How to Create an Effective Government Video Series

# Editing Video (Post-Production) Checklist

□ Make sure you have all release forms signed and permission to use all content

□ Upload, organize and label video assets (video, audio, graphics)

□ Edit footage

□ Check spellings for on-screen text and animations and graphics

□ Run first draft by appropriate parties

□ Edit footage

□ Get final draft approval

□ Export final version of video

□ Write captions (needed for 508 compliance)

□ Write metadata and description

□ Give video to web manager for posting

□ Post to other mediums as needed (YouTube)

□ Test all video links to make sure they work

□ Promote video using social media

See our complete guide to video content at howto.gov/social-media/video