

How to Use Online Video:

Online videos are a powerful medium that can enhance articles, drive more traffic to websites and blogs, and help create another way to deliver information to your audience. Howard Communications gives you all of the tools to do just that.

Within Your Articles

A simple and effective way to include online videos with any print article is using the QR Code provided by Howard Communications. For information on how to use a QR Code, click the instructions next to the QR Code.

On Your Website or Blog

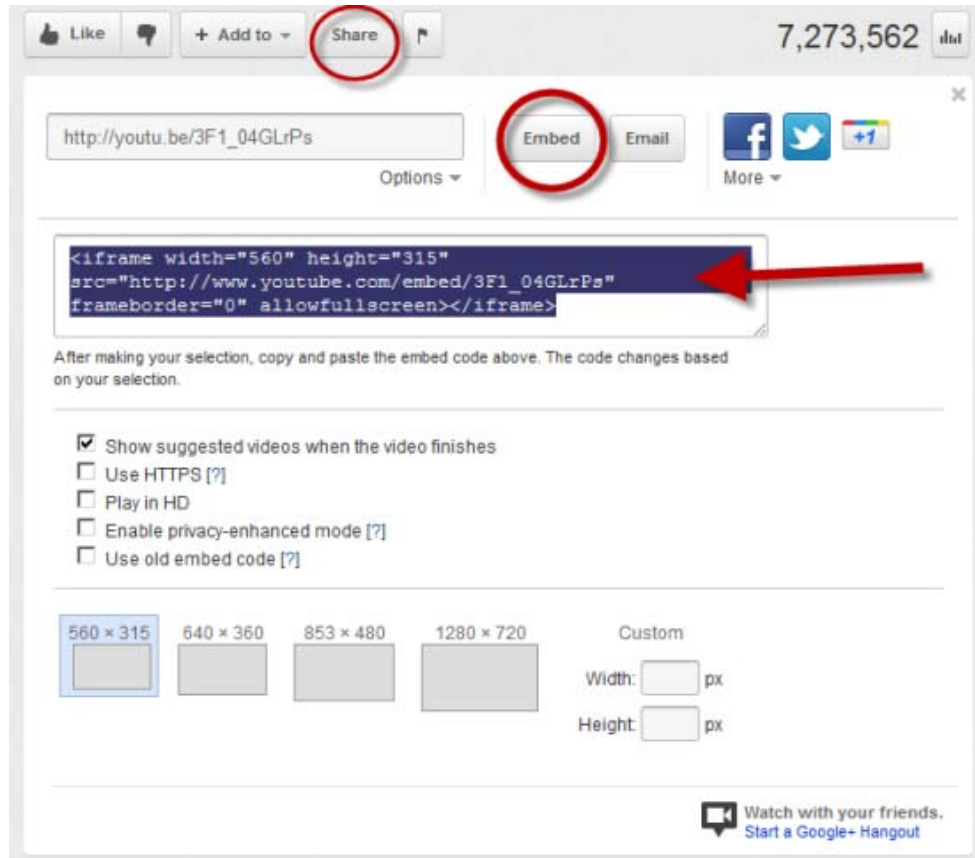
There are two simple ways to include online video within your website or blog.

1. Hyperlinking
 - a. All videos provided by Howard Communications can be found on their YouTube Channel: <http://www.youtube.com/user/HowardCommunications>
 - b. Choose your desired video, copy the URL, and paste it within your webpage
2. Embedding
 - a. In order to embed a video into another website or blog:
 - Click the “YouTube” button at the bottom of the video. This will take you to where the video is posted on YouTube.



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- Click the **Share** button located under the video.
- Click the **Embed** button.
- Copy the code provided in the expanded box.
- Paste the code into your blog or website.



You may also customize your own embeddable player by clicking on the embed code. When you click on the embed code the space below it will expand and reveal customization options such as:

- whether or not to include related videos
- whether or not to enable privacy-enhanced mode
- whether or not to use the old embed code
- the size