



## Bonus Training: How to Upload Your New Video from Geffner Productions to Your Twitter Business Profile

**Congratulations, on creating a business building video with Geffner Productions!**

In this simple, short training we want to show you how to upload your video directly to your Twitter Business Profile.

[The first thing to do is pull out the Upload to Twitter checklist.](#)

This checklist has everything you need to pull together to make this project a success.

**Getting organized is the key to success with this simple task, so let's get started.**

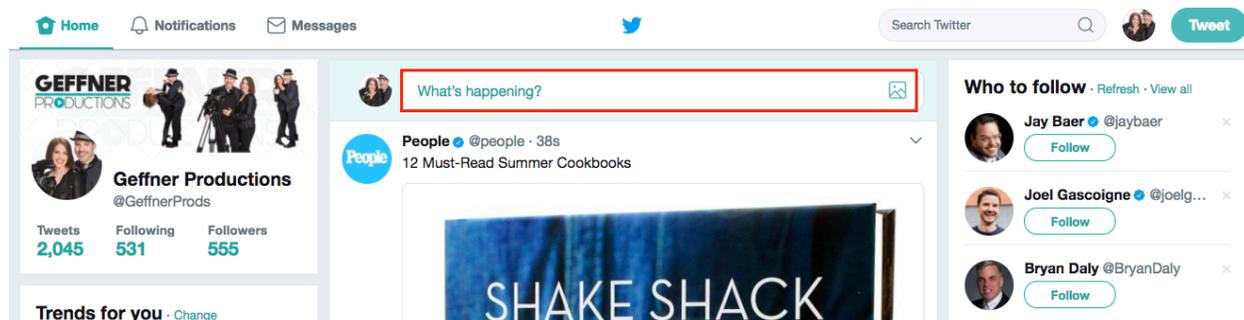
You will want to gather all the components that you will use to upload your video and have them ready to access. We suggest that you create a folder on your computer called Video for Social Media and add the video file, the worksheet, the video thumbnails and any other items you need. This file will come in handy when we get started.

**Here's a list of items that you will want to have prior to starting:**

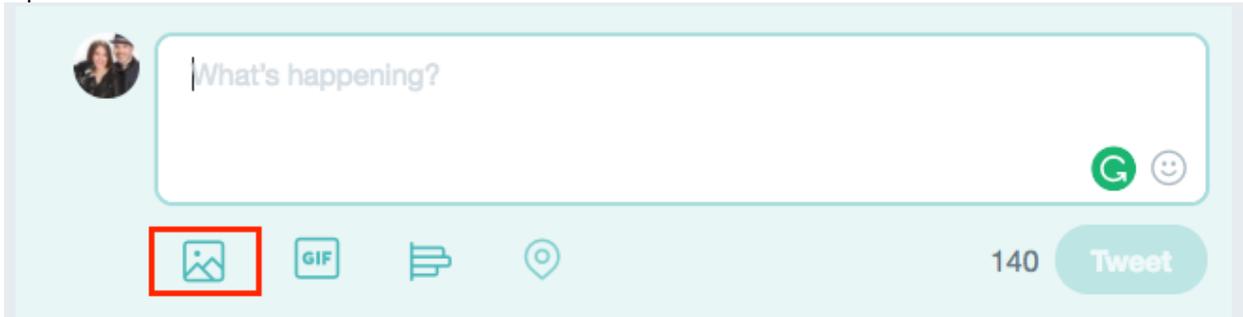
- Your video file on your computer – must be an .mp4 format file for Twitter
- ~ 100 character description + one hash tag. Max characters for the Tweet are 140 characters.

**First, log in to your Twitter account.**

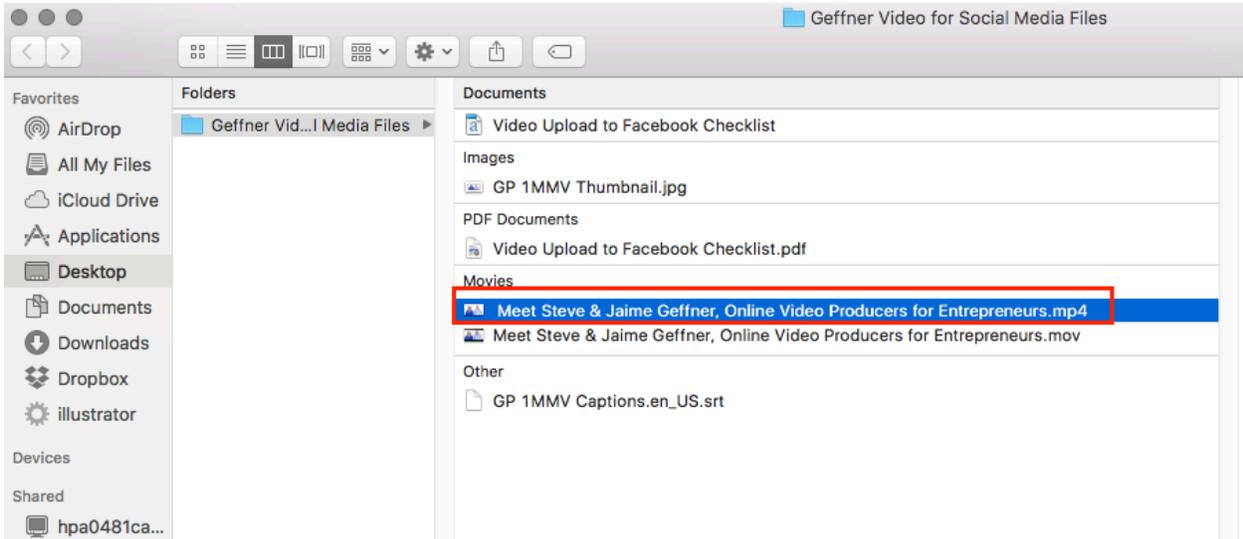
Now that you are on your Business Twitter Page, you will notice that you have an option to create a new tweet at the top of your stream.



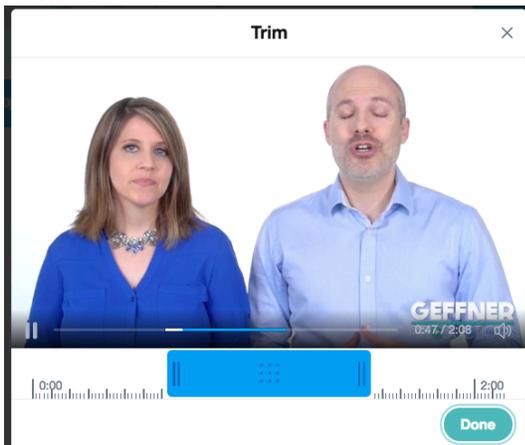
Where it says 'What's happening?' is where we start. Click here, you will see this option:



When you click on this button, it will open up your computer's file folders. Go to the folder you created for uploading your video to social media and click to open it. You will see all the files in the folder, but the one you will want to pick is the .mp4 video file.



Once you select the video file and click upload, Twitter will bring you to this screen –



This screen is where you TRIM the clip – so it shows the portion of the video you would like.

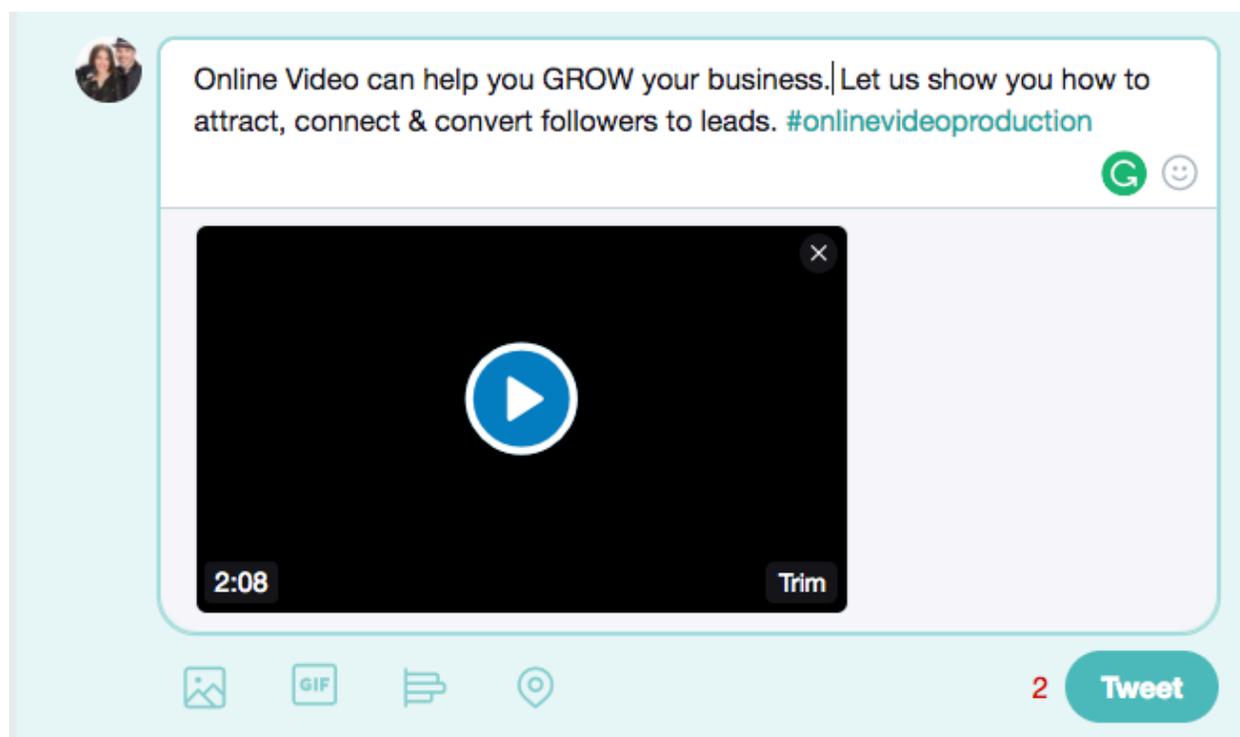
\*\* Twitter defaults to 45 seconds so you WILL have to use this feature if your video is over 45 seconds. MAX UPLOAD FOR TWITTER IS 2:20. (Two minutes and twenty seconds)\*\*

To trim the clip, drag the blue bar to the beginning of the clip, then hover over the right side and lengthen the blue bar to the end of the clip.



You will see the blue bar stretch completely from beginning to the end (or up to 2:20) if you have done it right.

**When you click done, you will see this screen.**



This is where you will now add your text to the description at the top. Don't forget your key hash tag.

Also, double check that the time on the video at this stage says your desired video length. Here, the video is 2:08. If it does not, just click on the Trim link and trim the clip again.

**Now that you have completed all of those steps, you can push Tweet.**

Your video is now uploaded to your Twitter page and is ready to start attracting your ideal clients.



## Video Upload to Twitter Checklist

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DOWNLOAD YOUR VIDEO FILE TO YOUR COMPUTER

100 CHARACTER TWEET DESCRIPTION :

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VIDEO HASH TAGS:

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