

Captioning Videos

A GUIDE FOR SOCIAL MEDIA MANAGERS

Adding closed captions to your video is an essential component of production, especially if your goal is to get your video content in front of a larger audience. Closed captions not only increase accessibility, but they also help videos rank higher in search results, boost engagement and improve the overall viewer experience. Use this guide to get quick answers to your captioning questions.

Internal or External Audience?

- Internal: Videos that are intended for a specific internal audience and are unlisted (not public). These videos may or may not need to be captioned
- External: Videos going out on social media (or the web) that are public and anyone can view. These videos must be captioned at the time they are posted.
- You may decide to enlist the help of a captioning service. While there are several options out there, many offices at the university have had good experiences with the services featured in this chart.

Live Video

Pre-recorded Video

Internal

External

Internal

External

Ai-Media

\$3/min

Extra \$1/min for each additional source

Human-generated in real time

To schedule your livestream, visit:
www.ai-media.tv/contact-us

No Captions

Captioning all videos is a best practice, but internal videos that are unlisted and not public may be able to be published without captions. You must let your audience know that captions will be provided if an accommodation request is made.

Rev.com

\$1.25/min

Create an account, upload video file or link to video, let them get to work.

24-hour turnaround

DIY

Free but time intensive

Auto-generate captions within the platform (YouTube, Facebook, Zoom) and manually edit them yourself.