lumen5

How to sharpen your workflow with advanced video tips

Lumen5 empowers anyone in your organization to create compelling video content for social media. Unlock the powerful benefits of video marketing and scale your business with our easy-to-use software.

Table of contents

Introduction

This guide explains quick, easy steps that'll help make your video production workflow seamless. We recommend following these best practice tips as guidance so that your Lumen5 video creation can become fast, focused, and save time.

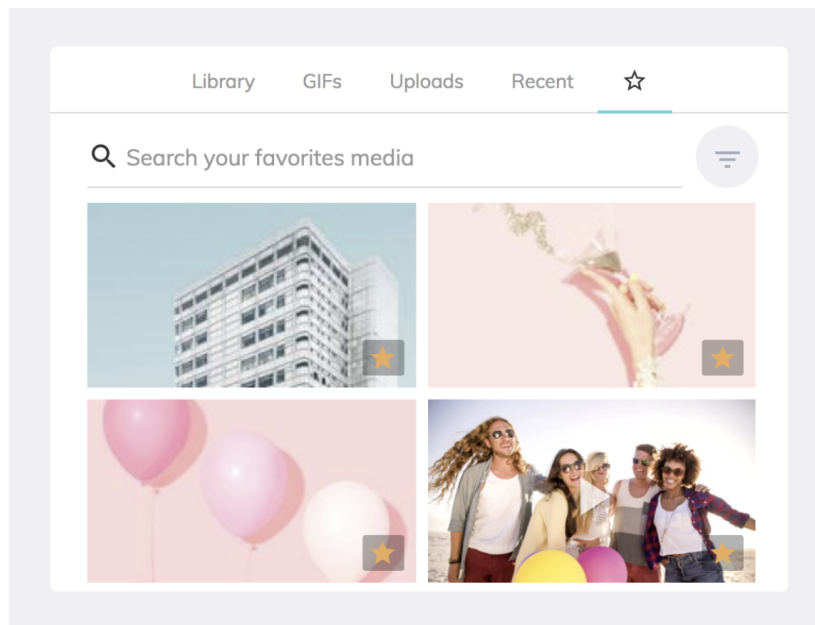# Quick tips

BULK UPLOAD MEDIA

If you're working on an individual video or a series that'll require lots of owned media or will need bespoke graphics or visuals, we recommend uploading all of your media in one go. This will save time and help provide everyone in your team with the assets they need to create their next video.

When you bulk upload files in the video editor, our software will automatically save your media under the Uploads tab in the media library, which is accessible to everyone in your workspace.

FAVORITING MEDIA

Save time editing your videos by favoriting any media you like and may want to reuse in the future. Remember that any media you use in a published video will be saved under the Recents tab, so there's no need to favorite all your media.
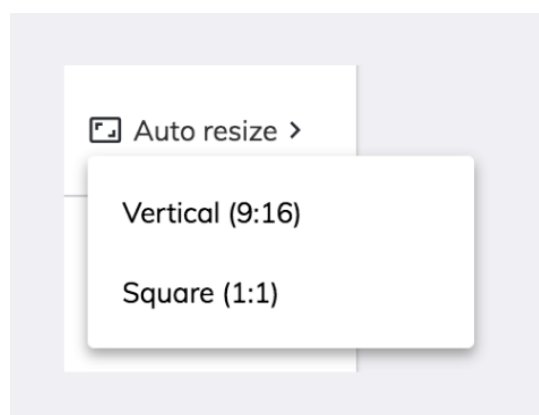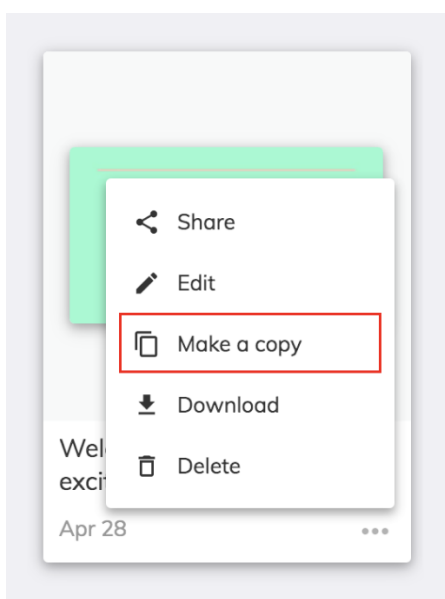
Next time you find an image or video you think will be good for a future video, click the star icon in the bottom right-hand corner of any piece of media, and it will add it to the Favorites tab in your workspace. This means you and your team can collect your own custom selection of media to use across your videos for improved consistency.

DUPLICATING VIDEOS

Duplicating videos allows you to quickly and easily replicate any video for multiple different social formats. This means that you can create multiple videos for different social channels, in just a few minutes.

- Go to the My Videos dashboard > select the three dots in the bottom right corner of your video > select Make a Copy.
- You can also duplicate your video from the Preview page by selecting the Auto Resize button in the bottom right-hand corner.
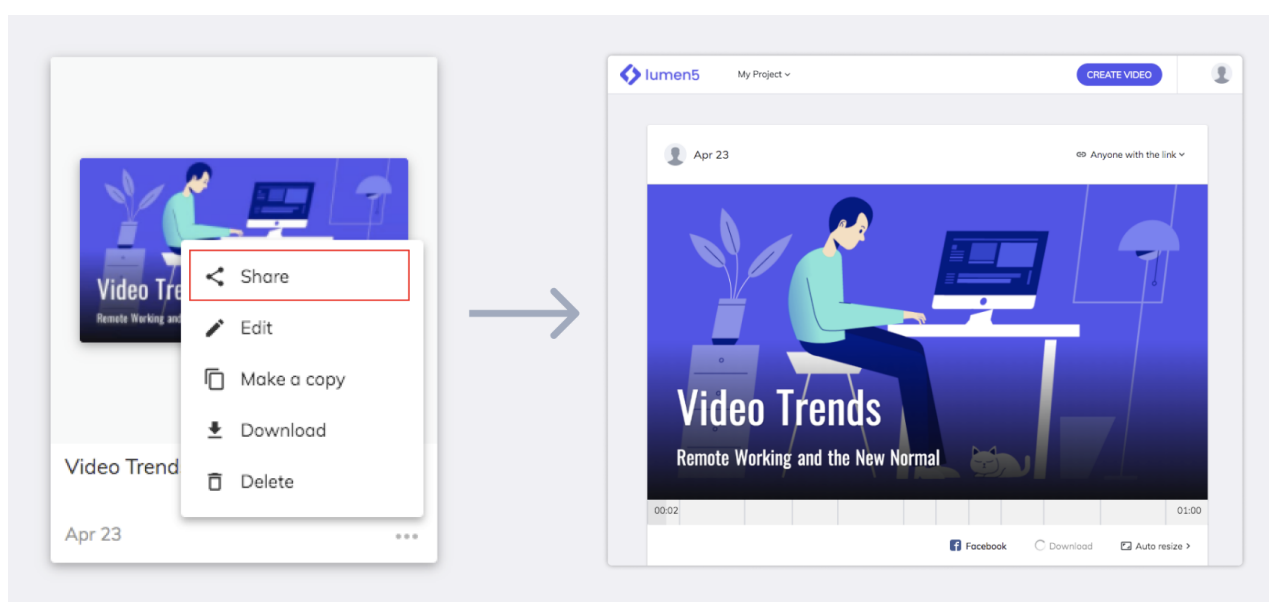
Lumen5's A.I. will cleverly reposition the same text and media in line with the new dimensions, so you don't need to spend additional time resizing or moving anything unless you want to make a few tweaks to get things fully on-brand. The video will then be ready to share, in the correct dimensions, for your social media channel. Pretty cool, huh?

SHARING YOUR VIDEOS

While we have an Approvals feature for teams that want an in-app sign off workflow, we recognize that you might need comments or approval from someone outside of your Lumen5 account.

If you're working on a video that requires feedback, perhaps from a coworker or a client, then you can easily generate a link for your video that will allow anyone to view it.
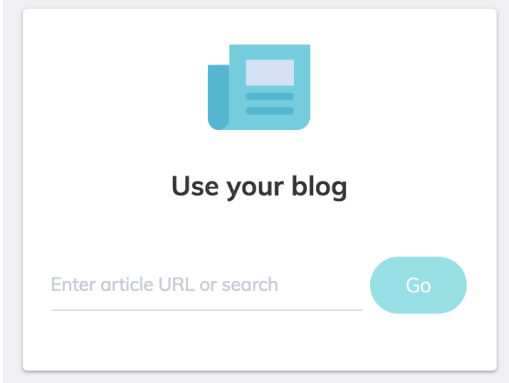
Rather than download an MP4 file to attach to an email, you can go to your Video Dashboard > select the three dots in the right corner of the video > select Share, and you'll be taken to a page with a preview of your video. You can then copy the URL link and share it. The previewer will only be able to view the video; they won't be able to edit, download it or access the account.

Video creation workflows

USE YOUR BLOG

The URL blog link option is a great starting point if you're not sure what you want to include in your video, and you want the A.I. to do a lot of the heavy lifting.
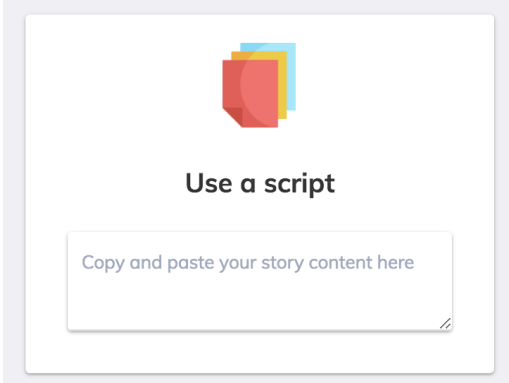
By inputting your URL, our software will collect all of the content and media contained within the article, and make a selection to generate a video storyboard. This works well if you're using a short piece of content, for example, standard blog posts, news, and magazine-style articles—especially if you want to include the original media from the link source.

Once your storyboard is ready, you can use the text editor on the left-hand side to add or edit text as needed.

USE A SCRIPT

The Use a Script option allows you to copy and paste your own text. This method works best if you have a long-form article, for example, a 1,000-word blog post or a research report that you'd like to create a video from.
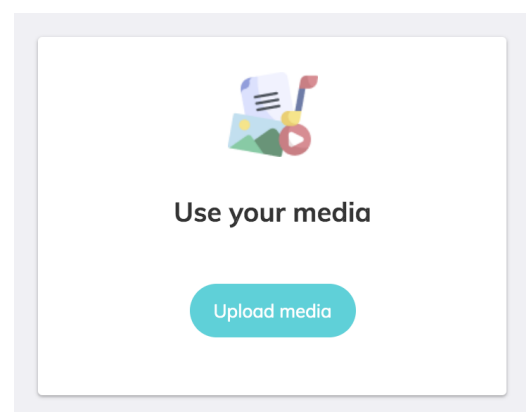
We introduced this feature because when you create a video using a long-form article via the above URL method, the A.I. will pull all the content, including related articles, navigation menus, etc. This means you can end up with a lot of unnecessary elements in your video editor. Copy and paste will allow A.I. to focus purely on the most crucial part of the long-form article: the text.

Creating and editing a video from a text-heavy article might seem daunting, but there are a few ways you can make this process easier:

- Think of your video as a summary of the article
- Focus on sharing the most important points
- Use short, snappy, and concise sentences
- Emphasize key words using the highlight tool

USE YOUR MEDIA

This workflow works best for media-focused videos or pieces of content that don't follow a standard article format, such as real estate listings or image gallery articles.

Use your media

Upload media

If you're creating videos with lots of owned media, you can bulk upload them as detailed in the above sections to save time. A.I. will then stitch this into a video storyboard for you, and you can easily add text to each scene and reorder your media to create your chosen story flow.

Conclusion

We hope you found this guide useful! We're always open to feedback and if you want to get in touch to chat about this guide, or anything else Lumen5, contact your dedicated Account Manager or email enterprise@lumen5.com.