

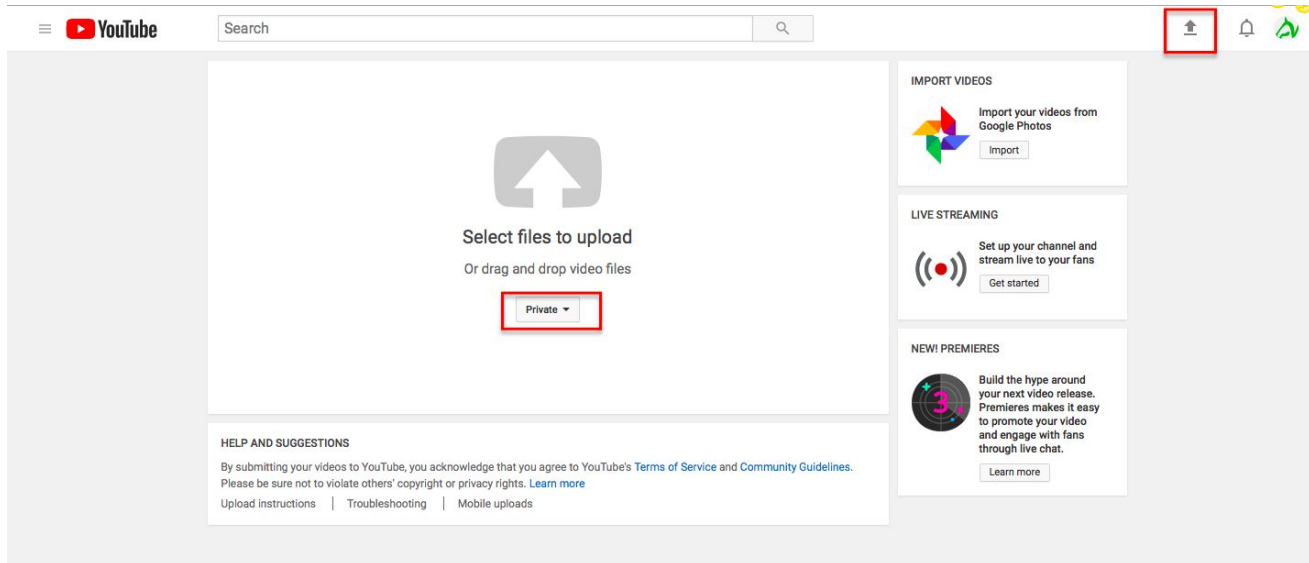


How to create subtitles for your video ads

Subtitles

Go to Youtube and upload your video there (you can upload it as a private video so it won't appear on your channel).

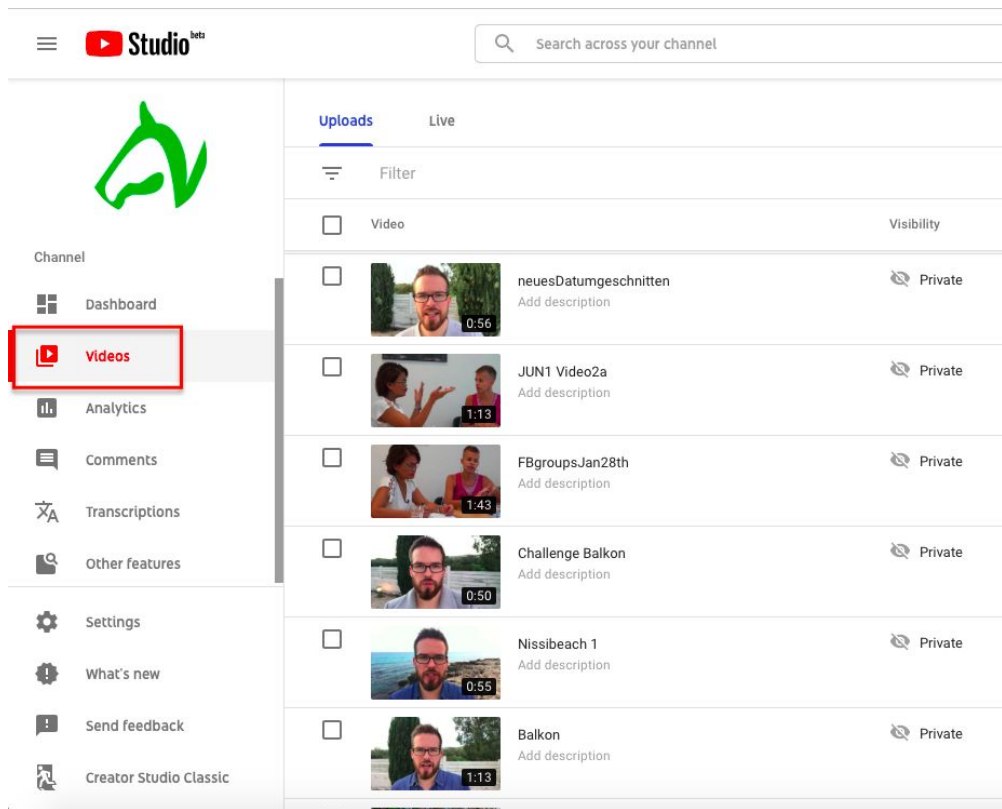
You need a (free) Youtube account to be able to do this.



Subtitles

Once the video is uploaded go to <https://studio.youtube.com> and click on “Videos” at the left.

Then click on the video you want to create subtitles for.



The screenshot shows the YouTube Studio interface. On the left sidebar, the 'Videos' tab is highlighted with a red box. The main content area shows a list of uploaded videos under the 'Uploads' tab. The videos listed are:

Video	Duration	Privacy
neuesDatumgeschnitten	0:56	Private
JUN1 Video2a	1:13	Private
FBgroupsJan28th	1:43	Private
Challenge Balkon	0:50	Private
Nissibeach 1	0:55	Private
Balkon	1:13	Private

Subtitles

Next click on
“Transcriptions”.

It will take a while until
Youtube has created
automatic subtitles for it.

Once it has you will find
something that says “...
(Automatic). Go to the
right and click on the little
arrow icon that appears
next to “Published”.



Community Contributions
Off for this video

Language	Modified on	Title & description	Subtitles
English	6 Mar 2019	ADD	Published by Creator
English (Automatic)	30 Nov 2018		Published Automatic
German (video language)	28 Sep 2018	Published by Creator	ADD ↗

Subtitles

Click on “Edit” and go through the subtitles step by step. You will need to correct all grammar and word mistakes and insert dots and commas.

When you’re done click on “Save changes”.

View published subtitles and CC: English (Automatic)

Subtitles/CC source: Automatic

Edit

Unpublish

Actions ▾

0:00.0	so i'm really grateful to Sarah who i'm
0:04.0	now calling miss magic because she's
0:04.0	magical on so many levels and she gave
0:07.8	me lots of ideas that things that i can
0:07.8	do to help grow my followers and market
0:13.4	my retreats on the social media and i'm
0:13.4	super grateful for all her new ideas and
0:17.4	her really giving me a lot of feedback
0:17.4	about the things that i've been doing
0:20.4	and other things that i should be doing
0:20.4	that i'm not doing and i'm really
0:24.6	excited to implement everything that i
0:24.6	learned and i feel like my brain is
0:28.9	exploding from so much new information

Magda

0:00 / 0:37

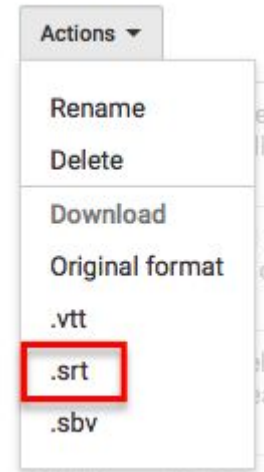
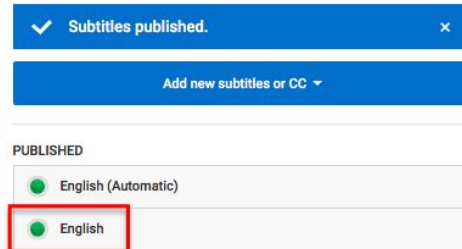
so i'm really grateful to Sarah who i'm now calling miss magic because	magical on so many levels and she gave me lots of ideas that things that i	do to help grow my followers and my retreats on the social media
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Subtitles

Then click on the subtitles you just created (the one without the “Automatic”) and click on “Actions” and choose “.srt”.

The subtitles will then open in a new tab.

Manage subtitles and closed captions

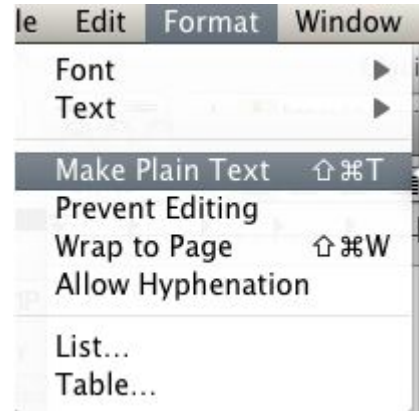


Subtitles

Now you need to open a text editor that will allow you to transform the text in “plain text”. On my Mac I use the program “TextEdit”.

Copy and paste the subtitles in there.

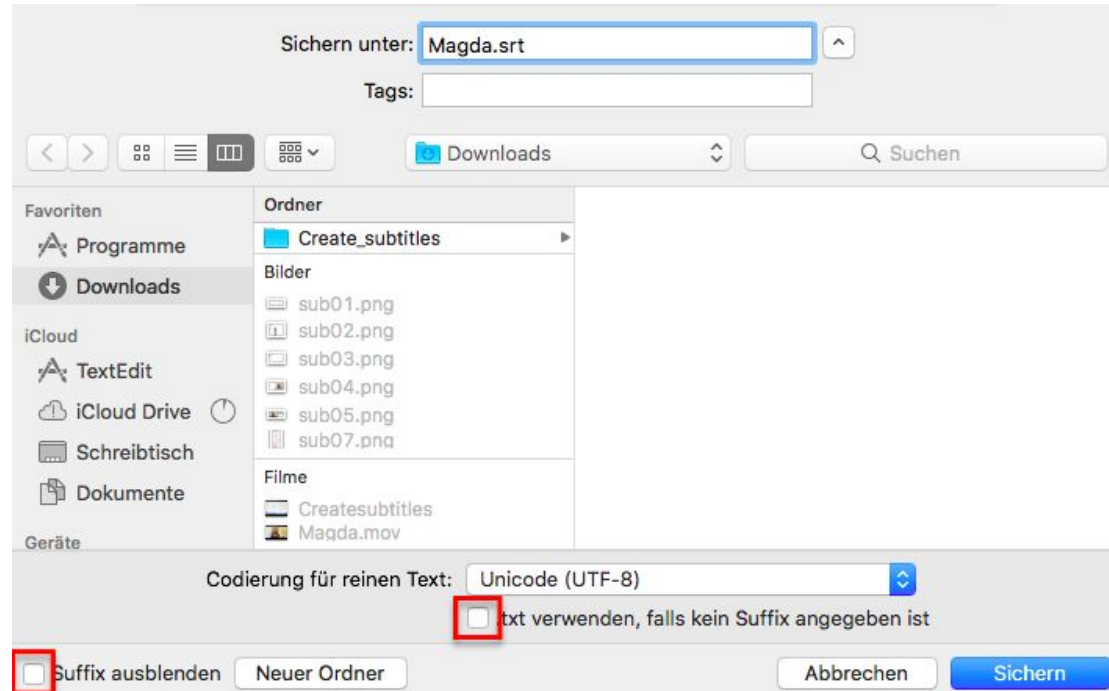
Then you click on “Format” and “Make Plain Text”.



Subtitles

Click on “Save ...” and make sure to **uncheck** “Hide extension” and “If no extension is provided use .txt”

Now give your file a name and end with .srt



Subtitles

Now you only need to include two more things in the file name: The language code and the country code.

If it's an English video it would look like this: Magdatestimonial.en_GB.srt

So the correct format for any subtitle file is:

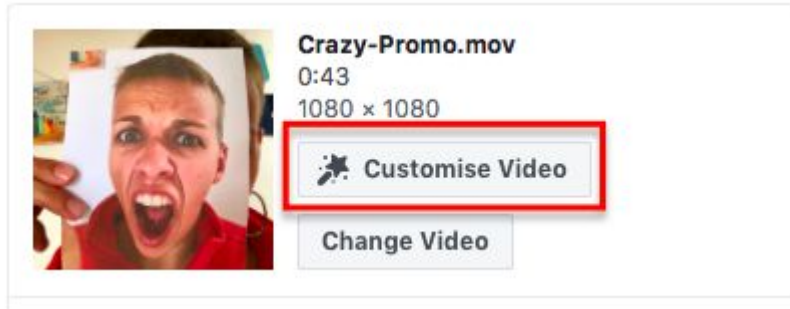
file name.[two-letter language code]_[two-letter country code).srt

[Here you can find all language codes](#)

[Here you can find all country codes](#)

Subtitles

Now you can go into your Ads Manager, upload your video and then click in “Customise Video”. Then choose captions on the left and upload your srt file.




Subtitles

Facebook will then automatically detect the language.


You can choose a backup language and I recommend to do so just in case.

That's it! :)


Edit video

 Thumbnails

 Captions

 Crop

Video Captions

English (UK): en_GB 

Upload SRT File

Backup Language

None ▼

✓ None

English (UK): en_GB

Now it's your turn

You can do this! Have fun! ●

