



Online Marketplace: Promotional Video Guidelines

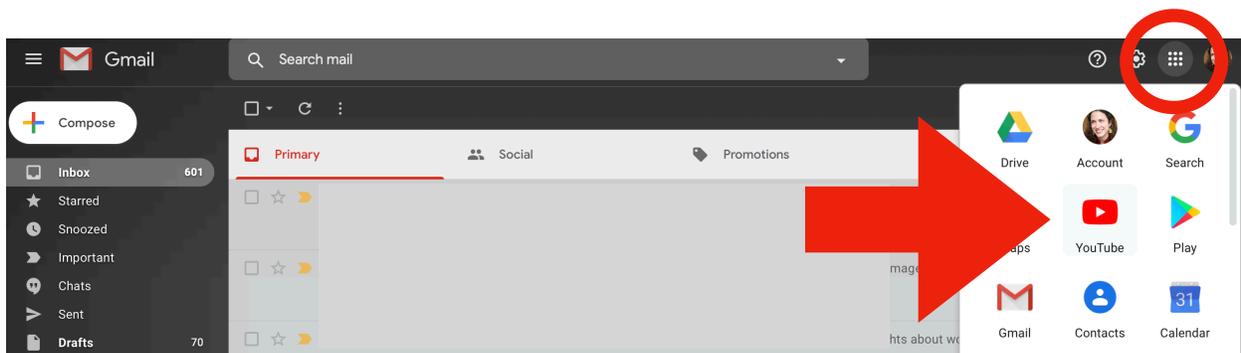
These instructions will help you upload a video to YouTube and then **create a LINK that you can share with us**. Using the link you share with us, we will embed your video in our Online Marketplace so visitors can get to know you better. *Please note, we cannot accept video files directly - we can **only accept** links to videos that are hosted on YouTube or Vimeo.*

Guidelines:

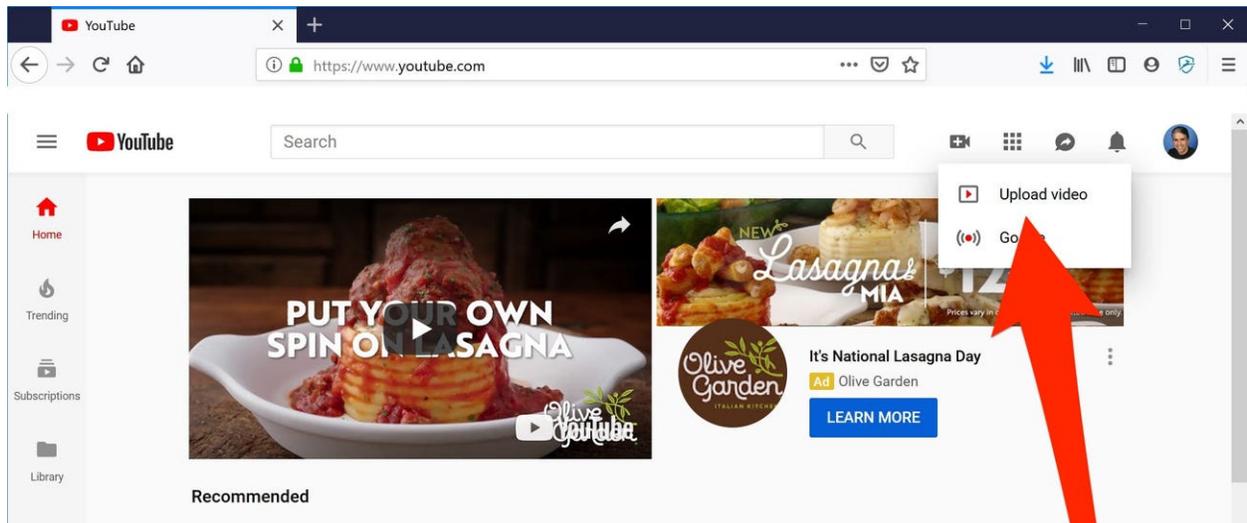
- Videos do not have to be high tech - feel free to film with a smart phone if need be. We are looking for good lighting and audio quality so our visitors can hear what you have to share.
- Video length must be 30-90 seconds.
- Feel free to be as creative as you like! We want to share your personality and passion with our audience - just as if they were meeting you in person.

Youtube (From Laptop):

1. Log in to your Gmail account, click on the Apps button in the upper right, and click on YouTube from the drop down menu.



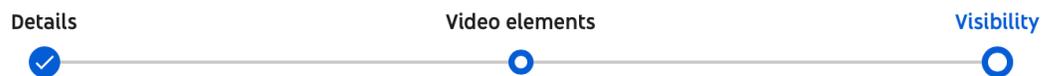
2. Click the Create a video button at the top of the screen. It looks like a video camera. In the drop-down menu, click "Upload video."



3. The video upload page should appear. Click the large arrow to choose your video file, or you can simply drag the video file onto the page.

4 While the video uploads, enter video details like Description and Title.

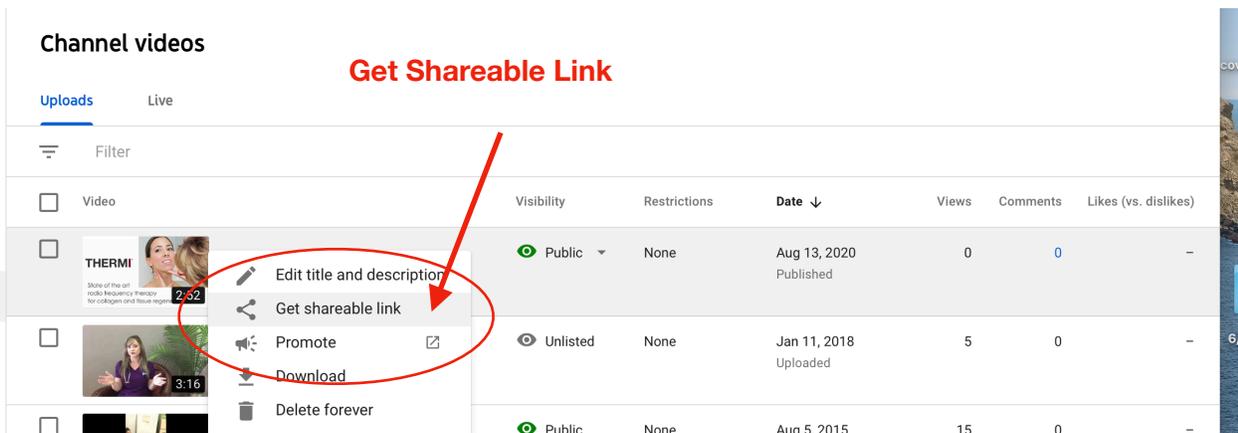
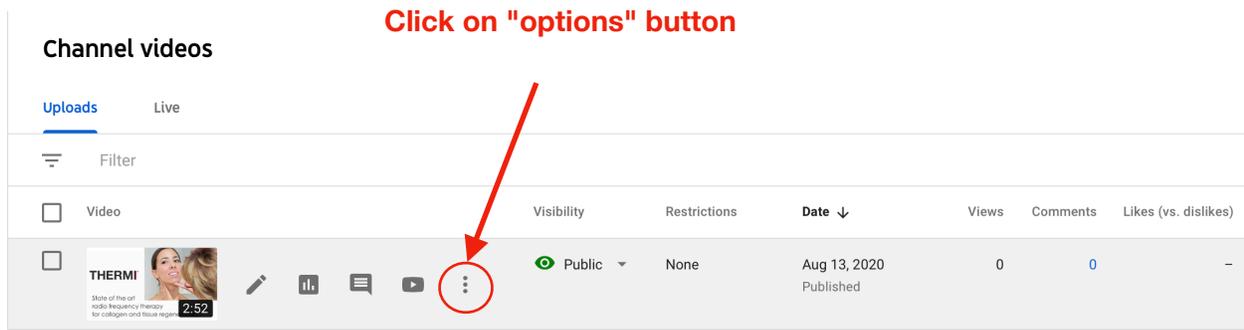
5. Follow prompts through Details, Video Elements, and Visibility. Video elements can be skipped, or used to promote your website. **Be sure to set your video to Public under the Visibility settings.**



6. **Click "Publish" to complete the process.** You can publish the video while it's still uploading, or wait till the upload is complete. Either way, the video won't appear online unless you click "Publish. Once the video is uploaded, it will take a few minutes to process. The time it takes to process will depend on how long the video is.

7. When you return to your home page in YouTube, you will see your video listed. Click the "options" button and select "get shareable link" from the drop down menu.

8. Enter this link into your Google form submission: <https://bit.ly/3162Rya>



Please note: Videos can also be directly uploaded from your smart phone by downloading the YouTube App. Once completed, please be sure to share the link after publishing!