HOW TO EMBED YOUTUBE VIDEOS IN A NEWS RELEASE

intranet.epa.gov/newsreleases

Why videos?

- Videos are very effective at telling a story, and for sharing.

- EPA videos are generally posted in YouTube. Most are brief, 30 seconds to 3 minutes.

- EPA videos can feature anyone or anything. Most often it's the Administrator or other senior-level official.

- Usually only high-visibility news releases include a specially prepared video, often due to time required to meet video technical and legal requirements, and expense.

- Such videos often include the Administrator speaking on the topic (of the news release).

This training assumes..

- you know how to create a basic news release using the EPA Web CMS.

- the EPA video is already posted in YouTube and is publically available.

Please contact the Press Office if you have questions about video development.
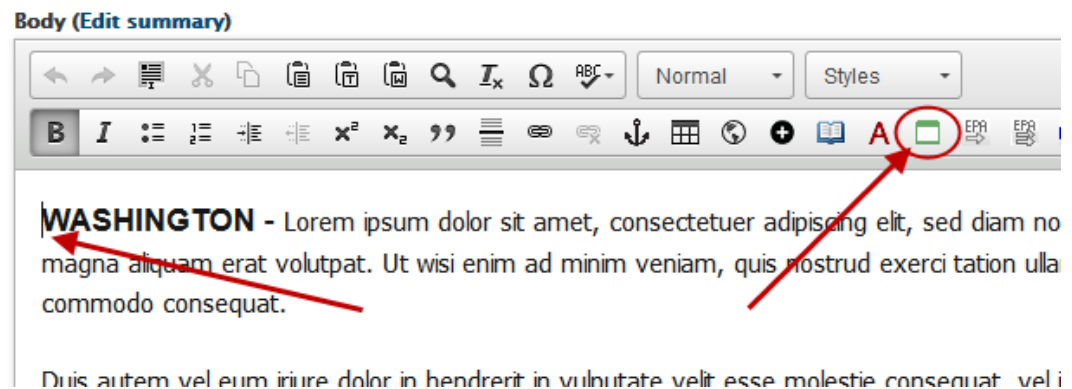
This training covers..

- What you need to have ready ahead of time.

- How to **embed** a YouTube video in a news release.
  - "Embed' mean adding the video in the news release so it's playable right in the news release page
  - Also, this will help you meet EPA and federal requirements for YouTube videos.

- How to add a link in the news release, so people who receive the news release by email can get to the EPA page with the video.

- Whom to call if you need help.

You will need…

- The YouTube video's public URL, or URLs if there is more than one.

- HINT: One way to have the URL(s) handy is to open the YouTube videos in a new browser window.

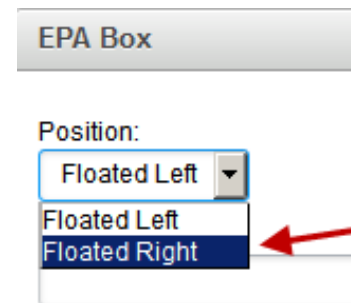- NOTE - you may need to STOP each video or else it may play through and a related video will begin.

First, insert a text box into your news release.

- First prep the news release body text as usual.
- Then put the cursor at the start of the first line of the news release. This will let you place the box with the photos at top right.
- Click the little "text box" icon.

Adjust the text box.

- Change the Position" to Floated Right.

- Type "Videos" in the box title.
- Click "Save."

Start the box content.

- You should now see the "Videos" text box on the top right of your news release.

- *Pause here.*

Videos

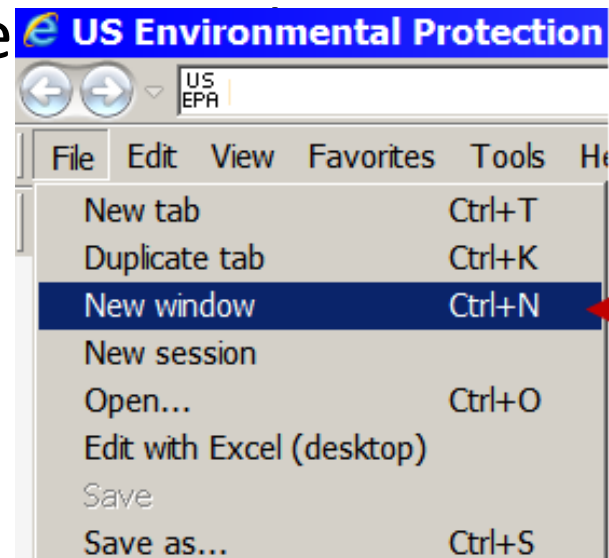Enter your box content here.

Adding the Video

- There are several easy steps. You will need to make a simple, specific edit to one line of HTML code.

- The following instructions will show you exactly how to do this.

- Unlike photos or actualities, there is no "upload" step to embed a Youtube video.

Open a <u>new</u> browser window or tab

- Hit Control-N for a new window or Control-T for a tab.

- The reason for doing this is to not lose your place while adding the news rele

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| File | Edit | View | Favorites | Tools | He |

New tab	Ctrl+T
Duplicate tab	Ctrl+K
New window	Ctrl+N
New session	
Open...	Ctrl+O
Edit with Excel (desktop)	
Save	
Save as...	Ctrl+S

Go to the video on YouTube in the new browser window.
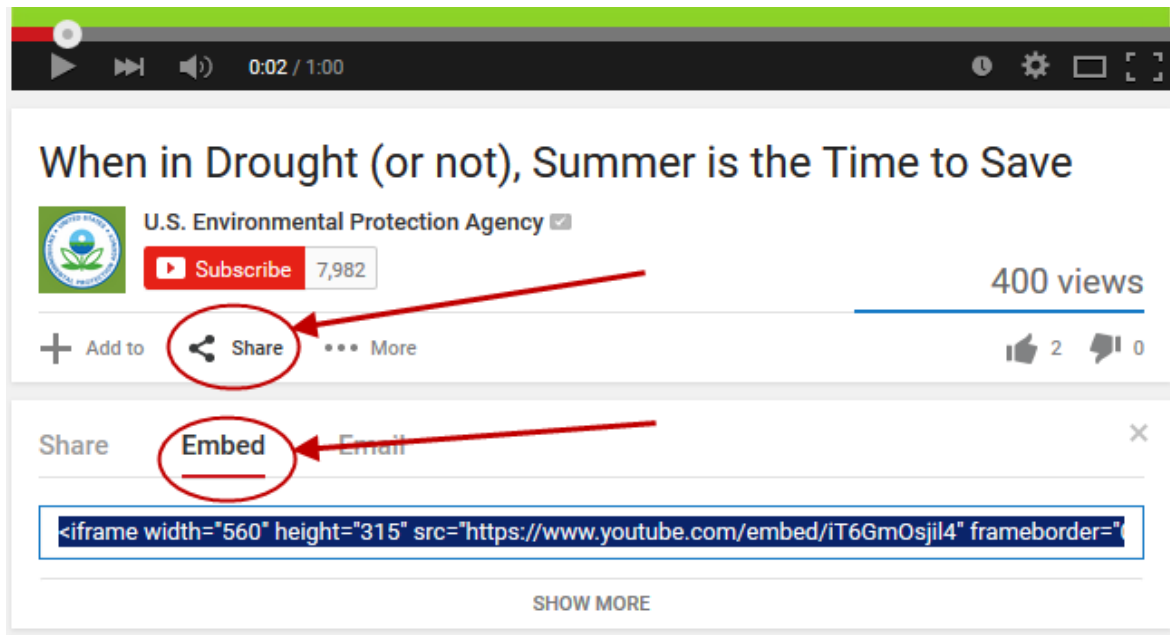
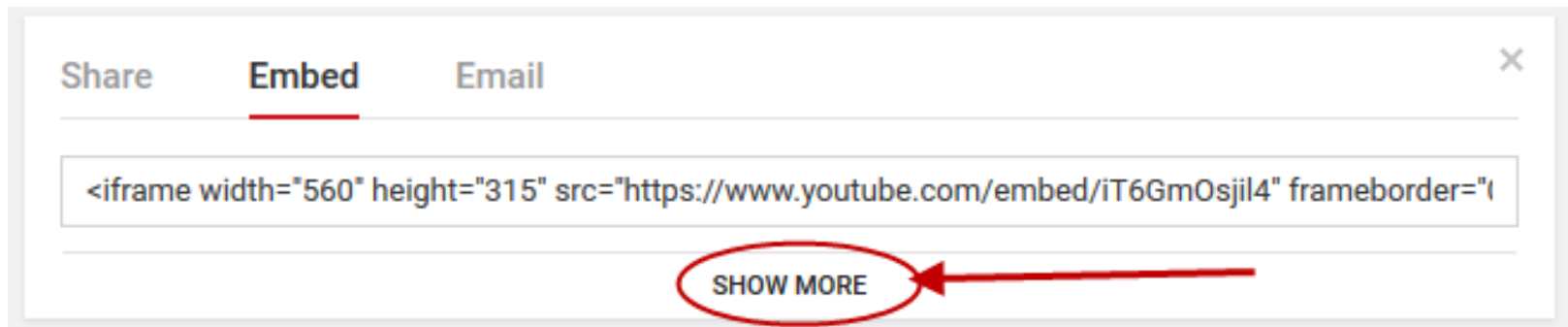- Example video: **https://www.YouTube.com/watch?v=iT6GmOsjil4**

Open the video's embed info

- Under the video's name, click the **Share** button.
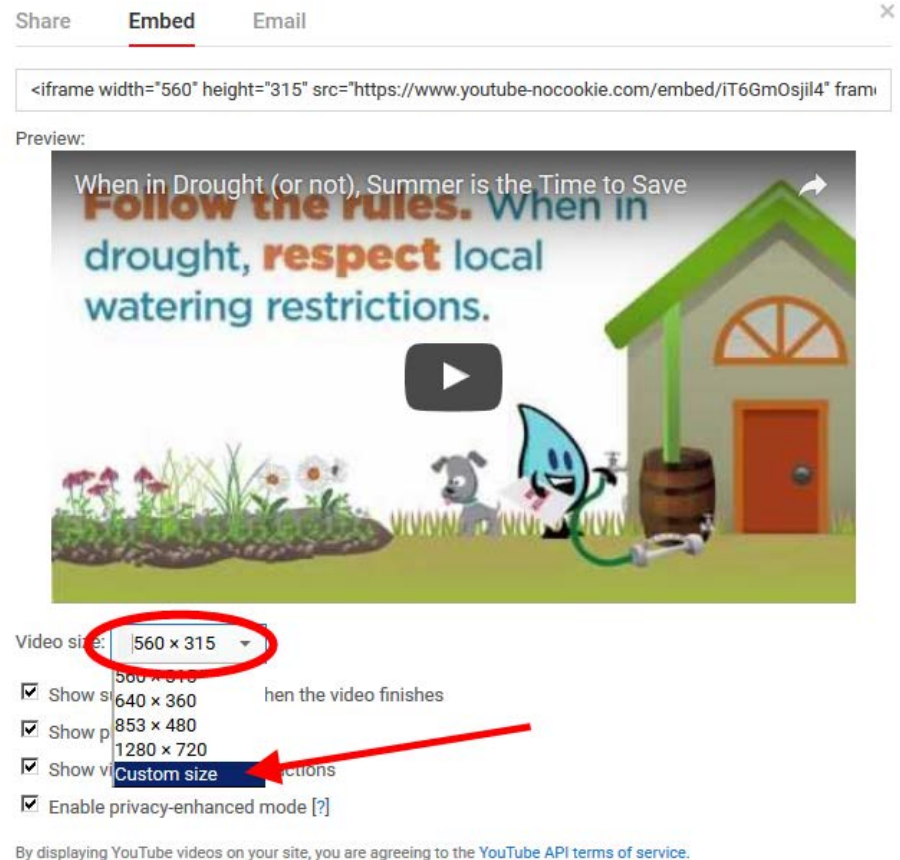- Then click the **Embed** button.

Find the embed HTML code.

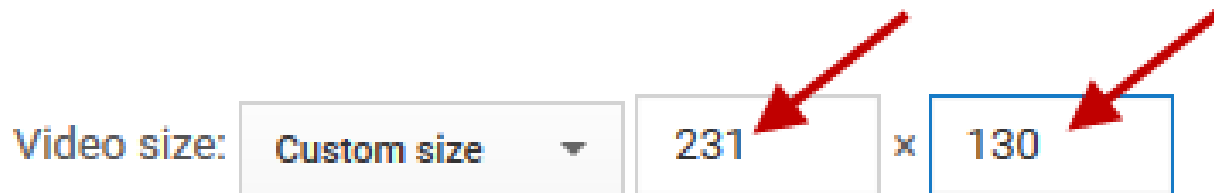- Click the "SHOW MORE" under the line of embed code.

DO TWO THINGS:
Change the "Custom size" of the embed

- When you click SHOW MORE, the embed info will expand.

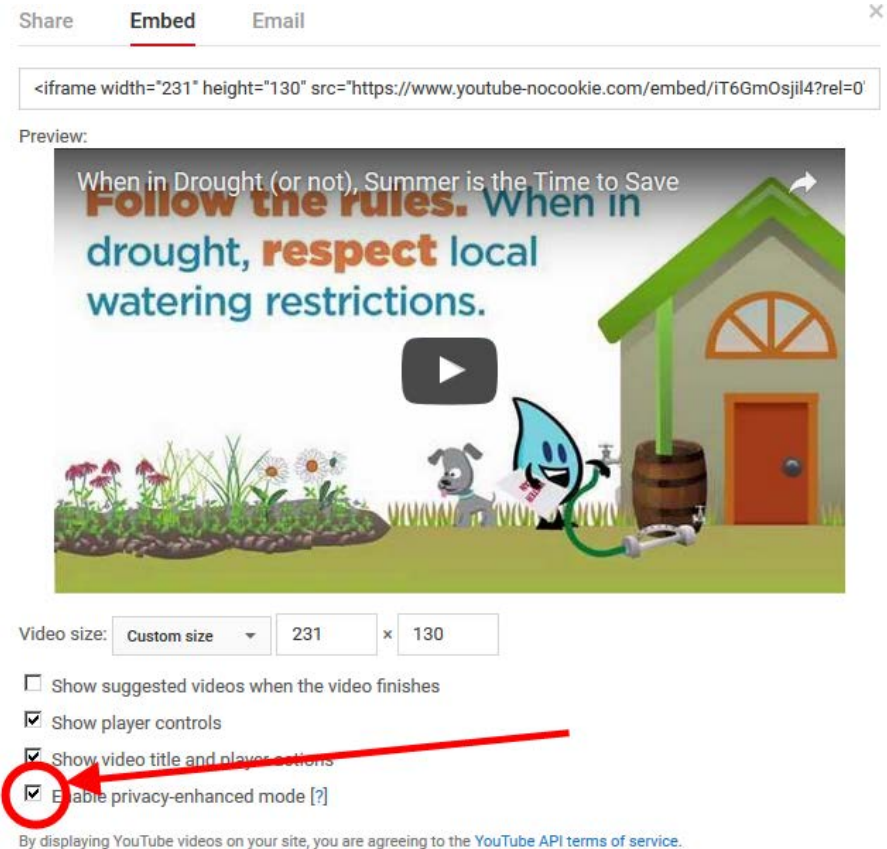- Click the Video Size pull-down and change it to "Custom Size."

Set the custom size to **231 by 130**

- **Recommended: type 231 and 130**, respectively into the two custom size boxes.

- The numbers are width and height in pixels. This size works well in news releases.

Video size: Custom size ▼ 231 × 130
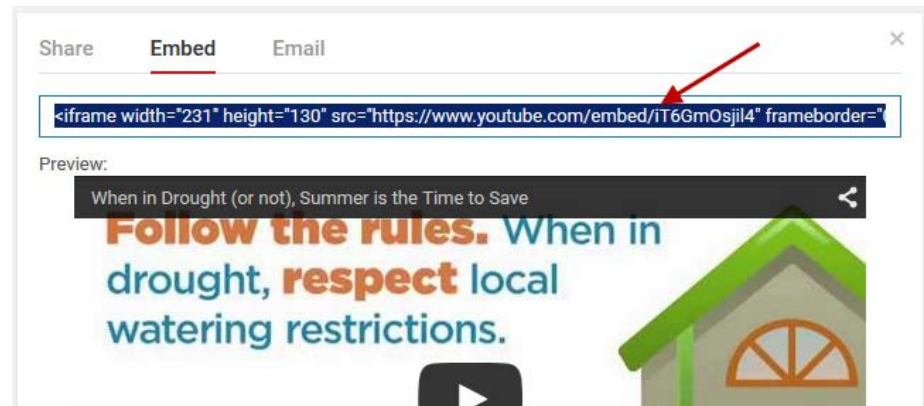
DO TWO THINGS:
and Check the privacy box

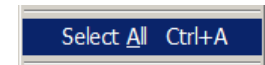• This ensures that Google/YouTube is not adding cookies to our users' computers without their consent.

Copy the Embed HTML code

- Copy the entire embed HTML code from the top of the embed box.
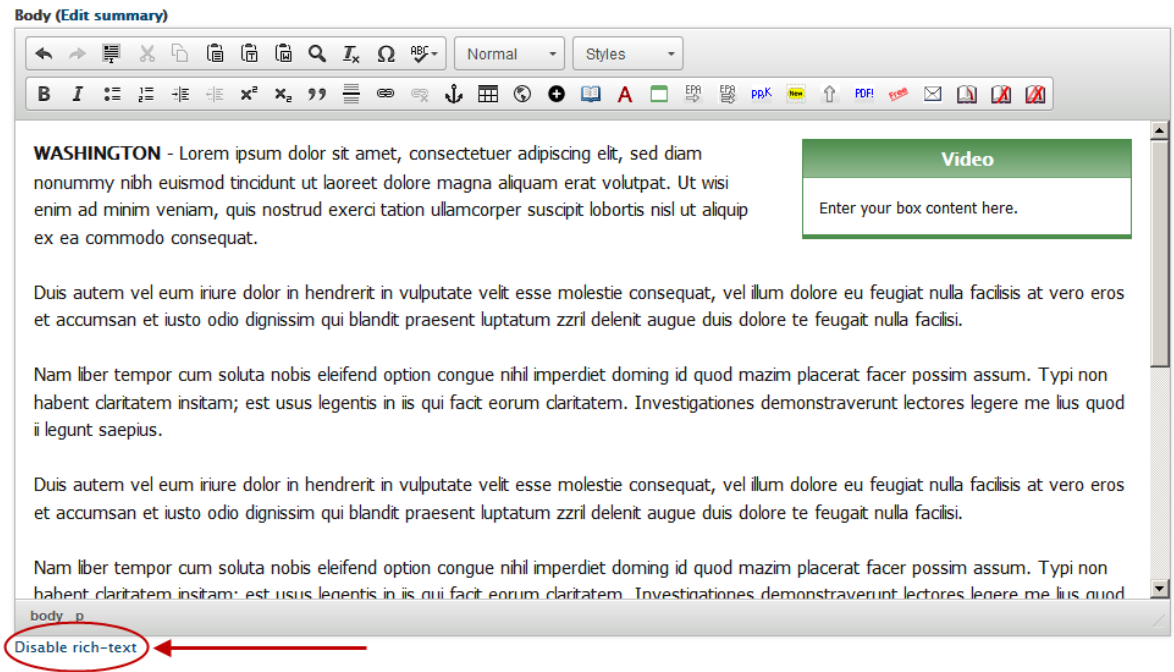
- Be sure to copy ALL the embed code.*

*HINT: Drag your cursor across the all the code from left to right, or click once in the code and use "Select All" in your browser Edit menu.

Go to the browser window with the draft news release you were editing

- At bottom left of the news release body text box, click "Disable rich-text."

- This will change to the *HTML code of the news release.*

Update the text box HTML code

- Find the HTML code of the video text box.

- It will be several lines of code and should be at top left (even though the final text box will position on the right).

Body (Edit summary)

```
<div class="box multi related-info right">
    <h2 class="pane-title">Video</h2>

    <div class="pane-content">
        <p>Enter your box content here.</p>
    </div>
</div>
```

<p>WASHINGTON - Lorem ipsum dolor sit amet, consectetuer adipisci
volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper s

<p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie
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Replace the "Enter your content" sentence

- Carefully, select the entire line of
  <p>Enter your box content here.</p>

Body (Edit summary)

```
<div class="box multi related-info right">
    <h2 class="pane-title">Video</h2>

    <div class="pane-content">
        <p>Enter your box content here.</p>
    </div>
</div>
```
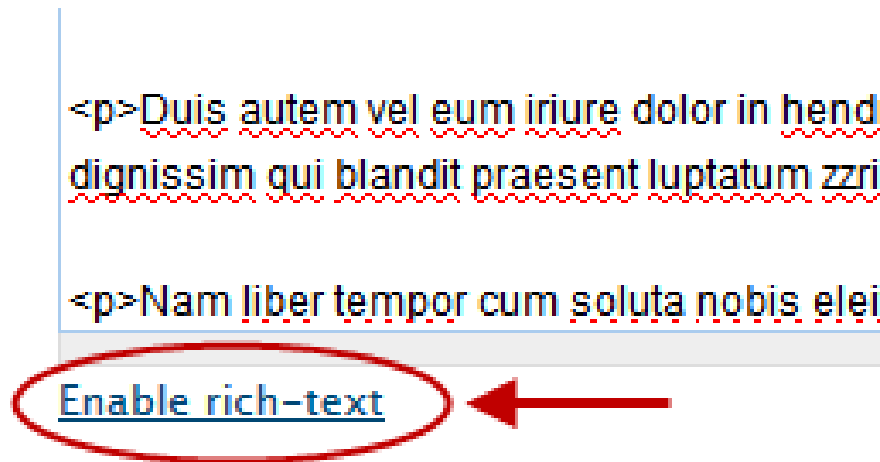
Replace the "Enter your content" sentence

- **Paste.** The embed code from your YouTube video should still be on your paste clipboard.

- You should now see a long line of code inserted into the text box code. It may look very messy – that's OK!

```
<div class="box multi related-info right">
    <h2 class="pane-title">Video</h2>

    <div class="pane-content">
        <iframe allowfullscreen="" src="https://www.youtube.com/embed/iT6GmOsjiI4" frameborder="0" height="130" width="231"></iframe>
    </div>
</div>
```
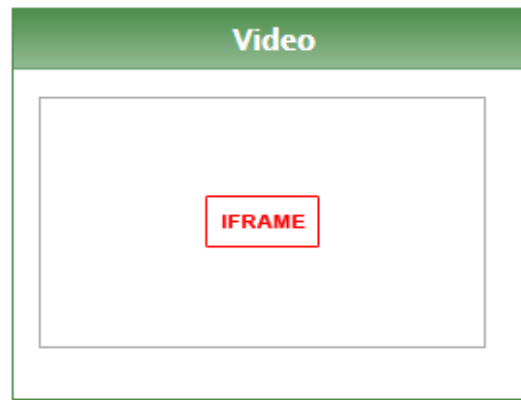
Go back to the regular view.

- At bottom left under the text box, click "Enable rich-text." This will take you back to the *regular text-editing view.*
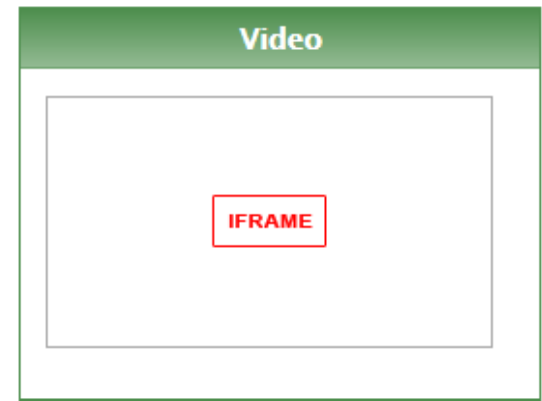
In the regular edit view.

- You should now see an "iframe" placeholder icon in the Video text box.

- The video isn't playable until you save the draft news release.
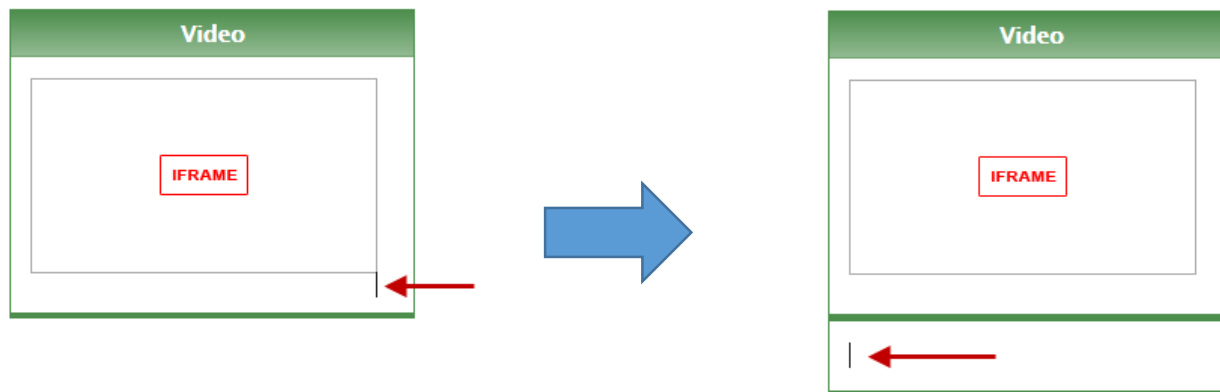
Done Adding.

- Your draft news release should now show the "Videos" box at top right, with the video **placeholder icon.**

- The video **will not show** here (you're still in edit mode, remember).

- Another video? *See next slide.*

To Add Another Video

- Position the cursor to the bottom right of the previous video

- Press <Return> to move the cursor down and insert a space.

- Follow the same steps as adding the previous video.

To Test It.

- To see how the really look, you must **SAVE** the draft news release.

- When you save the draft, the video placeholder icon will automatically change to the video and it will be playable.

Note about publishing.

- There is no separate "publish" step for the embedded video. The embedded video will just publish along with the news release page.

Keep going... <u>There's one more important step.</u>

IMPORTANT STEP – LINK TO THE PAGE

- Remember, EPA news releases are <u>emailed</u> to readers in Vocus, as well as posted as a web page.

- IMPORTANT - an email of the news release doesn't include the embedded videos (or links to them).

- The Vocus email of the news release **needs to include a link to the web page news release.**

- **SEE THE NEXT PAGE!**

STEPS FOR YOUR NEWS RELEASE

IN THE WEB CMS:

- In the news release, add simple link text, such as, "Videos from the event."

- Publish your news release live on the EPA Web site.

- Copy its public URL, e.g., http://www.epa.gov/newsreleases/whatever

- Unpublish the news release, and open it for editing.

- Hotlink the sentence above to the URL.

- Republish the news release (when ready to publish).

IN VOCUS:

- Add the hotlink above to your news release that you send in Vocus.

HELP?

General info about how to embed Youtube videos in a web page:

https://www.epa.gov/drupaltraining/embedding-youtube-videos-your-page

Contact the Office of Web Communications:

Jeff Morin, 202-564-6553
Danny Hart, 202-564-7577