

# Video 2020 Best Practices



## OVERVIEW

A great way to explain the value of surety, is to use real life stories from Owners, Lenders, Architects and Contractors. NASBP has captured these stories in a series of compelling videos that you can use as part of your efforts to explain and market surety bonds.

The videos you will share are on NASBP's YouTube channel. The links to all the videos are provided in the resource section of the NASBP Communications Toolkit 2.0. To share, simply click the link in the resource chart and you will be directed to the video's YouTube page. Then, all you need to do is copy the URL from the browser navigation bar at the top of the webpage and paste into the platform from which you are sharing. More details specific for sharing these videos across your platforms can be found below.

## Social Media

- Begin drafting a post in Facebook, LinkedIn or Twitter as you would for any post.
- Enter additional language to introduce the video. Be sure to stay within the character count limit for Twitter (256 characters)
- Paste the specific video URL from YouTube as outlined above in the post box with your social media post language. A preview of the video will populate, so you can see what it will look like in the post
- Hit send and publish the post

## PowerPoint Presentations

- Select the slide where you would like to insert the video
- Click the "Insert" tab on the top navigation bar
- Select "Video" in the "Media" category
- Select "Video from Web" option
- Paste the video URL from YouTube of the specific video you would like to include on your slide. Click insert.
- The video will populate on the slide as a box with a screenshot of the video and a play button in the middle. It can be moved around and placed anywhere on the screen like an image.
- The video will play when it is clicked, either in Presentation mode or in the traditional main viewer mode of PowerPoint

## Email

- Draft your email for the person or group
- Introduce the video and the purpose of you sharing it e.g. "To hear first-hand about a Lender's experience with surety and its value to their business, watch this video from a NASBP member in Hawaii..."

- You can then add the video in one of two ways:
  1. Paste the video URL from YouTube to the end of the sentence in which you introduced the video
  2. Add a hyperlink to the introductory language. To do this, highlight the word or phrases you where you want to add the hyperlink, right click on the highlight, select “Link” in the drop-down menu, paste the URL in the “Address” bar and select “OK”. The word or phrase you highlighted will now be blue and underlined and will link out to YouTube.

## **Website**

- You can add NASBP Surety Story videos to your company website to further highlight the value of surety bonds to existing and potential clients
- It is recommended that you embed the videos on your website using the YouTube links provided in the NASBP Communications Toolkit 2.0 resource chart
- All website platforms have different methods to embed videos. Please consult with your web development team or hosting platform for best practices and steps on how to add videos to your webpages