Using Opus Clip for Campaign Video Editing

A practical guide for content creators.

Overview

Opus Clip is a social-friendly editing tool for automatically creating catchy social clips from longer videos.

Benefits:
- Geared towards social clips
- Pretty good at generating highlights

Trade-offs:
- Source videos need to be pretty long

What you can do:
- Quickly edit raw video into a shareable clip with captions

Examples:

- 🎬 End Mass Incarceration_ A Call for Justice.mp4 (from 26 min interview)
- 🎬 Empowering Health Decisions & School Safety for All.mp4 (from 40 min rally)
- 🎬 Unmatched Crowd Sizes_ The Truth Behind Attendance Claims.mp4 (from 18 min segment)

Potential use cases:

- Automatic social clips of a speech, interview, town hall etc.

Quick Start Guide

1. Choose your [plan](#).
2. Explore the basics:
   a. [Best practices](#)
   b. [Before you clip](#)
   c. [Captions and emojis](#)
   d. [AI B-roll](#)
3. Start creating!

Step-by-Step Guides

How to generate social clips from a longer video

1. Paste a link to your video or upload a file

We're going to create some social clips from an 18-minute segment from the Daily Show. Let's just paste in the link to get started.
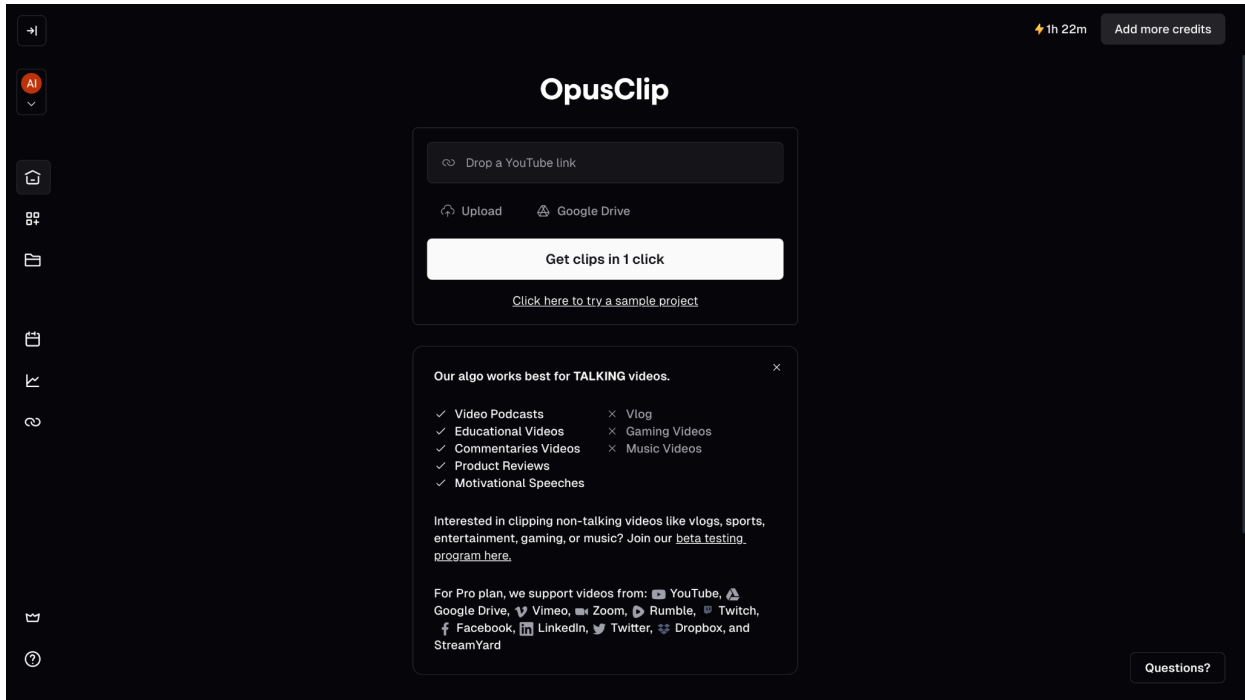
You can give the tool some direction before generating clips, or you can go with these defaults. You can choose a style template at this stage, too. We'll come back to this. For now, just click "Get clips in 1 click" to move on.
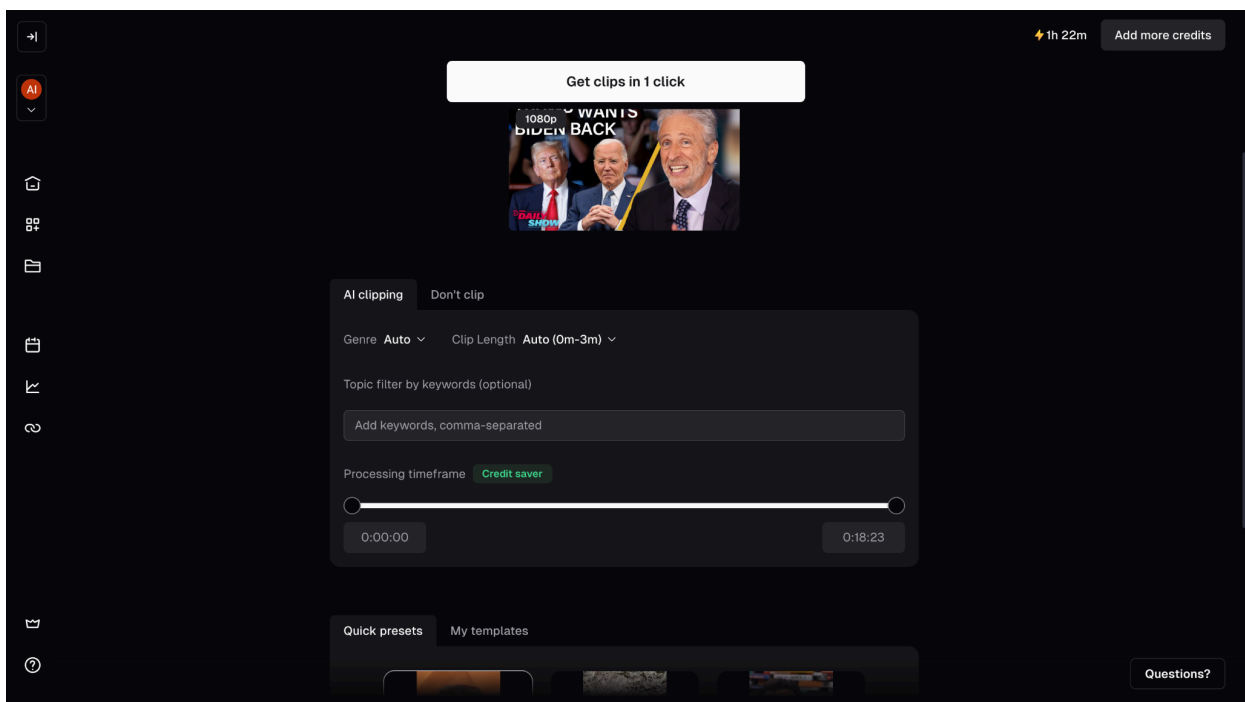
2. Review your suggested clips

Opus generated 18 suggested social clips for us highlighting key moments in the segment. They're sorted here by virality, according to how Opus grades the clip's opening hook, flow, how well it engages viewers throughout, and its trendiness. You'll see the explanation of the grade on top, and the transcript below. Scroll through and preview them to see which ones work for you.

If you love your clip as-is, you can download it right then and there. If you want to make edits, click the pencil icon.

3. Edit your clip

The video is pretty good already, but let's make a few tweaks. On the right you can edit things like layout and caption style. On the left, you can make corrections to the transcript and edit the words that get an extra highlight. You can also trim pauses, reduce filler words, and remove/reorganize sections.
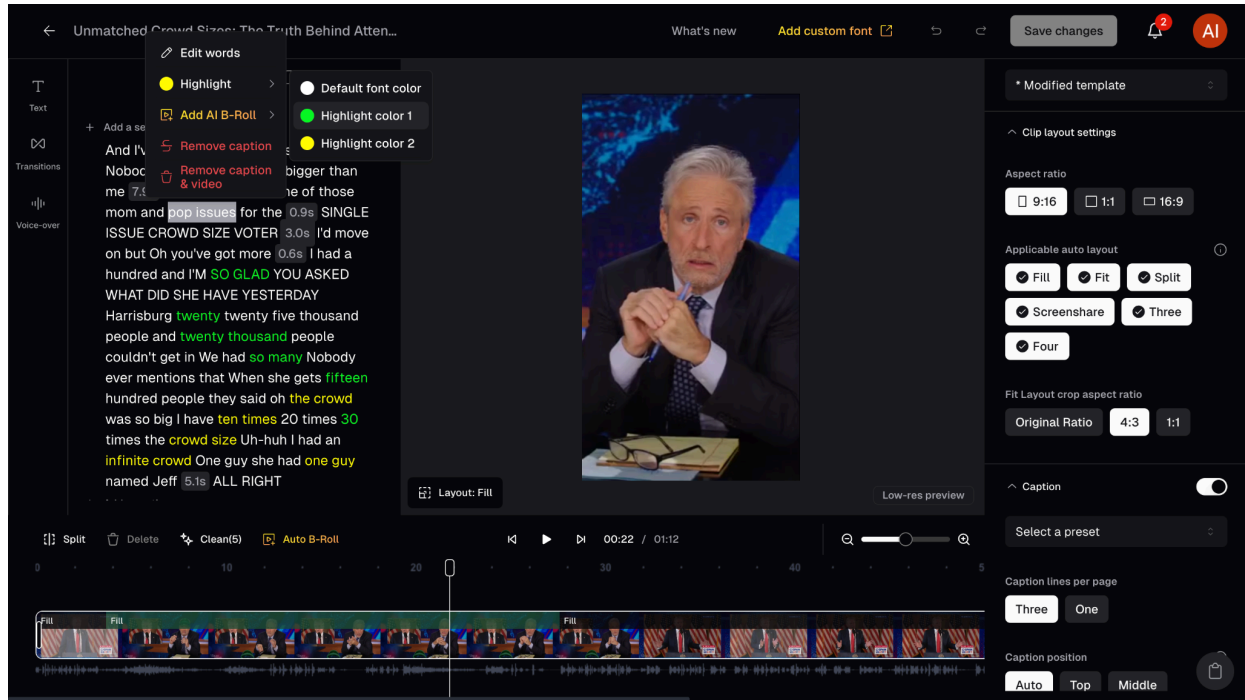
Don't forget to click "Save changes"

4. Export your clip

Click the back arrow in the top left corner to go back to the menu of auto-generated clips. From here, you can download the video (or even post directly to social if you connect your accounts).
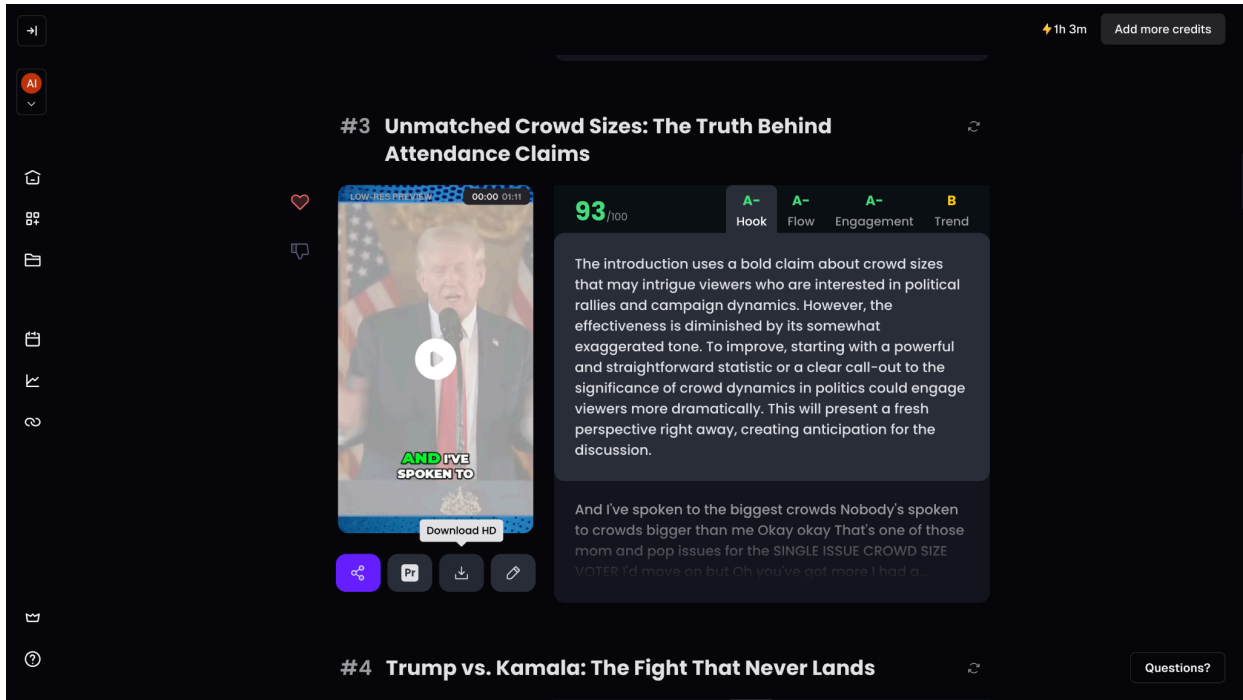
Tips

1. Try creating a template

If you have a brand that you want to frequently apply to your videos, create a template and select it before you generate your clips. Your videos will feature the right colors, fonts, overlays, logos etc. right from the start.

2. Don't forget to save and download your clips

They won't stay in the platform forever: "projects created by paid plan now have an expiration date set at 30 days, and those by free plan have an expiration date set at 7 days."

3. Conserve your credits

If you know there's a part of the video you're not interested in, a long intro for example, tell Opus at the beginning to not process that part. This will save you credits.

Guidelines for Political Use

1. There do not appear to be restrictions on political content

Beyond the usual prohibitions on violence and fraud, etc. Check out the [terms of service](#).

2. Decide about disclaimers

Adding a disclaimer that your content was created using generative AI can go a long way to enhancing transparency, trust, and ethical integrity. By clearly informing your audience that AI tools were used to create or modify the content, campaigns can mitigate concerns about authenticity and manipulation.

For video editing tools that use AI to streamline your workflow, this may not be necessary. But it's worth considering if you're using a voice clone or other methods to impersonate a real human being.

[Here's a recent example:](#)

Rep. Jennifer Wexton ✔
@RepWexton

Your ears aren't deceiving you—AI has allowed me to make a new model of my voice like it was before my PSP.

I hope this helps show creative ways we can empower people facing the kinds of health and accessibility challenges I have and demonstrate our abilities don't define us.

my mobility and ability to speak clearly.

AI Voice

11:27 AM · Jul 10, 2024 · **850.1K** Views