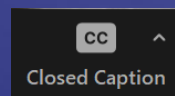




How to edit a video for your church's social media and website



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

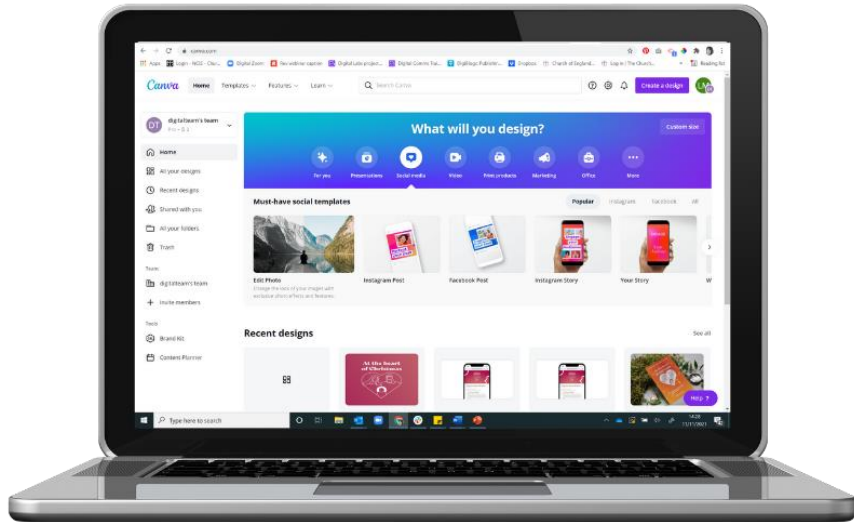
Canva

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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.

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**

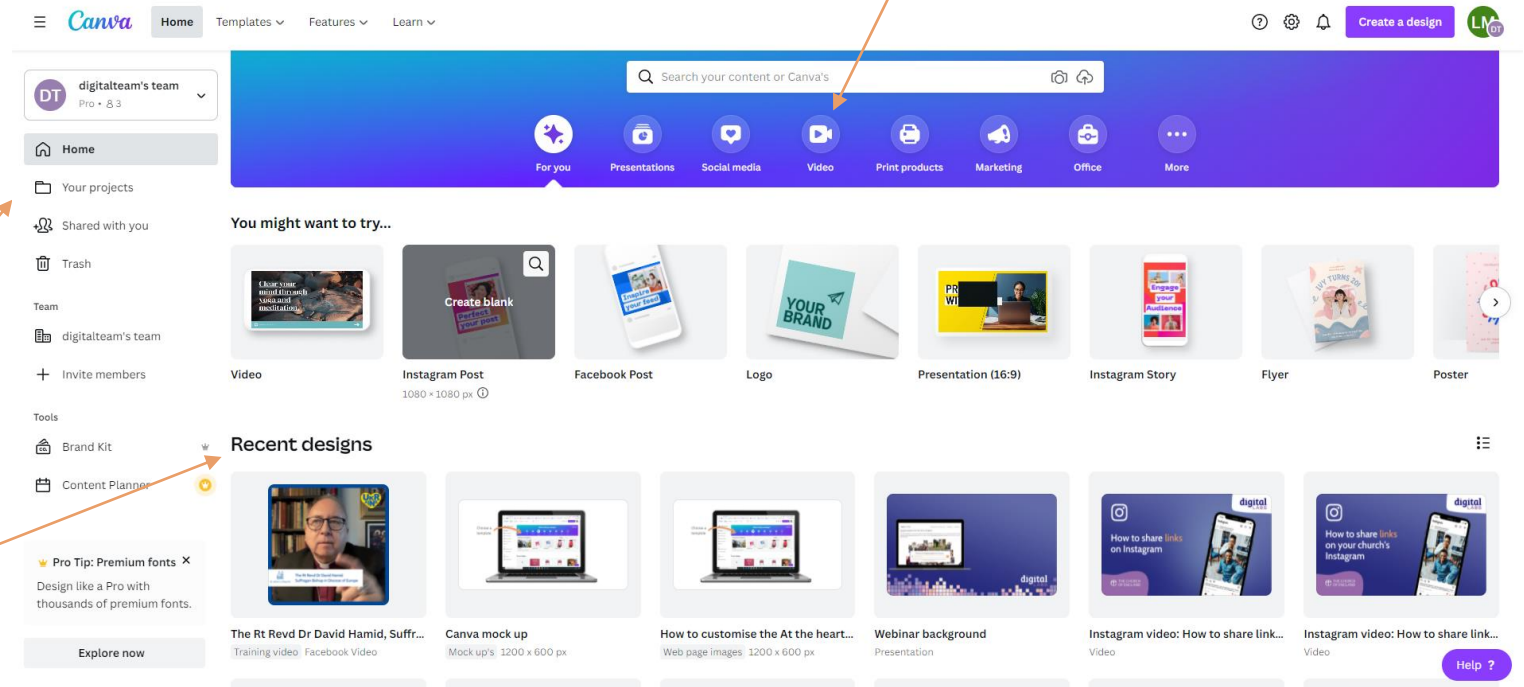
<https://www.facebook.com/groups/CanvaForChurch>

Find your way around Canva.com

Click on video to find video templates

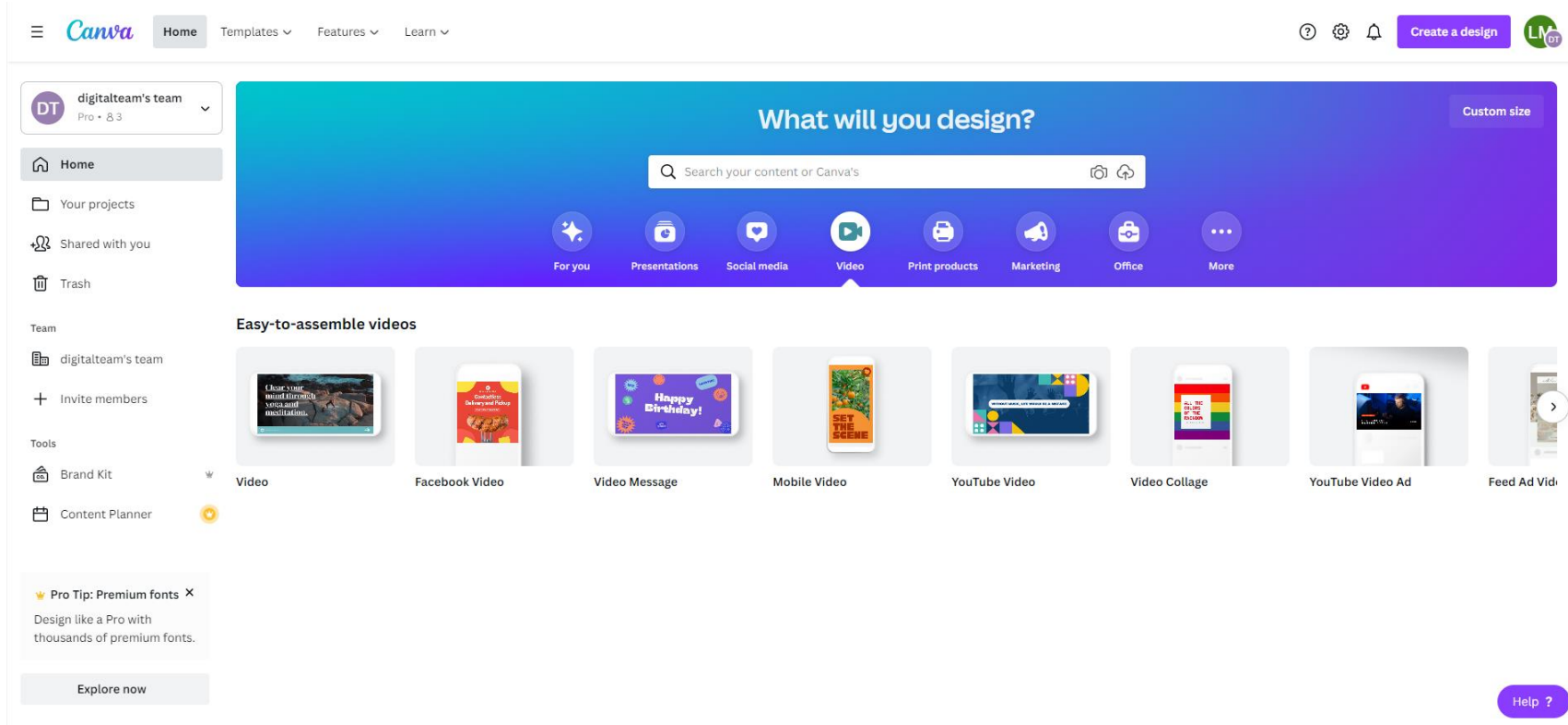
The **home screen** shows your **recent designs** and **Canva templates** to create something new.

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



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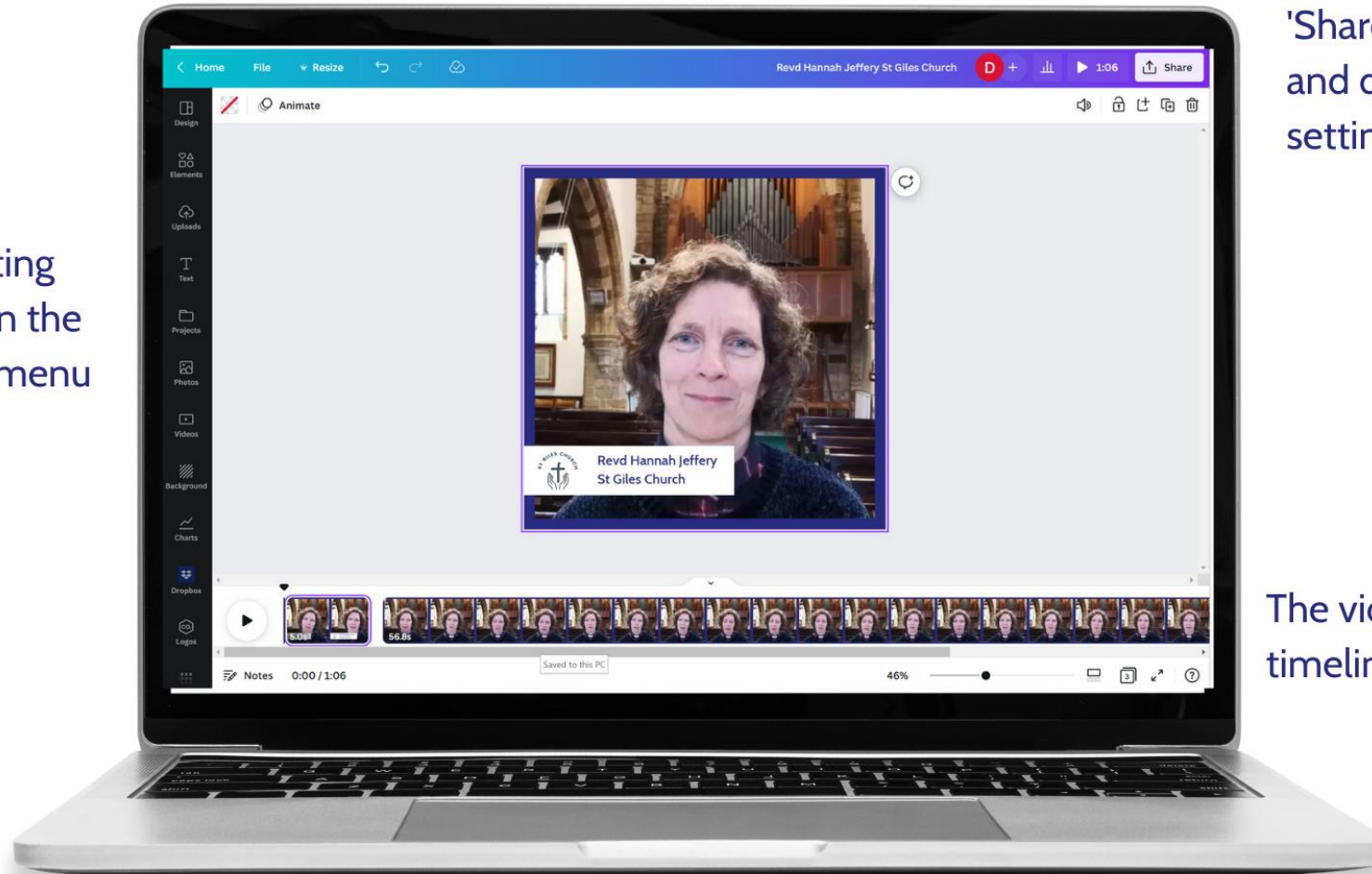
Click on video to find video templates



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

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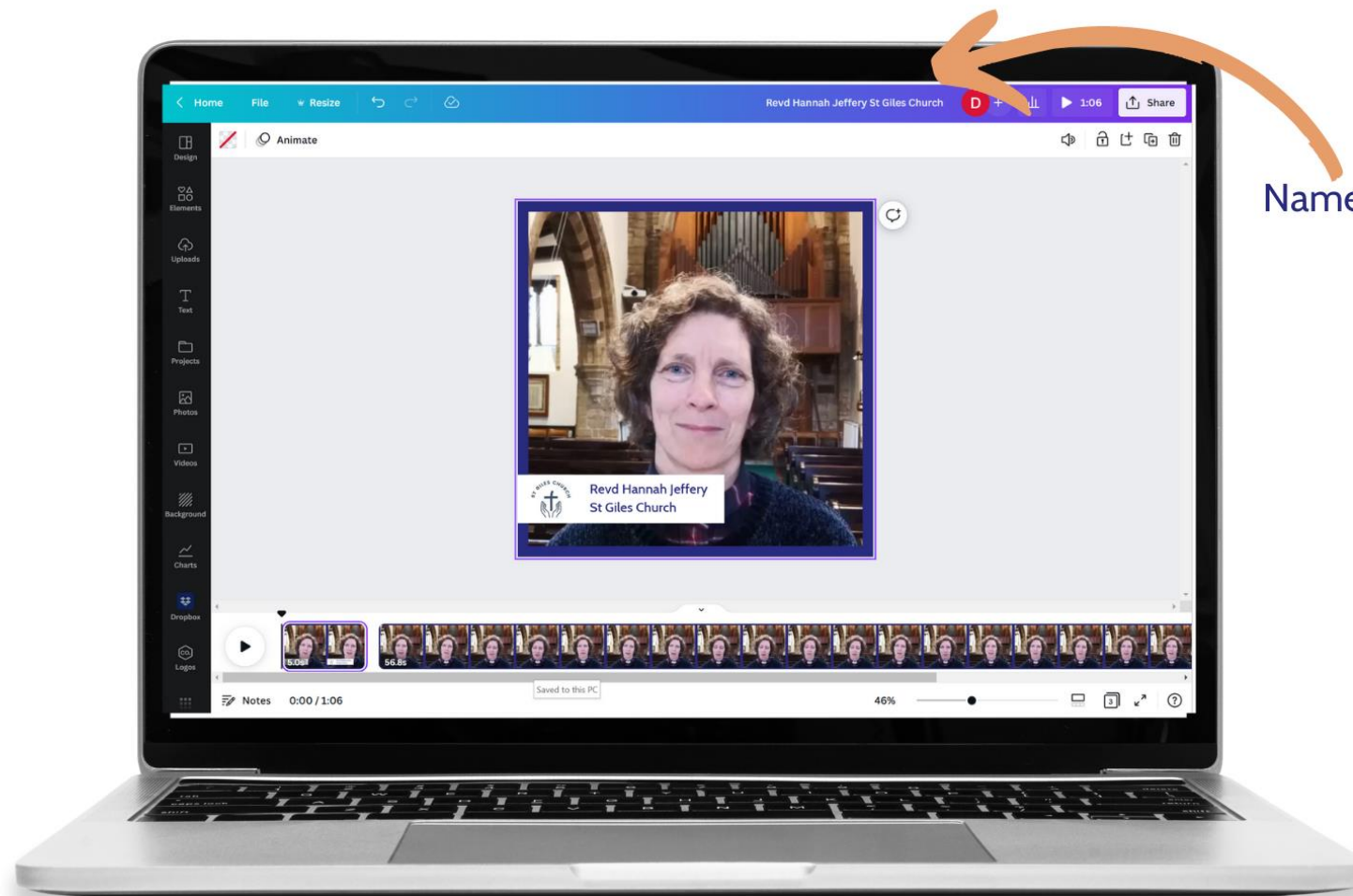
Video editing
tools are in the
left hand menu



'Share' to save
and download
settings

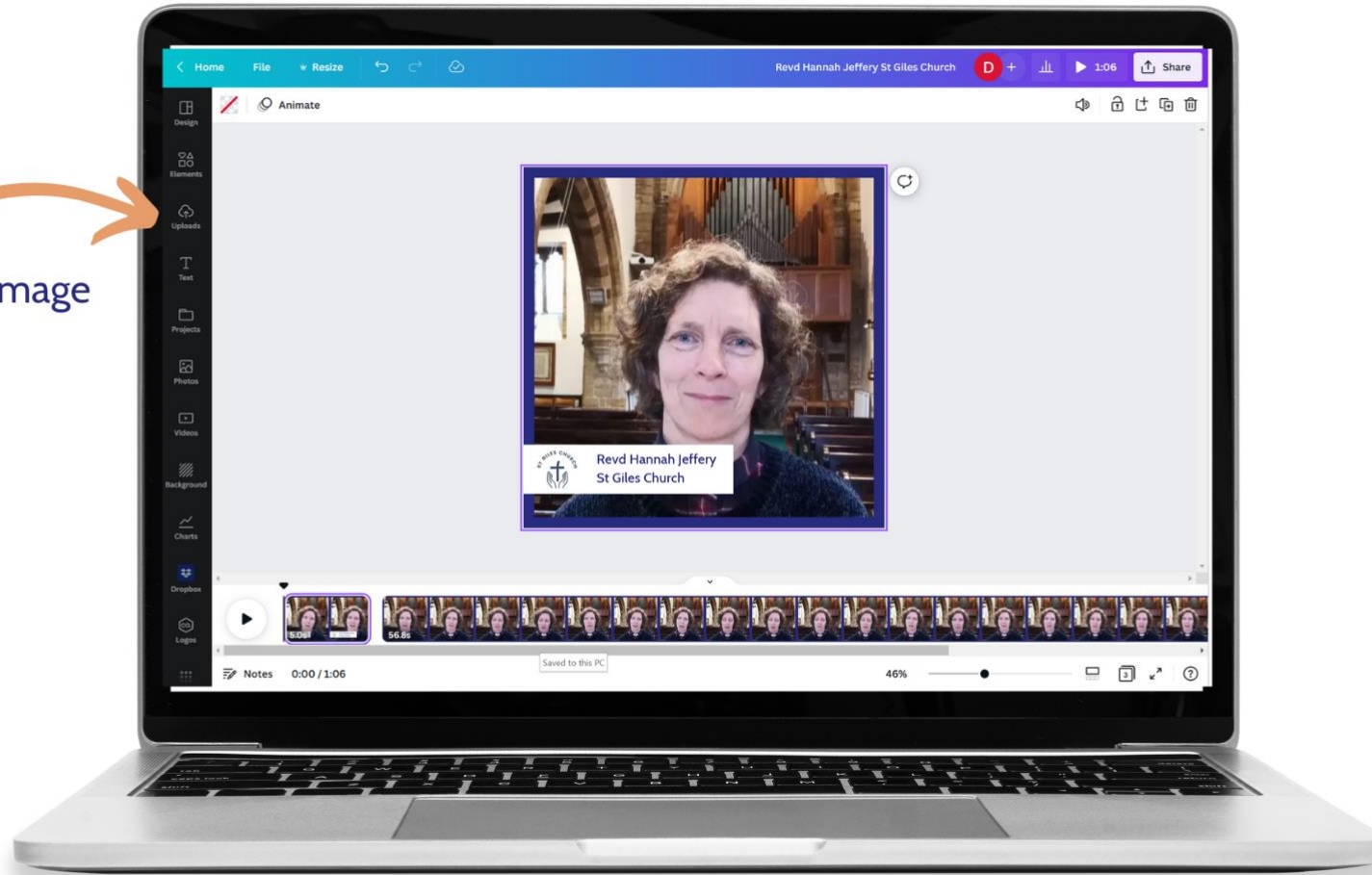
The video
timeline

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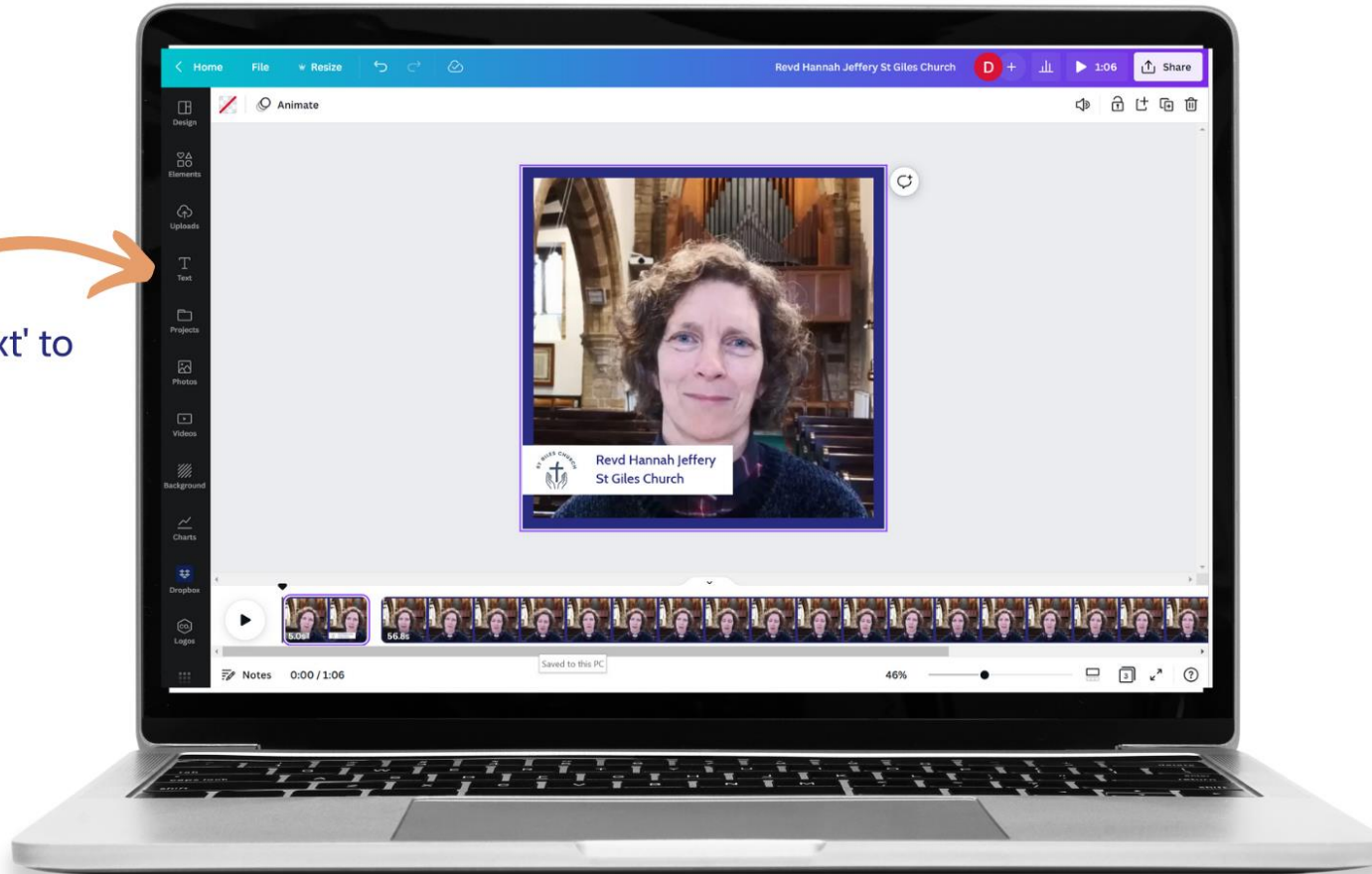
Name the project

Upload an image
or video



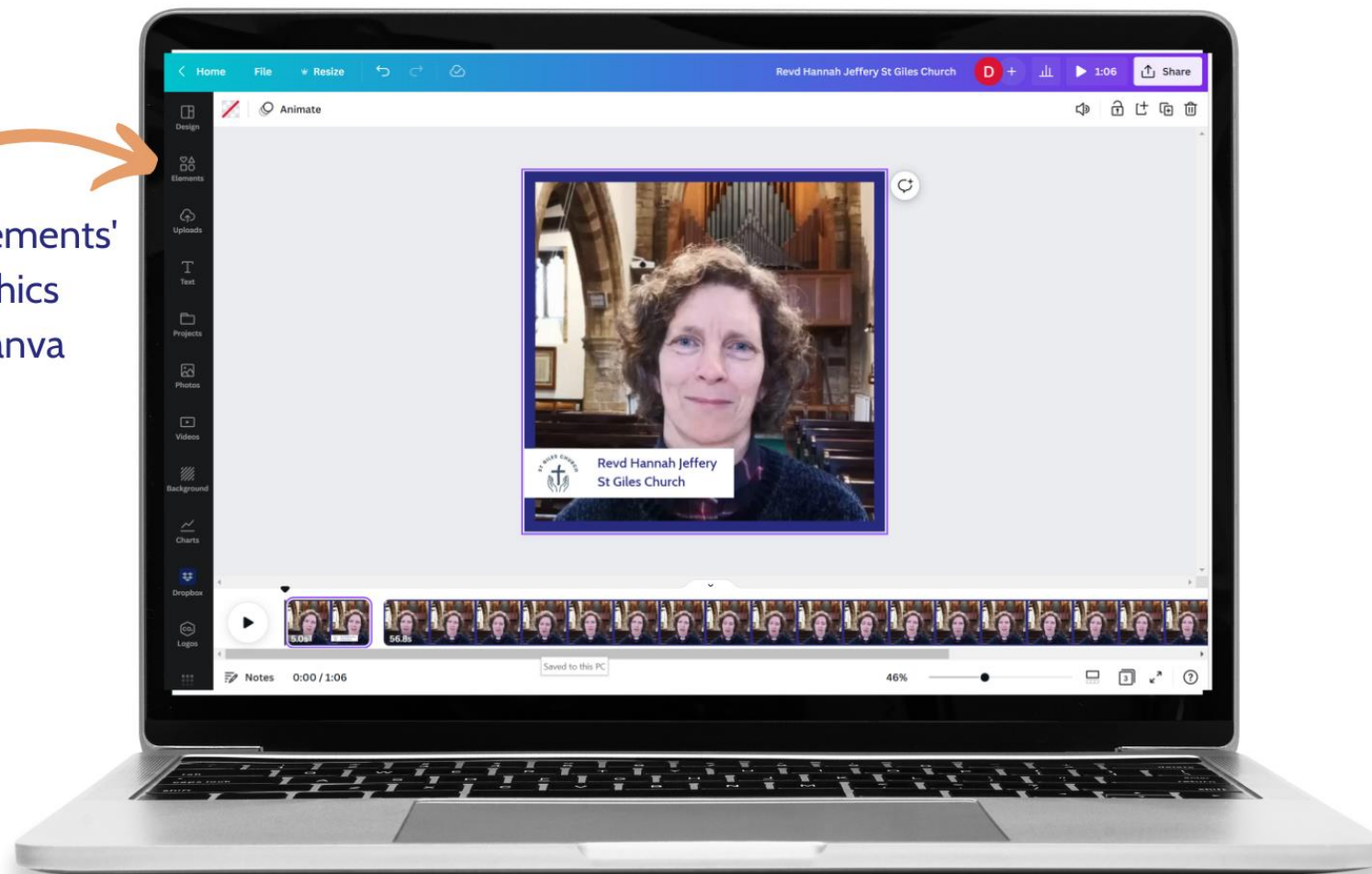
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Click on 'Text' to
add text



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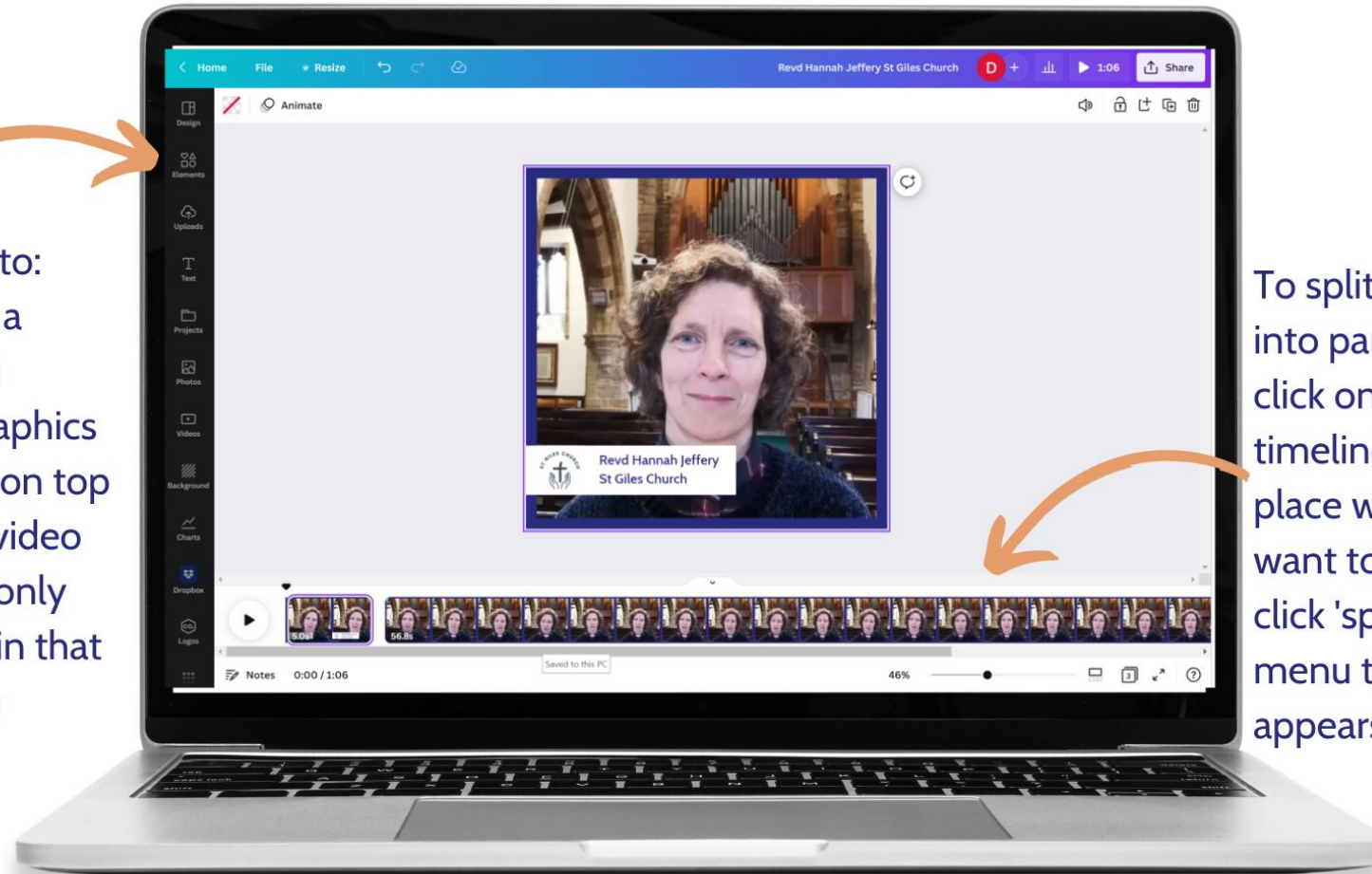
Click on 'Elements'
to add graphics
from the Canva
library



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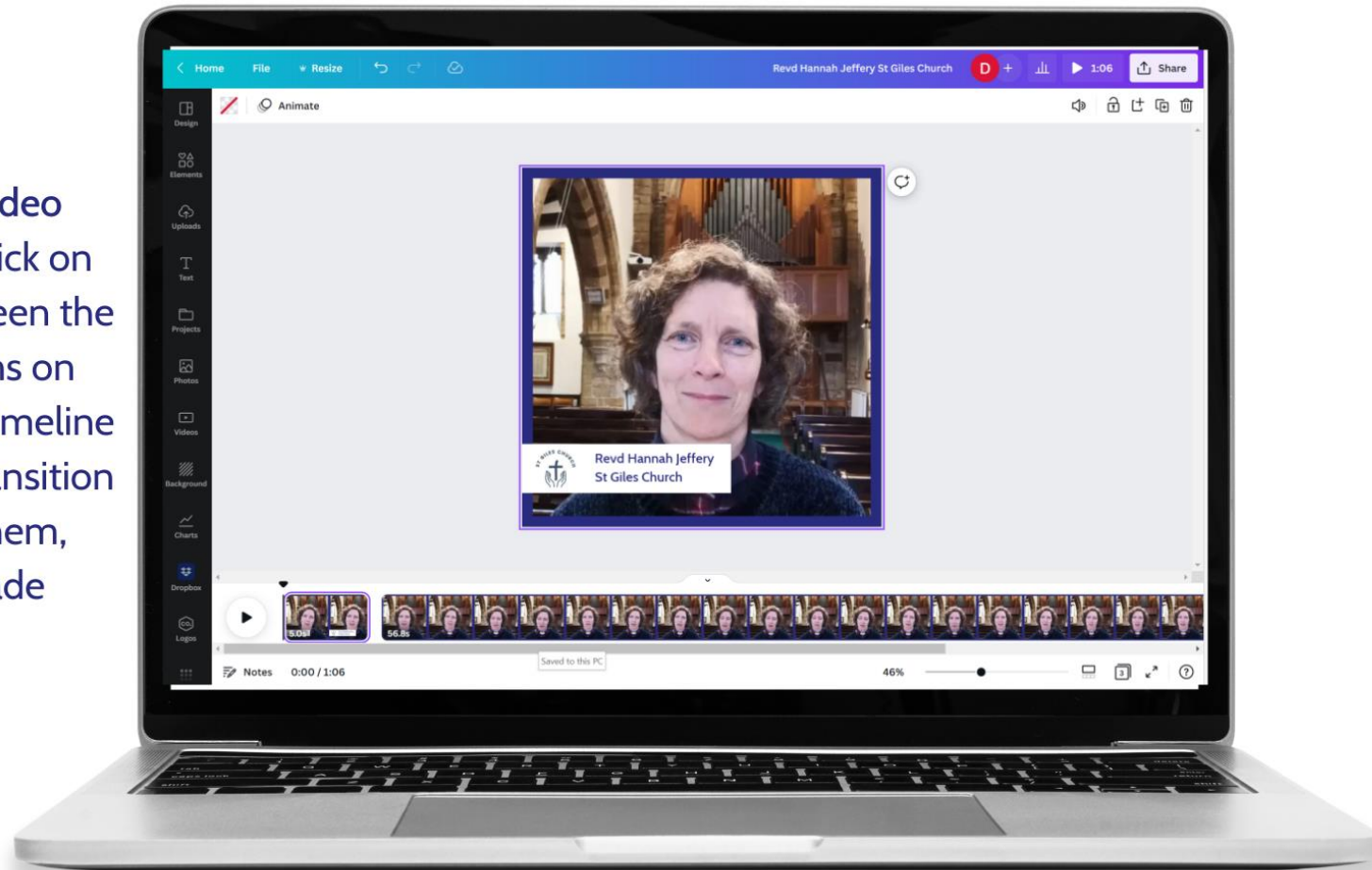
Add a split to:

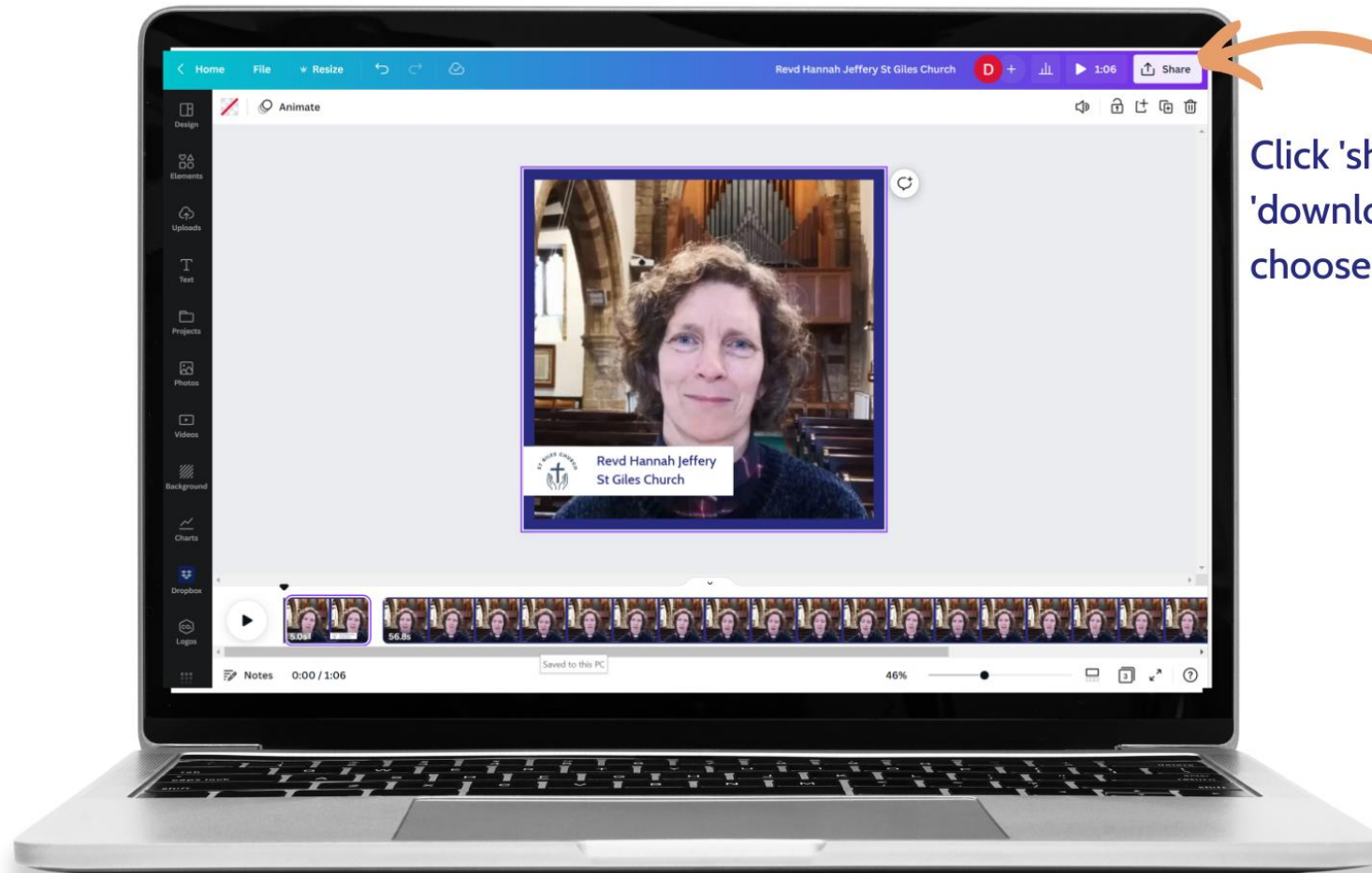
- Delete a section
- Add graphics or text on top of the video so it is only visible in that section



To split the video into parts, right click on the video timeline at the place where you want to split and click 'split' on the menu that appears

Transition
between video
sections: click on
the + between the
two sections on
the video timeline
to add a transition
between them,
such as a fade



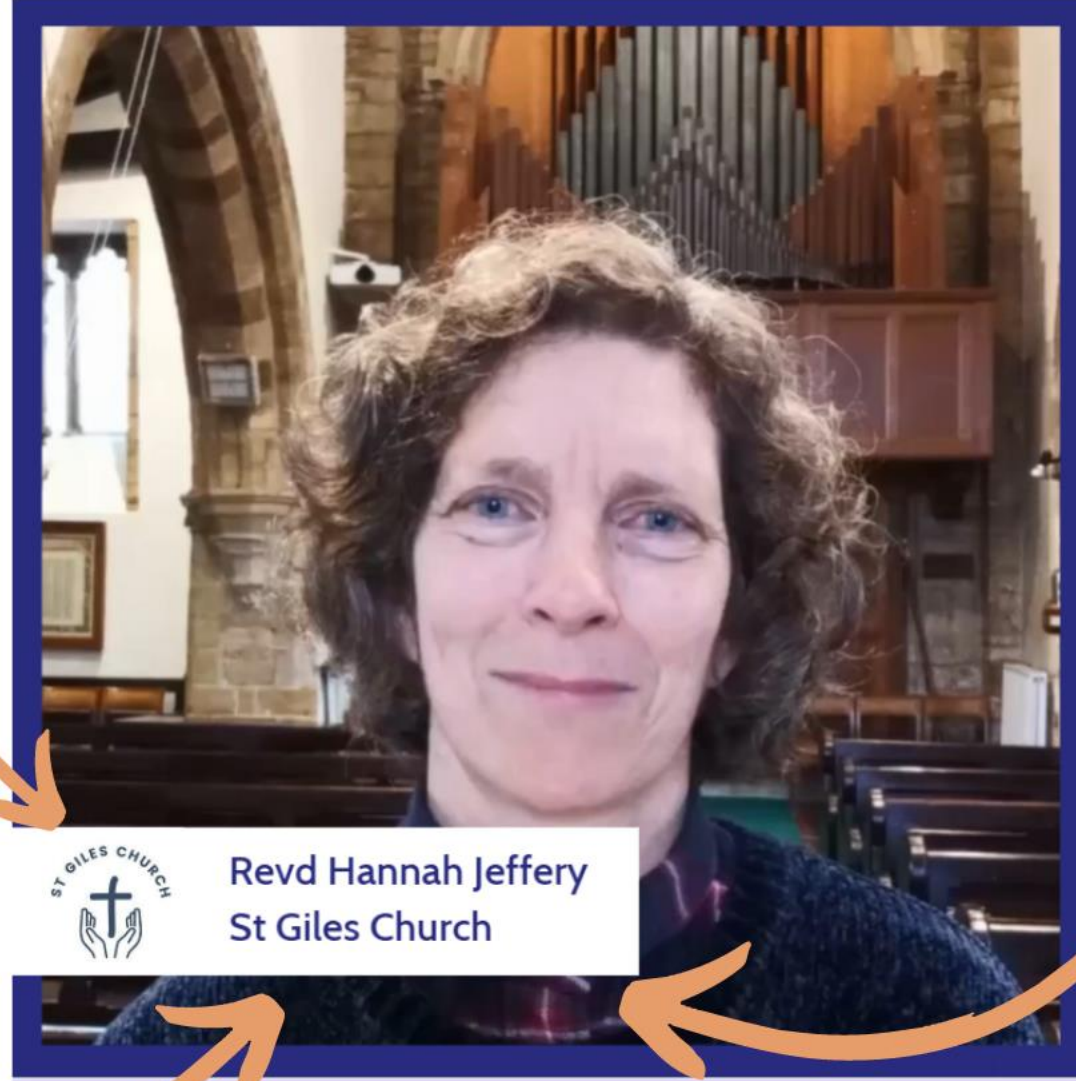


Click 'share',
'download', and
choose MP4

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Church logo:
Uploaded to Canva. You
can access your uploaded
images/videos in the
'upload' section on the left
hand menu.

Text background:
Found in 'elements'. Click
on 'lines and shapes' for
solid shapes. I chose a
square here and resized it
once it was on my project
screen.



Border:
Found in 'elements',
search for 'square
border' and select the
one you want. Resize
it and change the
colour as you wish.

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

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).

More tips

- If adding text over images or video, increase **readability** by adding a **box behind the text**
- Add subtitles when you upload to social media. All social media platforms have tools to add automatic subtitles.

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