

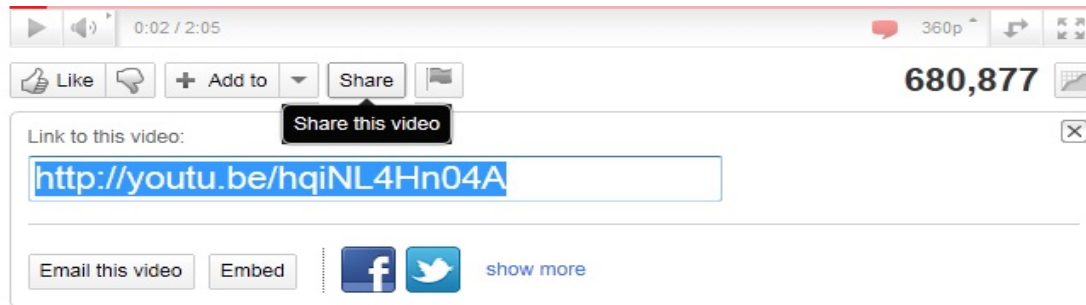
Licensed Optician Videos Online

Embedding a video into a web page used to be extremely challenging, with different formats to choose from, specific software required for viewers to see the video, and limited bandwidth. Most people now have broadband Internet access, and although there are still many video formats, the most commonly used method to embed video is via a Flash player and an .flv file provided by an external host, such as YouTube.

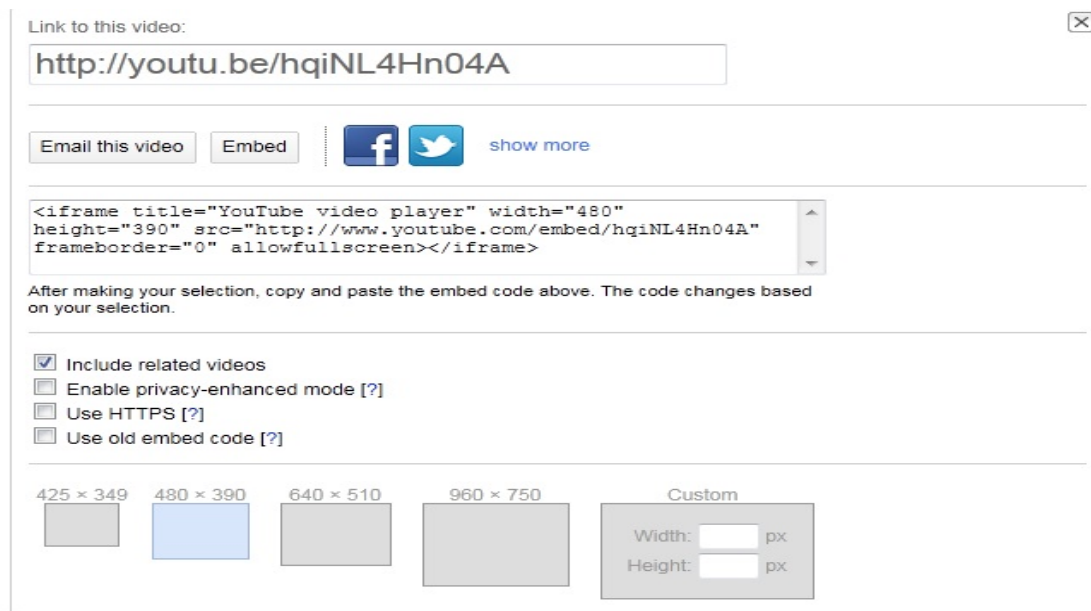
Now, embedding a video onto a web page becomes as easy as cutting and pasting. When you visit a site that hosts videos, such as YouTube, you are presented with a video box on the page. You can watch the video directly on the page, or the Flash player allows you to view the video full screen, just by clicking a button on the player.

How To Add the Licensed Optician YouTube Videos to Your Web Site

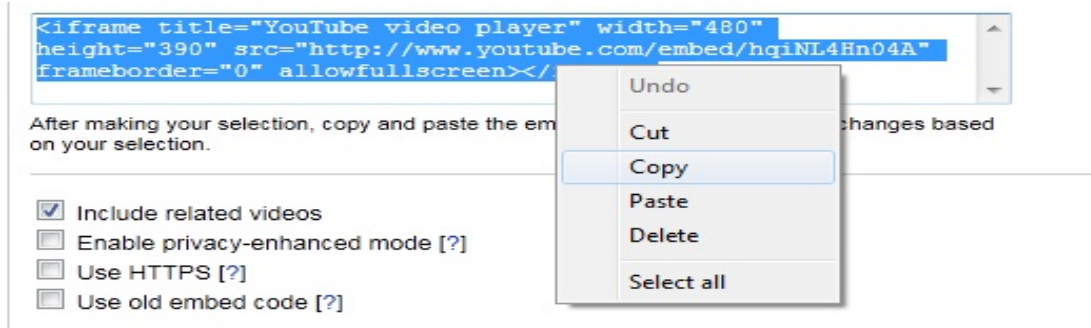
1. When you go to the Licensed Optician video that you want to add to your website, click the **Share** button. The Link URL code for the video is displayed directly below it. Below this code, you will find displayed the **Embed** button (as shown below).



2. Once you click the **Embed** button, you will see the HTML code below the **Share** URL, as shown below.



- By clicking your mouse within the new embed code (in the form field), all the text in that field is highlighted. You then right mouse click in that field, and select **Copy** from your browser's drop down that will appear when you right click in the field, as shown here:



Here's what the embed code looks like for the video above:

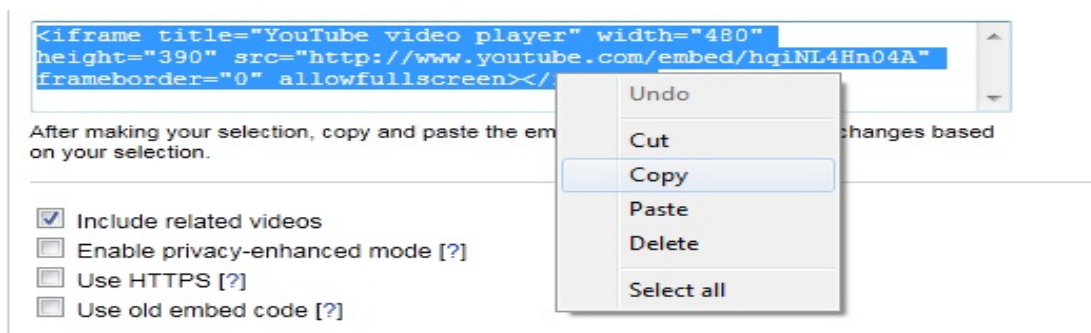
```
<iframe title="YouTube video player" class="youtube-player" type="text/html"
width="640" height="390" src="http://www.youtube.com/embed/W-Q7RMpINVo"
frameborder="0" allowFullScreen></iframe>
```

- Open the source code of your web page, and using a tool such as Noteable Pro or Expression Web, paste it into your page (either right click again where you want it, and select Paste, or place the mouse cursor where you want it, and hit Control and V on your keyboard at the same time. The embed code will be deposited into your web page. Save the page, upload it to your web server using an FTP client, and you will be able to view it in your browser.

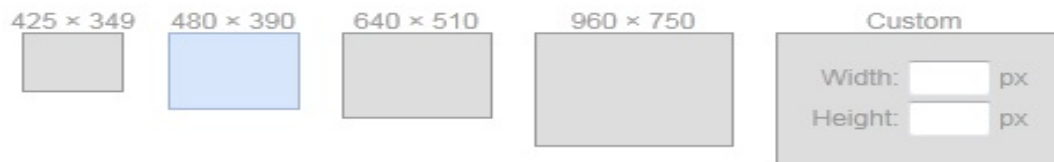
This works in Firefox, MSIE, Chrome, Opera and just about any new browser out there. Most browsers come pre-installed with Flash, and if not, the visitor will usually be prompted by the browser to download the appropriate software. This allows you see any video from YouTube. There are other video providers, and most use the same method of letting users embed video.

Changing the YouTube Video Window's Look and Features

- The checkbox for each option directly below the embed code enables you to: include related videos (like you often see when you watch videos yourself), use HTTPS--a more secure protocol, or enable YouTube's privacy enhanced mode, which allows users to view the video without storing any information in cookies related to the videos the user has viewed. You can also choose to use the old embed code if you wish.



2. Further below the embed code on the video page, is also the option to select the size of the video window you want to use. YouTube allows you to choose from four sizes, plus a custom size, as shown below:



When you select a size by clicking the radio link button for a particular size, the HTML code in the Embed box is updated so you can copy and paste it into your web page.

Adding a YouTube Video To Social Network Pages, Blogs, Etc.

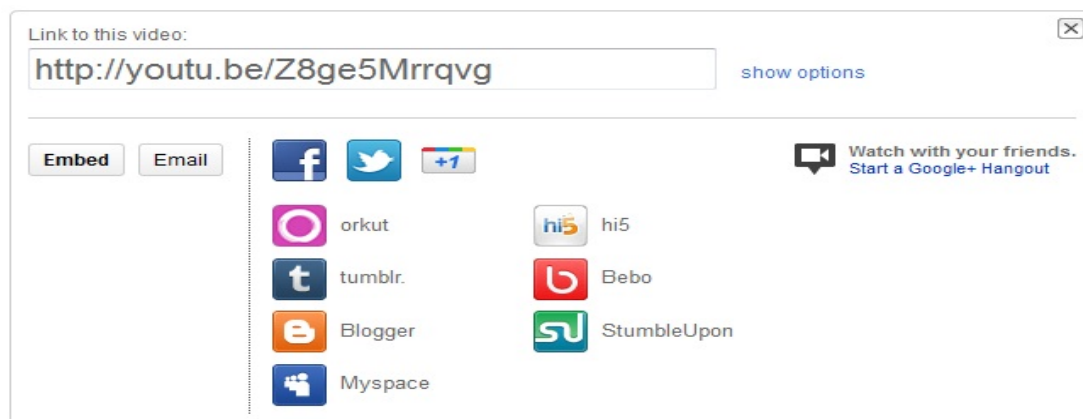
Another effective way to use videos is by adding them from YouTube to your association's social networking profile pages or walls, blogs or other pages.

3. Follow the same procedure as above – by clicking the Share button as before, then simply click on the social network site's icon:



A window will then open up which will allow you to grant permission to access your social network account, and it will allow you to add a comment and select the people or lists that will be allowed to view it.

To access all social networking buttons that you can post the video to, click on the **Show More** link next to the icons, and you will be presented with the sites that you are able to post on:



4. Click the icon, login and allow access to your social networking account, and submit it. It will be added to your wall, profile or blog immediately.

Conclusion: Now You Know How To Embed Video Into Your Pages

As you can see, using video as an effective tool on your website or social network is not only simple, it's versatile. So get out there and start adding those videos to your sites!