Higher
Digital

Editing Social Videos Like a Pro

BEYOND THE BASICS

Editing Social Videos

Moving Pictures, Simplified

YOUR NO-PANIC GUIDE TO MAKING SHORT VIDEOS IN CANVA

If you want people to find more info or book on a website, use a QR code to make it super easy for people to act now. To add one …

1. Start Smart

- Click Create → Video or use a template.
- Choose your format:
  - Square (1080×1080) for Instagram Feed
  - Vertical (1080×1920) for Stories/Reels
  - Wide (1920×1080) for YouTube or slideshows
- Drop media straight onto the canvas — Canva builds your timeline automatically.

2. Trim & Tidy Your Clips

- Hover → click Scissors to trim ends.
- Click Split to cut in two.
- Drag to reorder.
- Delete the awkward pause or "uhhh" moment — we all have them.

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3. Add Text & Graphics

- Use short headlines (max 6 words per scene).
- Try entrance animations: Fade, Pop, or Slide Up.
- Keep text on-screen long enough to read twice.
- Add your logo (bottom-right corner = safe zone).

4. Sound & Voice

- Open Audio 🎵 panel → drag a track into the timeline.
- Lower the music volume under Adjust > Volume.
- Click Record Yourself (top-right) for a quick voiceover.
- Always preview with headphones — music hides sneaky background noise.

5. Timing & Transitions

- Adjust clip length by dragging edges on the timeline.
- Add transitions between scenes: Dissolve, Slide, Match Cut.
- Keep cuts under 5 seconds for socials.

6. Captions

- 85 % of social videos are watched on mute, so add captions or text
- Go to the 'T' (text) tab on the left and select Captions under the dynamic text section
- Select which video you want captions for.
- And you just hit the button that says 'Generate Captions'
- Now, Canva will automatically transcribe the video and add a caption track to your design.

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7. Export the Right Way

- Use short headlines (max 6 words per scene).
- Try entrance animations: Fade, Pop, or Slide Up.
- Keep text on-screen long enough to read twice.
- Add your logo (bottom-right corner = safe zone).

Use Case	File Type	Settings
Social Posts (Reels/Stories)	MP4 Video	1080 × 1920 px – High Quality
Website or Email Embed	MP4 Video	1080 × 1080 px – Smaller file
Presentation Playback	MP4 Video	1920 × 1080 px – Standard HD

8. Keep It Polished

- Consistent brand fonts & colours
- Same intro/outro across videos
- Don't use every animation effect (you're making a promo, not a PowerPoint 1998 tribute)
- Export a short clip first to test quality

9. Post it and show it off!