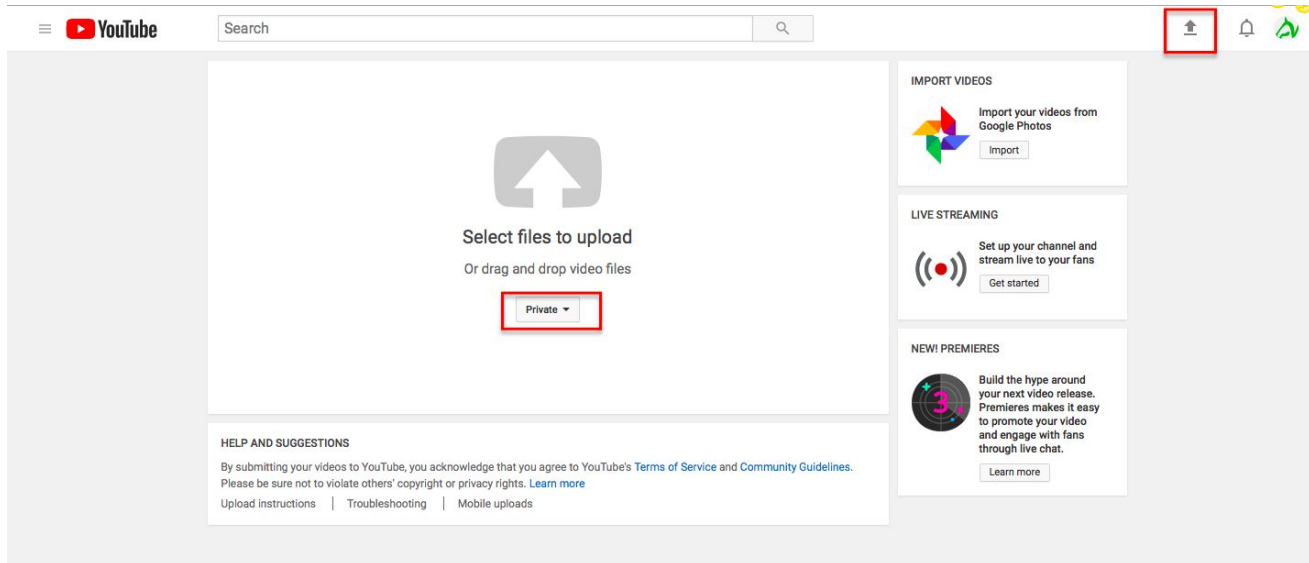# How to create subtitles
for your video ads

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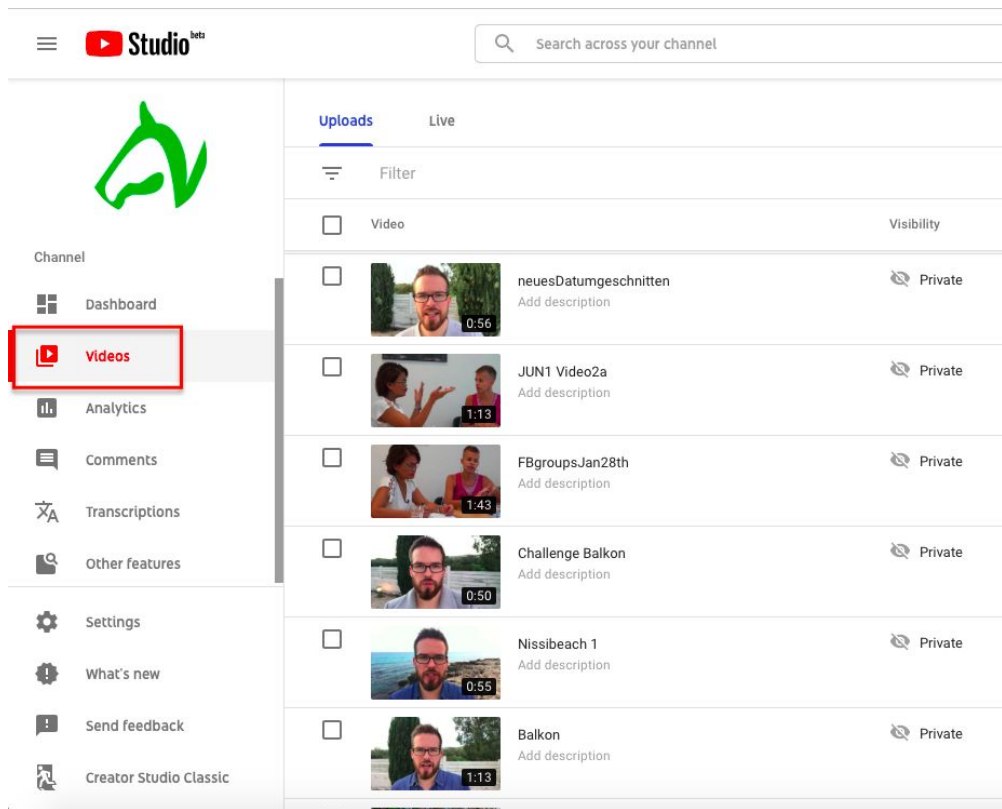
You need a (free) Youtube account to be able to do this.

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.

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".

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".

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.
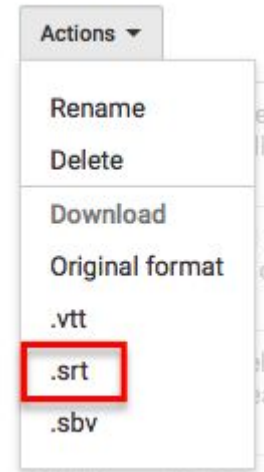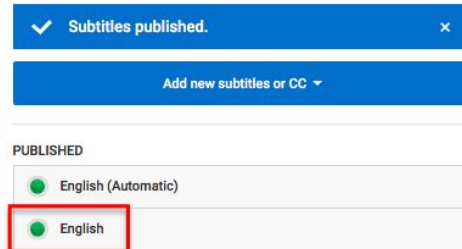
Subtitles

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".
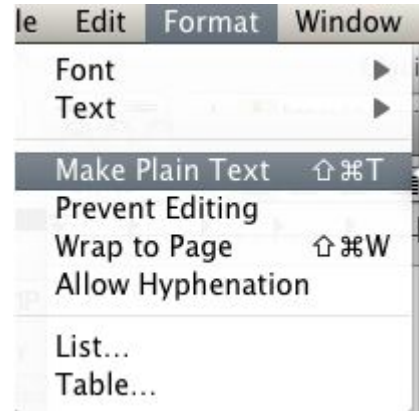
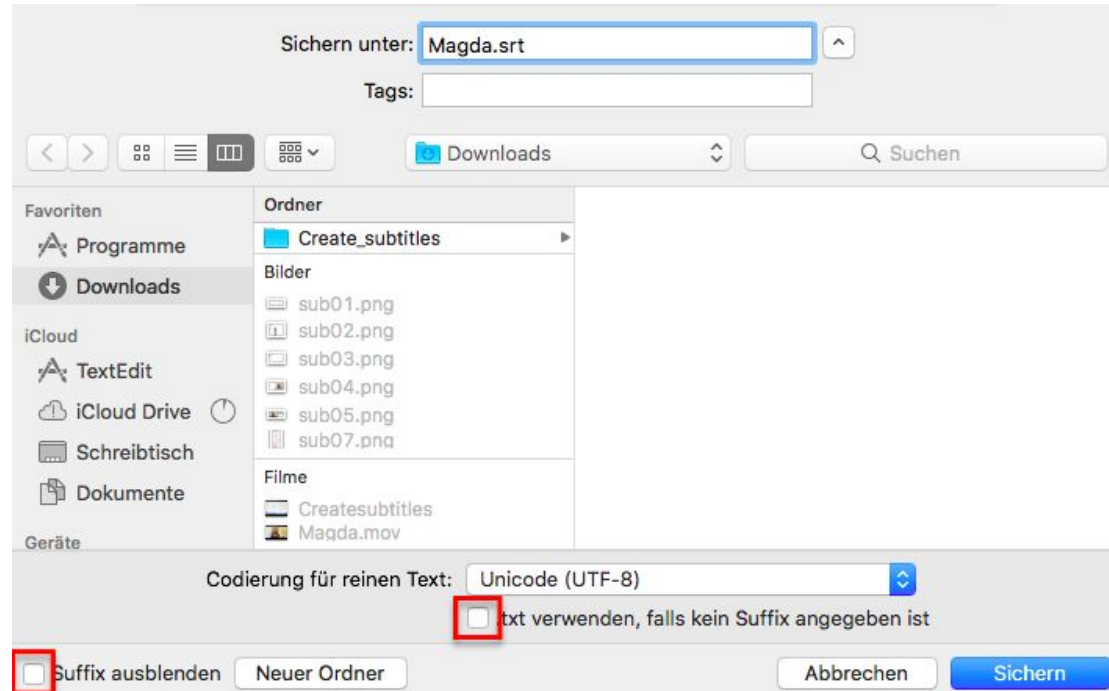Copy and paste the subtitles in there.

Then you click on "Format" and "Make Plain Text".

Subtitles

Click on "Save …" and make sure to **un**check "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

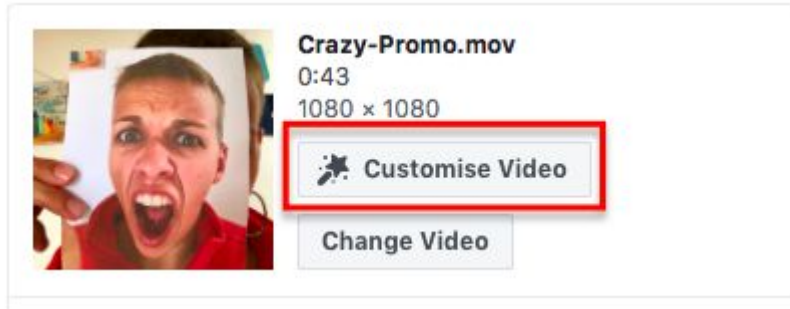So the correct format for any subtitle file is:
file name.[two-letter language code]_[two-letter country code).srt

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! 🟣