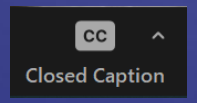
How to edit a video for your church's social media and website



Turn on automatic subtitles by clicking on Closed Captions in your Zoom menu

Canva

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You'll learn:

- The simple video editing tools on Canva.com
- How to choose the right video format for your platform
- Gain confidence cropping and editing your video
- How to add text or graphics
- How to download your video ready to post online.

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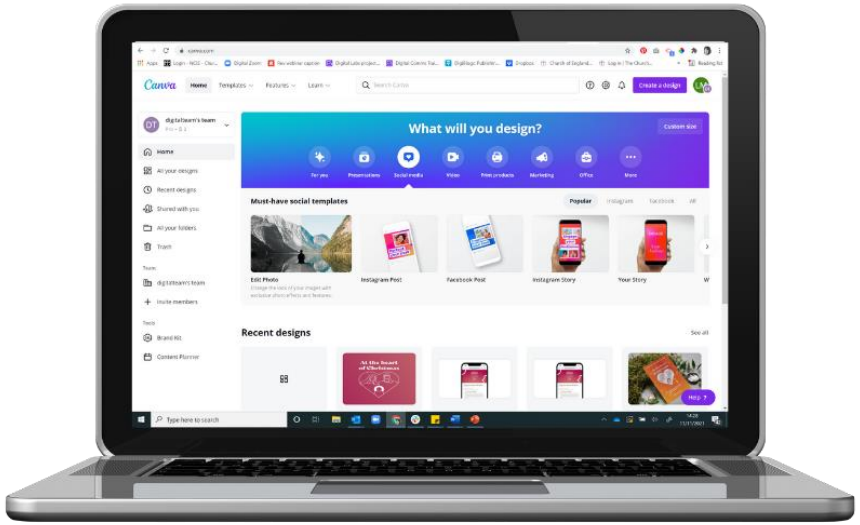
Open a free Canva.com account



Create a Canva account https://www.canva.com/signup

Canva for non-profits https://www.canva.com/canva-for-nonprofits/

Canva for church **Facebook group**

https://www.facebook.com/groups/CanvaForChurch

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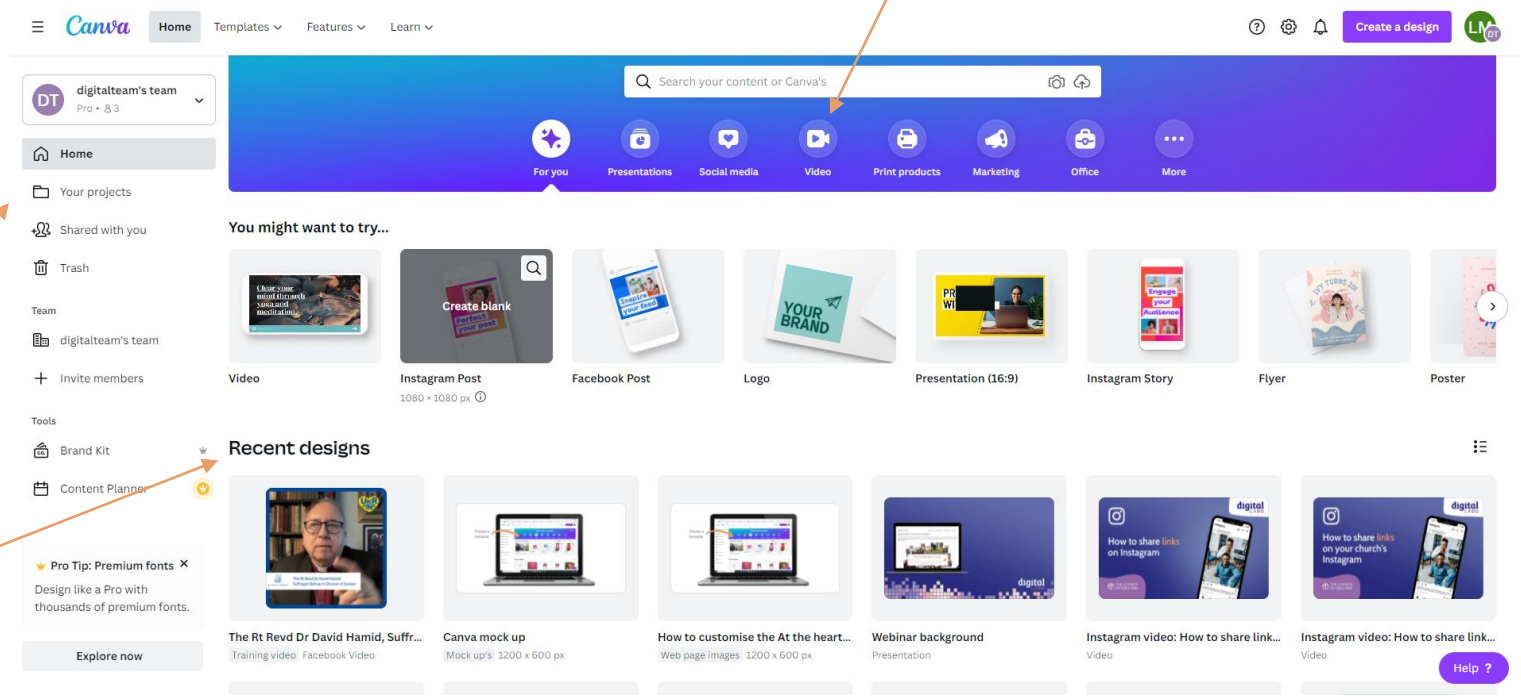
Find your way around Canva.com

Click on video to find video **templates**

The **home screen** shows your **recent designs** and **Canva templates** to create something new.

Designs are automatically saved in **Your Projects** and **Recent designs**



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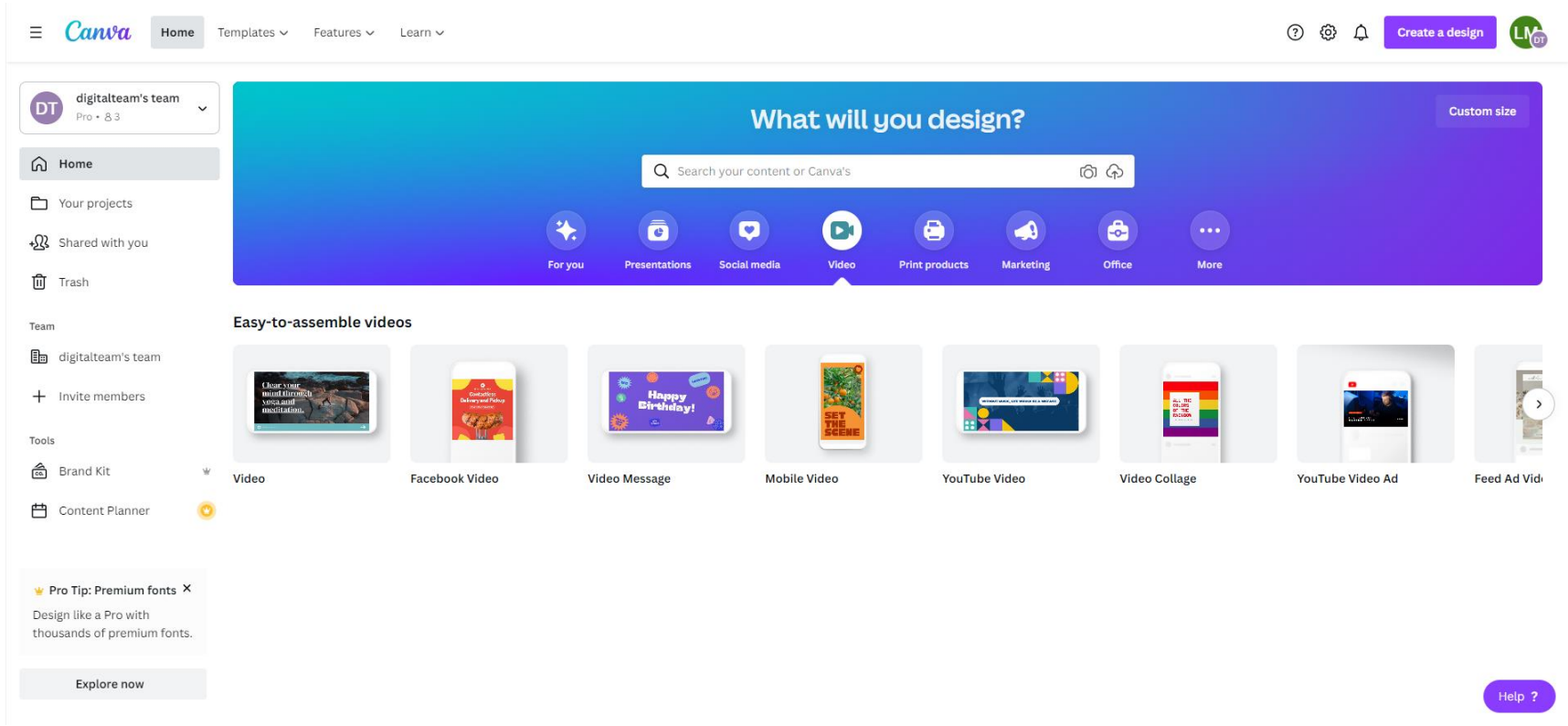
Click on video to find video templates



Choose the video template which matches where your video will be shared

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Video tips

- Viewers on social media take less than **two seconds** to decide to watch a video – keep introductions short to keep their interest
- Find a quiet spot without background noise
- Use a window for natural light
- Videos less than **2 minutes** long on Facebook get the most engagement
- Average video length on YouTube is **8.4 minutes** (for non-entertainment videos).

Video tips

- If adding text over images or video, increase **readability** by adding a **box behind the text**
- **Avoid placing text or logos in the lower quarter of the video** as it may obscure subtitles displayed on social media
- Add subtitles when you upload to social media. All social media platforms have tools to add automatic subtitles.

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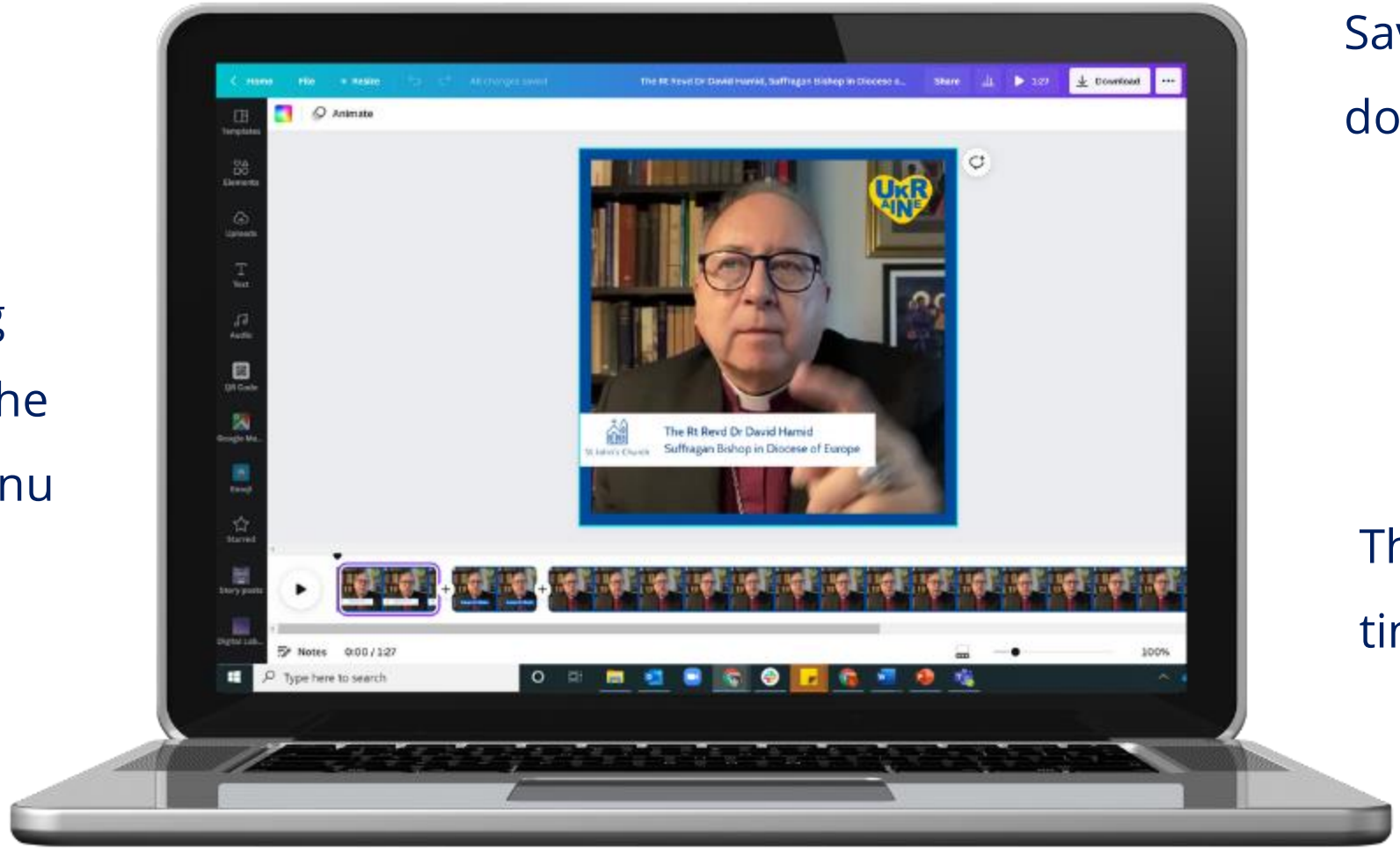
Video editing tools are in the left hand menu



Save and download settings

The video timeline

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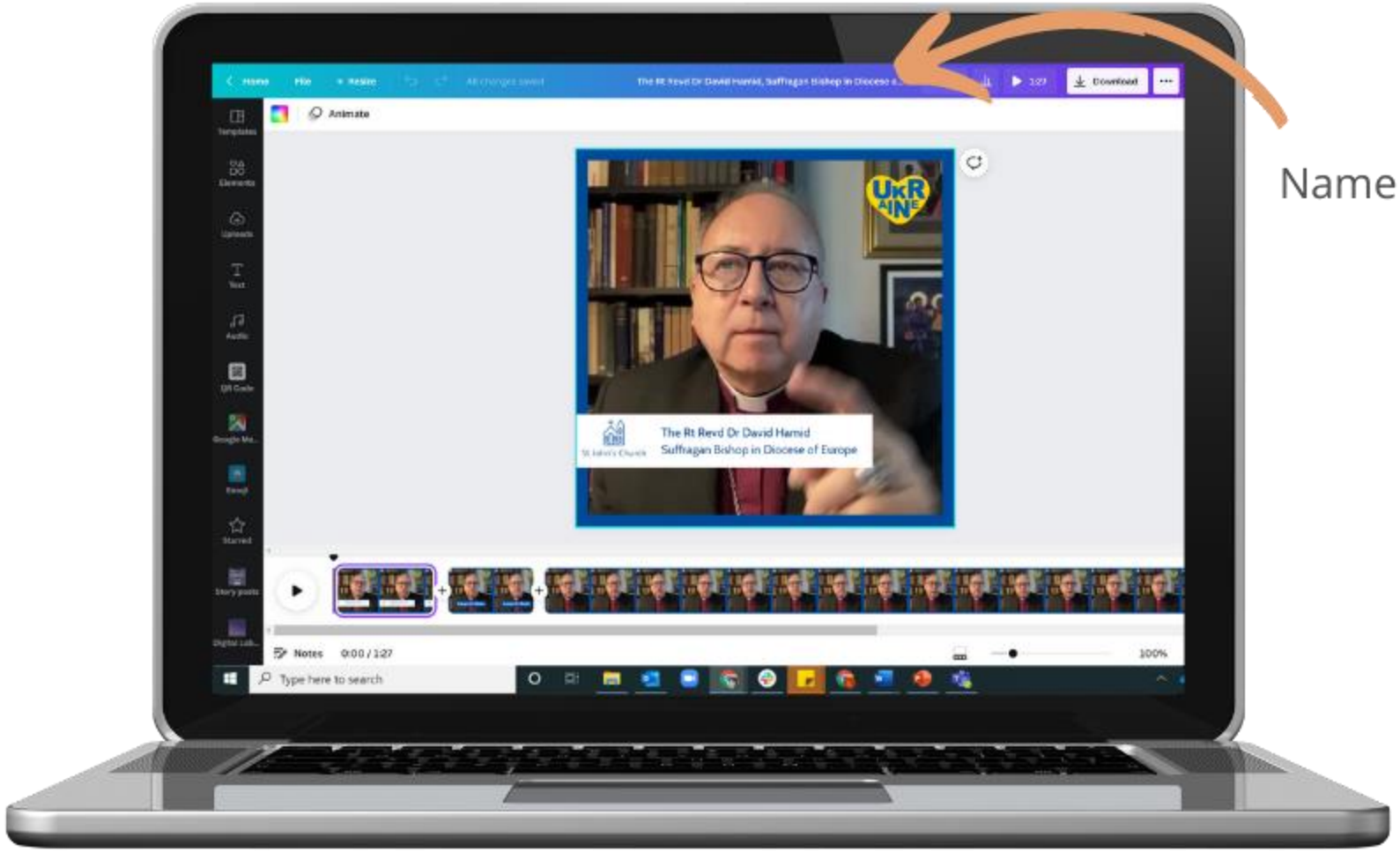

Name the project

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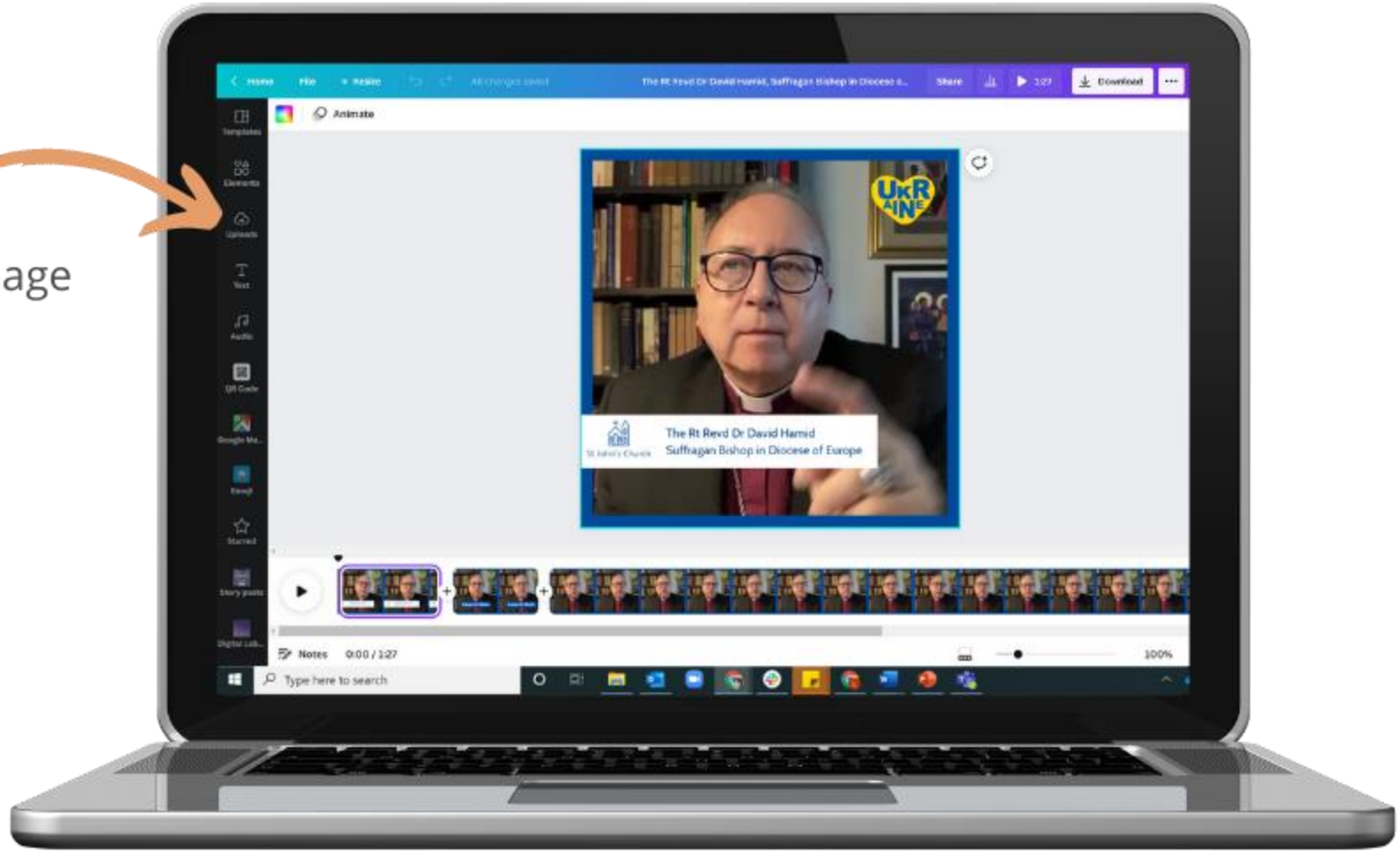
Upload an image
or video



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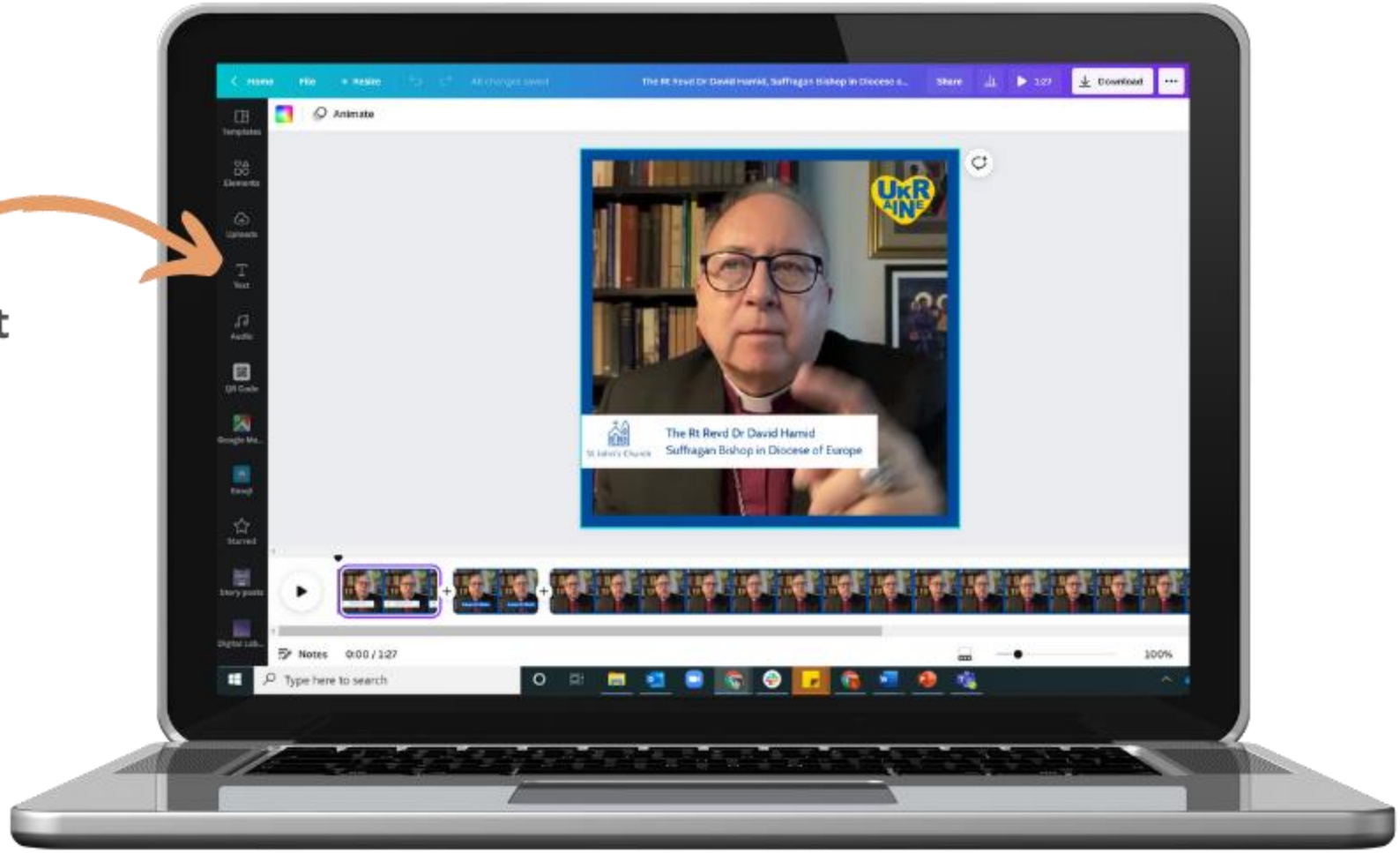
Click on **Text**
to add text



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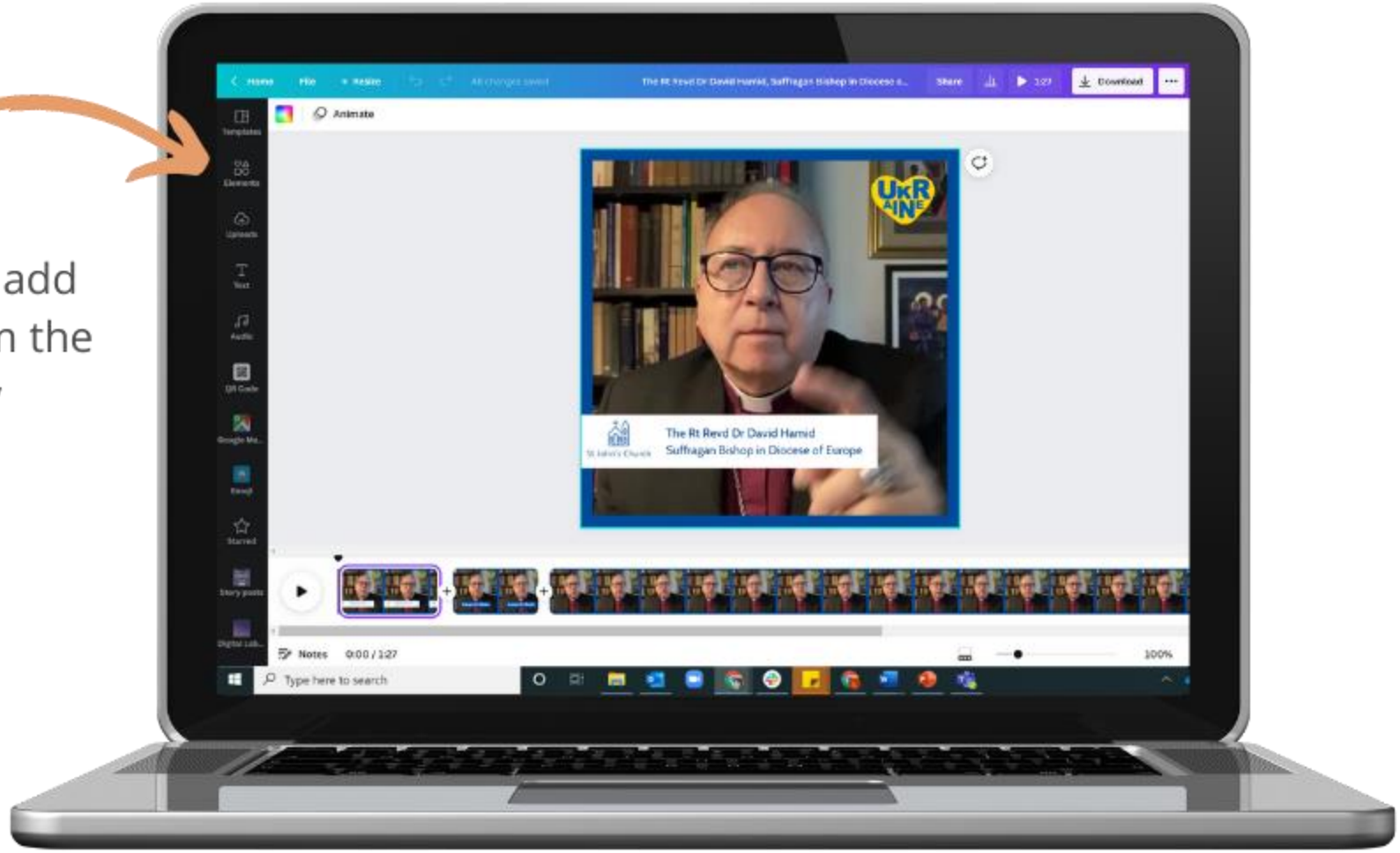
Click on **elements** to add graphics from the Canva library



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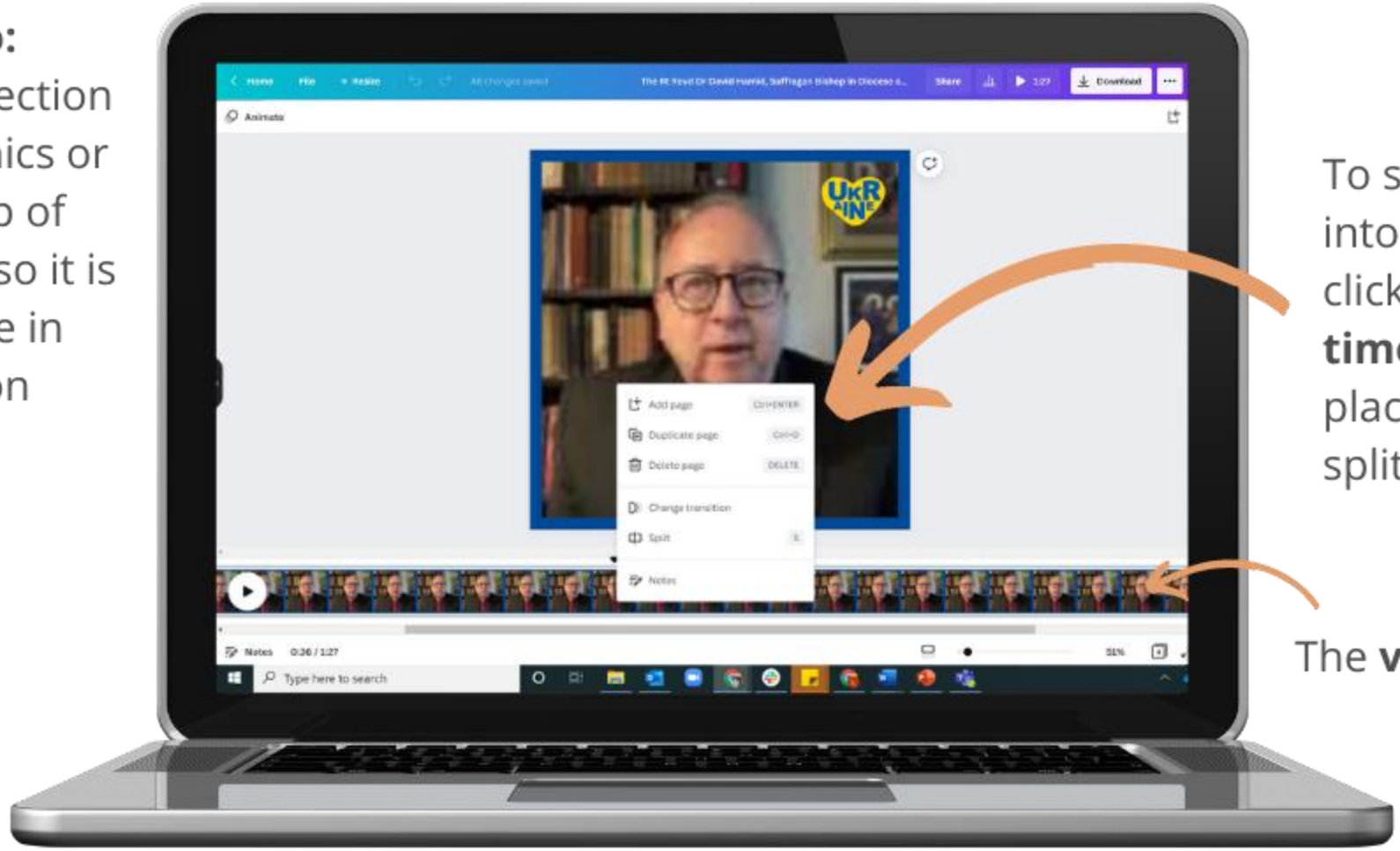
Add a split to:

- Delete a section
- Add graphics or text on top of the video so it is only visible in that section



To split the video into parts, right click on the **video timeline** at the place you want to split and click **split**

The **video timeline**

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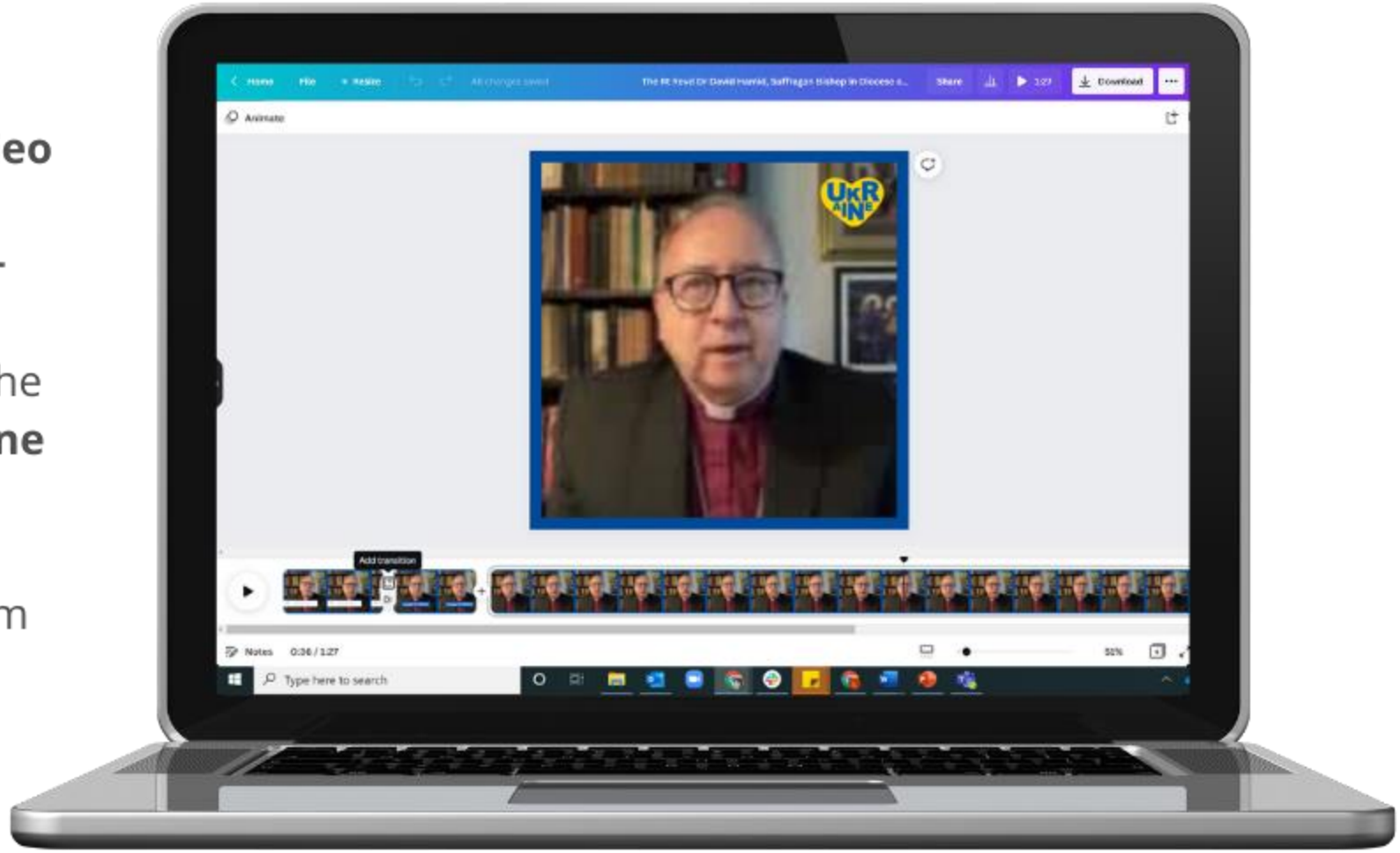
Transitions between video sections:
Click on the **+** between two sections on the **video timeline** to add a **transition** between them such as **fade**



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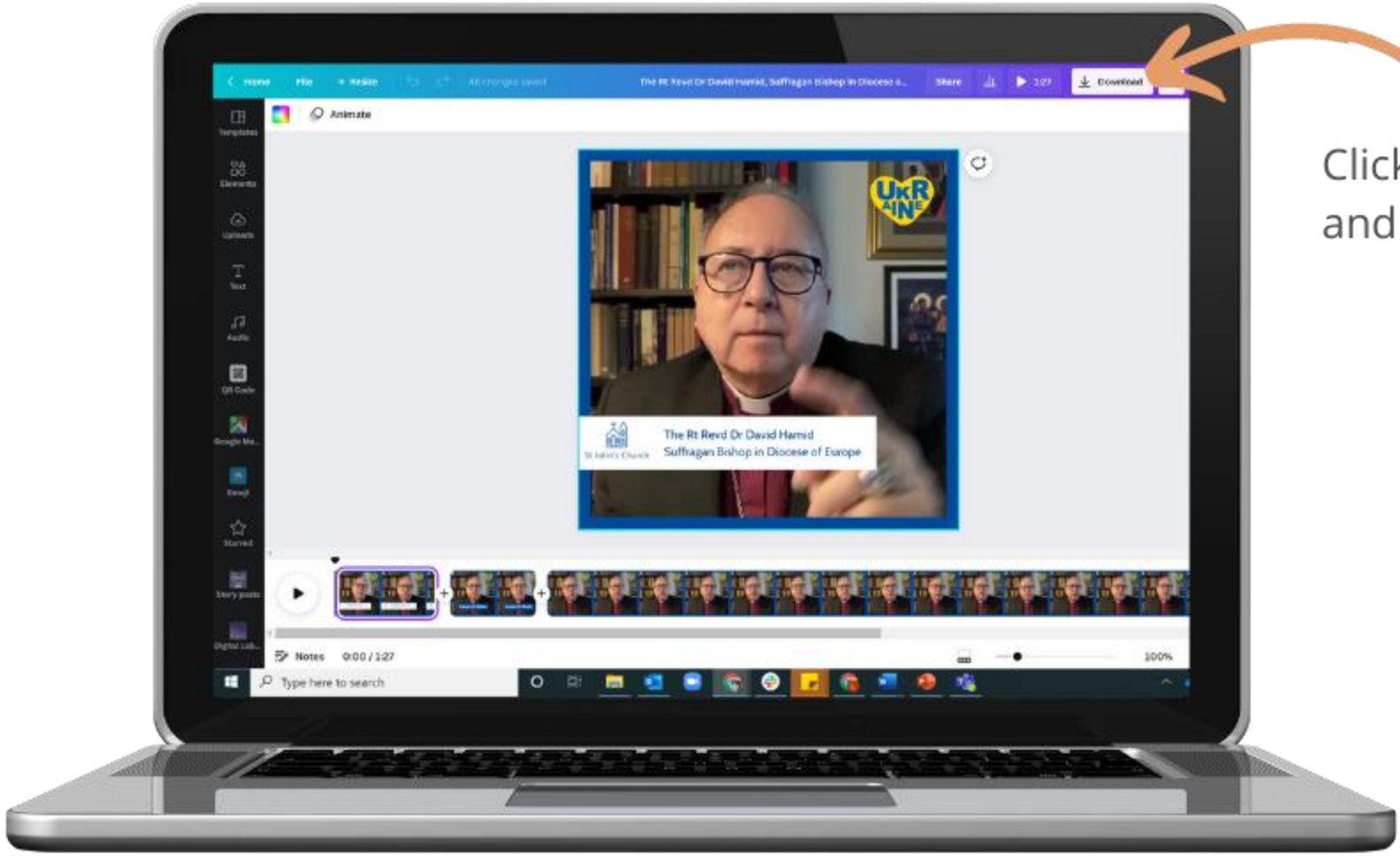

Click **download**
and choose MP4

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Church logo:
Uploaded to Canva.
Uploads can be found in **uploads.**

Text background:
Found in **Elements**
Click on **lines and shapes** for solid shapes.

Ukraine heart:
Found in **Elements**
search for Ukraine.
Click on one to use it.

Border:
Found in **Elements**
Click on **lines and shapes** to find borders.

Text:
Click on **text** then click **Add a heading**. Type into the text box on the project screen.

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Free tools and resources to help churches with their digital communications

Digital Labs blogs, newsletter, webinar, conference