



How To Edit Videos

April 15, 2026



PRESENTER



Sandi Gabe

AAUW California Technology Peer Group Chair
AAUW California Past President

What You'll Learn

- What tools to use
- How to edit a Zoom video
- How to cut mistakes
- Add text, music, polish
- Export and share

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Best Practices

- Keep it simple
- Cut aggressively
- Clear text
- Clean audio

Common Mistakes

- Long pauses
- Loud music
- Too many effects

How Long is ideal?

Aim for:

- under 60 seconds for social media
- 2–3 minutes for marketing
- 6–12 minutes for YouTube, where engagement dips after 12 minutes.

The core message should be delivered within the first 3–10 seconds.

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Making Your Videos Accessible (ADA)

Why It Matters

- Makes your content usable for everyone
- Supports people with hearing or vision challenges

Many people think accessibility is only for a small group—but captions alone benefit almost everyone—especially on mobile or in noisy environments.

Making Your Videos Accessible (ADA)

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Add Captions

- Helps viewers who are deaf or hard of hearing
- Also useful when watching without sound

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Ensure Clear Audio

- Speak clearly
- Reduce background noise
- Use a microphone if possible

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Use Readable Text

- Large font size
- Use high contrast
- Avoid overly decorative fonts

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Describe Visual Content

- Briefly explain important visuals verbally
- Example: "This chart shows..."

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Give Time to Read

- Keep text on screen long enough
- Avoid fast transitions

Which Tool Should YOU Use?

You have options!

Today we'll focus on how to use Zoom and Canva

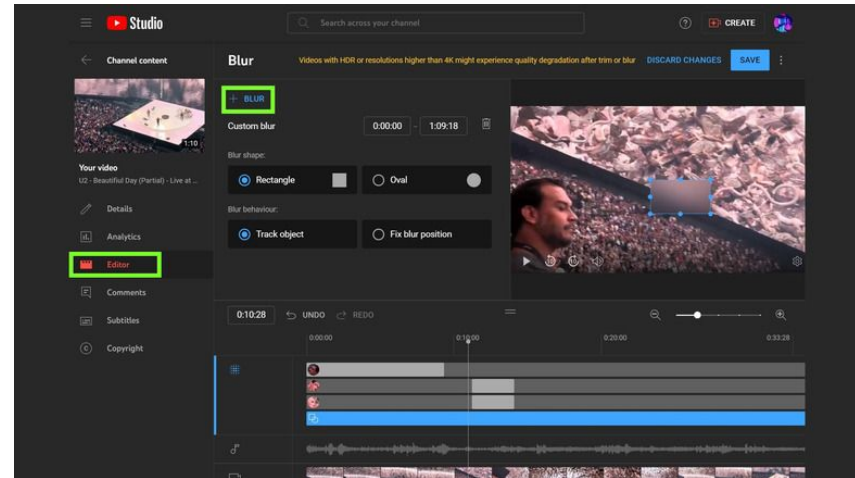
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Simple Comparison

Tool	Trim	Cut Middle	Add Text	Add Music	Combine Clips	Best For
YouTube	✓	✗	✗	✗	✗	Publishing / quick fixes
QuickTime	✓	✗	✗	✗	✗	Quick trimming
Zoom	✓	✗	✗	✗	✗	Basic cleanup (only online)
iMovie	✓	✓	✓	✓	✓	Mac users (free, robust)
Canva	✓	✓	✓	✓	✓	Beginners / all-in-one ★

YouTube Studio

- Best for: Quick fixes after upload
- Can do:
 - Trim beginning/end
 - Blur parts of video
- Can't do:
 - Add music easily
 - Add text overlays
 - Combine clips



YouTube is for publishing—not real editing

iMovie

- Best for: Mac users who want more control
- Can do:
 - Cut and trim
 - Add music & voiceover
 - Add titles and transitions
 - Combine multiple clips
- Limitation:
 - Only on Apple devices
 - Combine clips

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If you have a Mac, this is one of your best free options.

QuickTime Player

- Best for: VERY basic trimming
- Can do:
 - Trim start and end
- Can't do:
 - Add text
 - Add music
 - Combine clips

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This is like scissors—good for quick cuts, nothing more.

Zoom (Recording Editor)

- Best for: Quick cleanup
- Can do:
 - Trim beginning/end (only works with online display)
- Can't do:
 - Remove middle sections
 - Add text or music
 - Combine clips

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Zoom editing is just for quick cleanup—not full editing.

Which Tool Should YOU Use?

- Just trimming → QuickTime or Zoom
- Mac users → iMovie
- Beginner all-in-one → Canva
- Publishing → YouTube

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How to Save a Single Image from a Video

Canva Steps:

- Upload your video
- Move to the exact moment you want
- Pause the video
- Click Share → Download → PNG (or JPG)
- Download current page/frame

This is the easiest way if you're already editing in Canva

Windows Screenshot Steps:

- Play video in any player
- Pause at the right moment
- Press Windows + Shift + S
- Select area → save image

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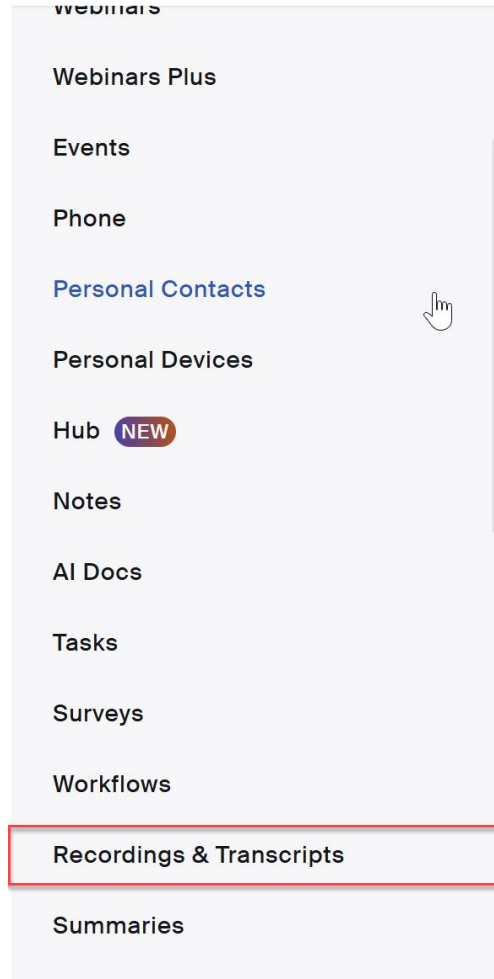
Zoom Videos

- Download from Zoom
- Upload to Canva
- Edit

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Download Video

- Find recording
- Choose files to download
- Views will vary by how the session was recorded.
- Use closed caption or use Canva to generate



Recording 1

5 Files 803 MB

 Download

 Copy shareable link



The recording includes the files listed below:

 Shared screen with speaker view

 Shared screen with gallery view

 Audio only

 Chat file

 Closed Caption

Using Canva

Why use Canva

- Easy (drag & drop)
- No install
- Works in browser
- Built-in templates & music

When to use

Best for:

- Zoom recordings
- Social media
- Simple edits

Not for:

- Complex editing

Canva Workflow

Upload Video

- Go to Uploads
- Drag in MP4
- Add to page

Trim & Cut

- Click video
- Use Trim
- Split clips
- Delete mistakes
- Each page = clip
- Rearrange pages
- Add transitions

Add Text

- Use Text tool
- Add titles
- Position on screen

Add Music

- Go to Audio
- Drag to timeline
- Adjust volume

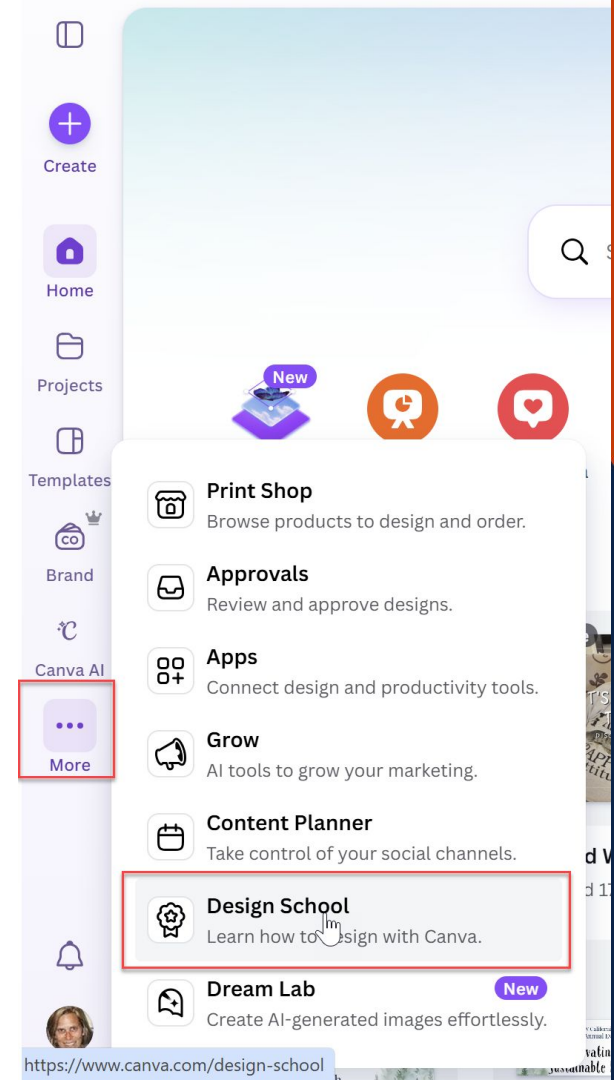
Export

- Share → Download
- Choose MP4 Large Files
- Use Google Drive, Dropbox
- Use Dropbox
- Share links
- Place on YouTube

Need More Canva Help?

Go to Design School!

Canva has multiple “How to” videos



How to Add Videos to Branch Website

To embed video: (Requires AAUW National to post)

- Send video link to site-resources@aauw.org.
- Identify where you want the video

Link the video: (You can do!)

- Click **HERE** to view video - put link in a word.
- Use an image. Link the image to the YouTube url

Create in Canva



Other AAUW Resources

On the AAUW California Website/Branch Tools Section, you can find a variety of technology webinars.



Search for “technology”

100 entries per page

Search:

YEAR	TITLE	DESCRIPTION	HOST	SUBJECT AREA	TYPE
2025	How to Make Changes to your AAUW Nationally hosted website.	Learn how to make changes to your Nationally hosted website.	Sandi Gabe	Technology	Webinar
2025	Setting Up Google Workspace for Your	Learn how to establish and configure a Google Workspace account tailored to your branch's	Sandi Gabe	Technology	Webinar

Final Thoughts

- Start simple
- Practice
- Focus on clarity

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