
LinkedIn can also be a blogging channel, as once you have a profile, you can publish articles. On the same home screen box you will see **'Write an article'** in blue, this is the link you can click to get started.

You will come to an editing screen (pictured) which you will create your article in. Click on the picture icons (and plus sign) to browse for an image on your computer. If you don't have one available just yet, you can always create a draft and save it without publishing.

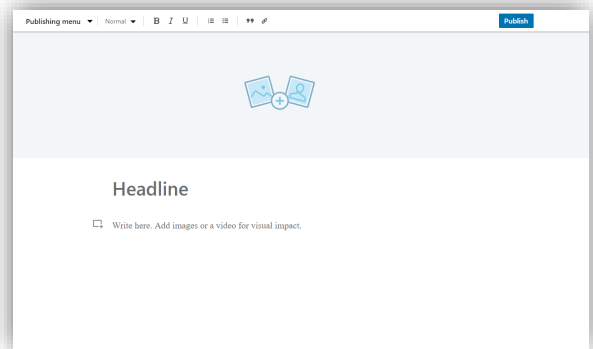
Click on the word **HEADLINE** and you will get a text box for adding the title of your article. Underneath if you click where it says 'Write here' you can add a variety of elements such as images or even videos to bring your article to life.

Click on the **Publish** button when your content is ready to broadcast.

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2.3 LinkedIn: SlideShare

HOW TO USE LINKEDIN TO SHARE Slides

LinkedIn has incorporated Slide Share into it's capability. You can use your LinkedIn account to upload and share slide content.

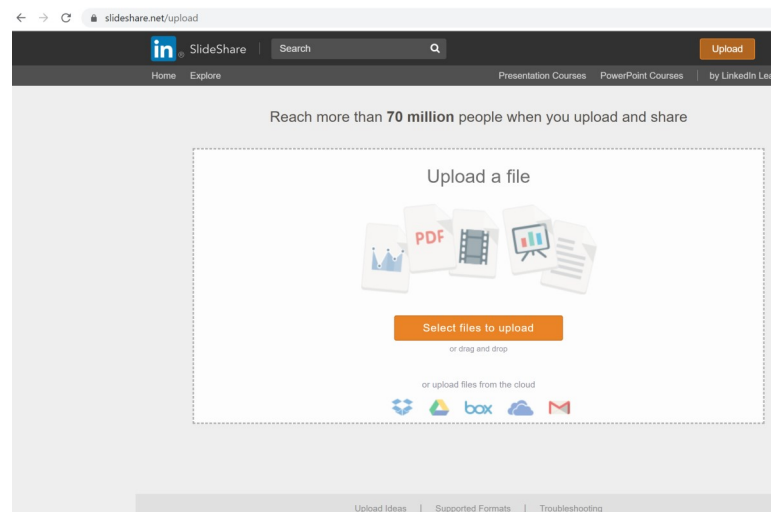
1: Go to: <https://www.slideshare.net/upload>

2: **Log in** with your existing Linked In account to

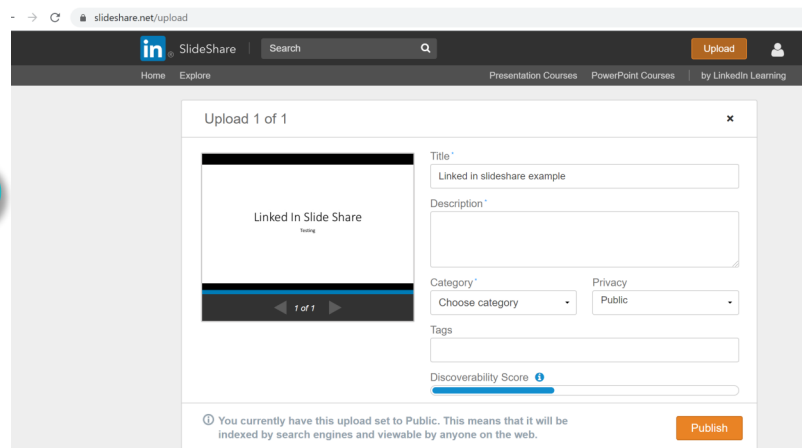
3: Click on **Select files to upload**, this will open up your file explorer, use this view to find the slides you want to share.

4: Enter in the **title, description**, select the **category** and make **public** for all to access it widely. Select Publish when you are ready. Once published you will be able to copy the URL for sharing on Doors Open Days website.

Note: If you have more than one slide deck to add, after uploading one and entering the details, scroll down the page to see the + button for you add more slides and follow the same process.



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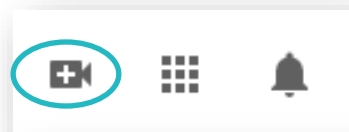
3.1 YouTube: Setting up a channel

YouTube is a video channel which enables you to share moving content. With your own YouTube channel you can load as many videos as you like and even access analytical information to see how many times your video content has been viewed. YouTube is linked to Google, so the starting point here is to set up a Google account (if you don't already have one) and this will give you a GMAIL email address which will be used to access all Google products.

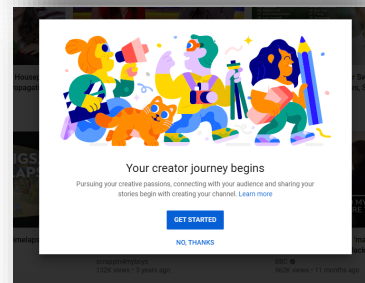
HOW TO SET UP YOUR OWN YOUTUBE CHANNEL

1. Click the **video with plus sign** (circled in image 1).
2. As a first time user it is likely you will see this screen (image 2). This gives you the option to be guided through the process. Click **Get Started**.
3. You'll have the option to create a branded YouTube channel or to use your own name (as per your Google credentials). **Select** your preferred (image 3).
4. Once you have set up a channel using your name or a brand, you will see the picture/logo you created on the top right of your screen (image 4). If you click on this logo, select **Your Channel** from the menu to get started.

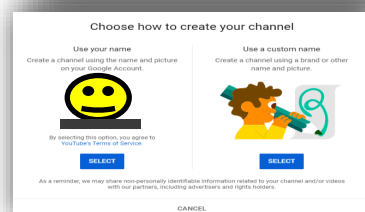
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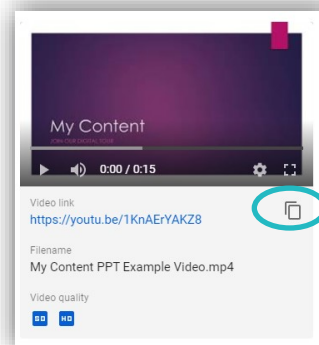
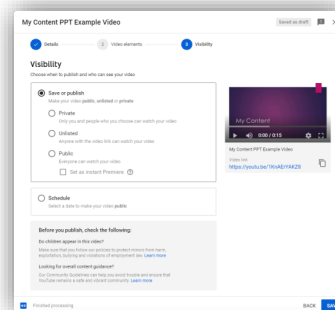
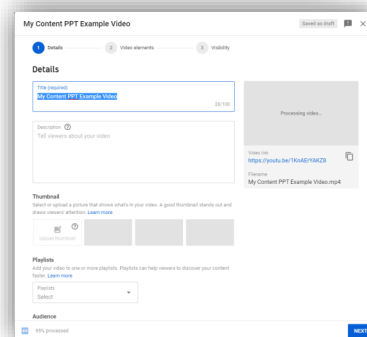
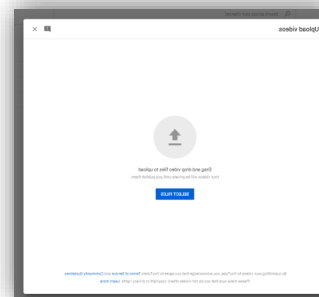
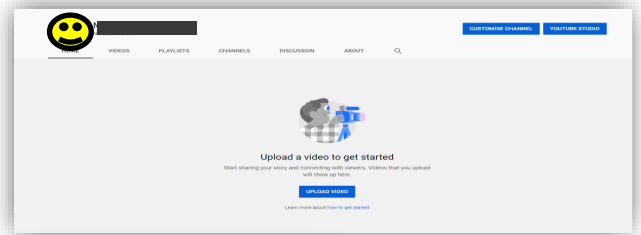
3.2

YouTube: Uploading videos

HOW TO UPLOAD AND SHARE VIDEOS ON YOUTUBE

Once on your own channel you can click to upload your video. If you have saved a PowerPoint as an MP4 file (as per section 1.2 of this guide), your file will be ready on your computer to upload. Here's what to do next:

1. Click **SELECT FILES** on the blue button shown on the screen with the upward arrow (picture 2).
2. Browse your computer for the MP4 file you prepared earlier.
3. Once it has attached your file, you will be asked to add details to your listing (image 3). Provide a title, description and select your favoured thumbnail from the selection shown to pin as your feature screen.
4. You will be asked if your content is suitable for children — this is a safeguard.
5. Click **NEXT** when you have added detail to your listing.
6. You will be asked if you would like to add video elements. This can be skipped, click **NEXT** to continue.
7. The **VISIBILITY** screen is the last step to publish your video. If you choose **PRIVATE** it will upload but only you can see it. This is useful if you are preparing a selection of videos that you are not yet ready to launch. To make it live, choose **PUBLIC** and it will appear on your channel right away.
8. Click the **COPY** icon (circled in image 5) to share your link on a LinkedIn post or to use on the Doors Open Days website. Simply paste it into your open LinkedIn post or to your Doors Open Days website content by making a right click and selecting paste.



4.0

Vimeo: Uploading videos

HOW TO UPLOAD AND SHARE VIDEOS ON Vimeo

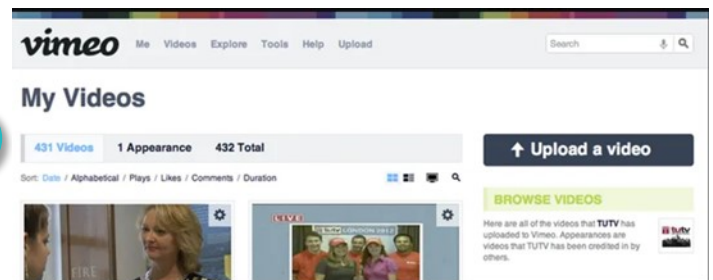
The free basic account for Vimeo has a limit that only allows you to add 500MB per week.

Please have your video prepared and ready to be uploaded to Vimeo, the best supported formats for Vimeo are .MP4, MPEG, .MPG, .MOV, .AVI.

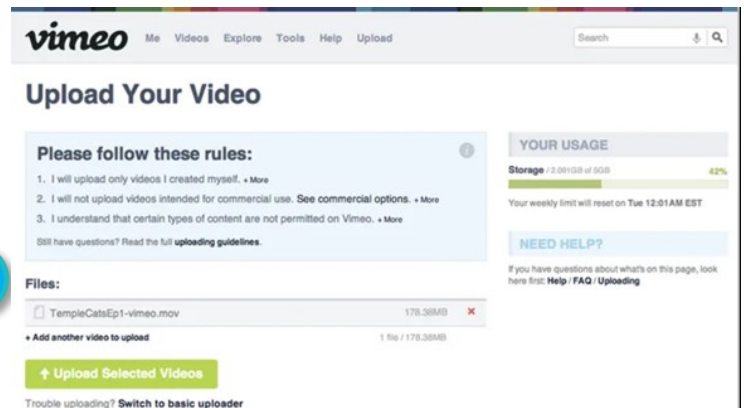
Once you have a video ready, here's what to do next:

1. **Create** your account at: <https://vimeo.com/upload>. Select the **Join** button at the top of the screen. You will need to provide name, email address and set your password. If you already have an account then simply **log in**.
2. Go to **Videos** available from the top menu of options, then select **My Videos**.
3. Click on **upload a video**, then click on **choose a video to upload** and select your video. You will see the name of the video and the size as it is processing the upload. Click on **Upload Selected Videos**.
4. While the upload takes place, complete the **description and tags** for the video along with setting the content rating.
5. **Customise the URL** to provide it with a friendly and sensible naming convention by clicking on the **Advanced** Tab – this appears under the video uploading progress bar on the page.
6. Enter in a friendly **URL name** and click on **save changes** – this is the URL you can then use to share on other channels including adding the link to Doors Open Days website.
7. Tip: To check your video, go back to **Videos, My Videos** from the top menu options and your uploaded video will appear on this page.

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