Create Professional Videos with Ease



Microsoft Clipchamp

September Spotlight Session

iT Champion™

Microsoft Solutions Partner
Modern Work



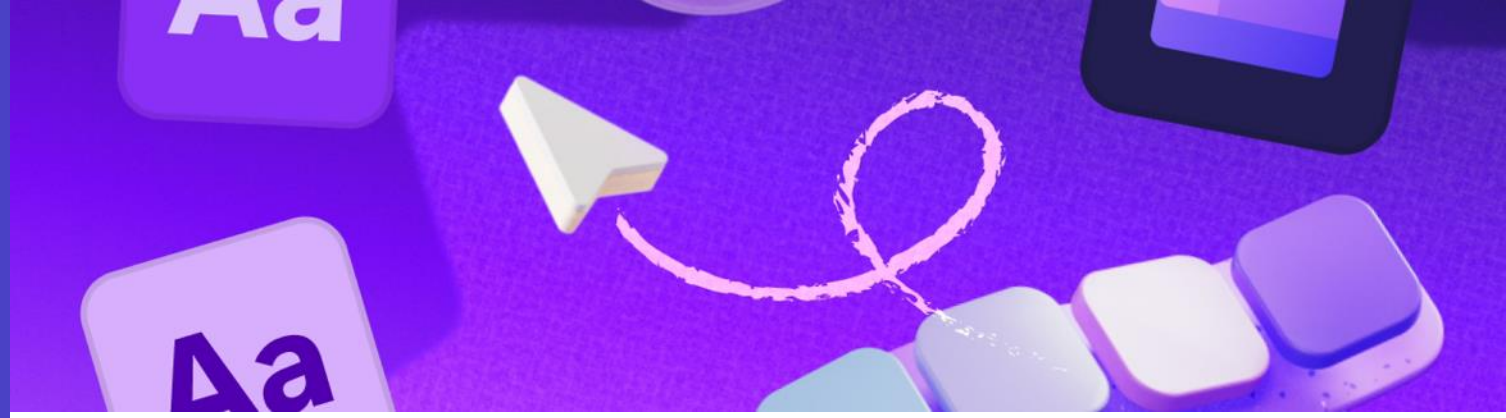
Agenda

- Tour of the interface
- Explore stock footage, audio, and templates
- Exporting videos optimised for social media presentations, or internal
- How storyboarding your video to save time
- Optimising export settings for different platforms



Microsoft Clipchamp makes professional video creation possible for all skill levels.

Why is video essential for organisations?



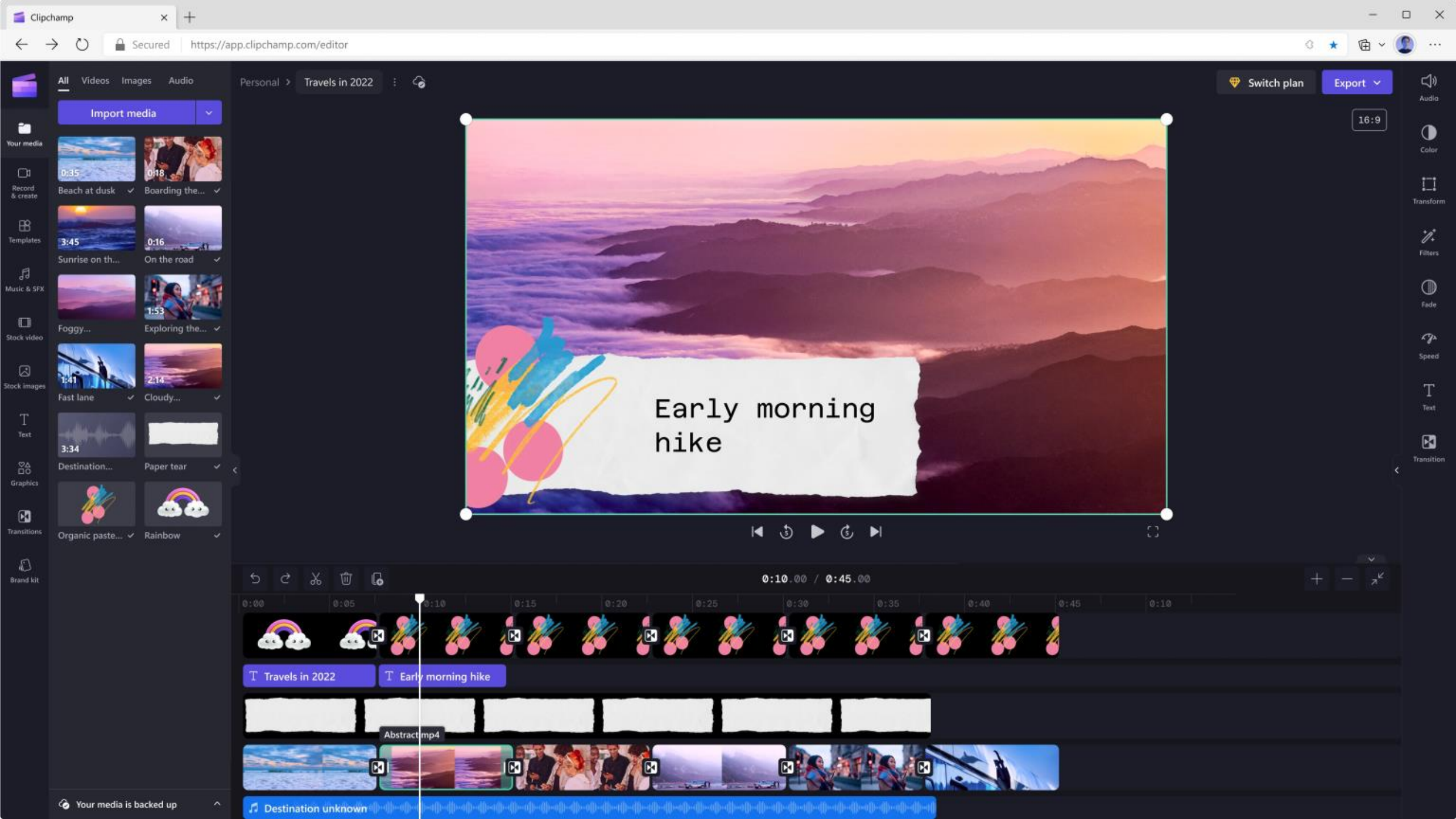
Engagement: Video captures attention far more effectively than text or static images. Audiences are more likely to watch and remember a message presented in video format.

Clarity: Complex ideas, product demonstrations, or instructions can be explained visually, making them easier to understand.

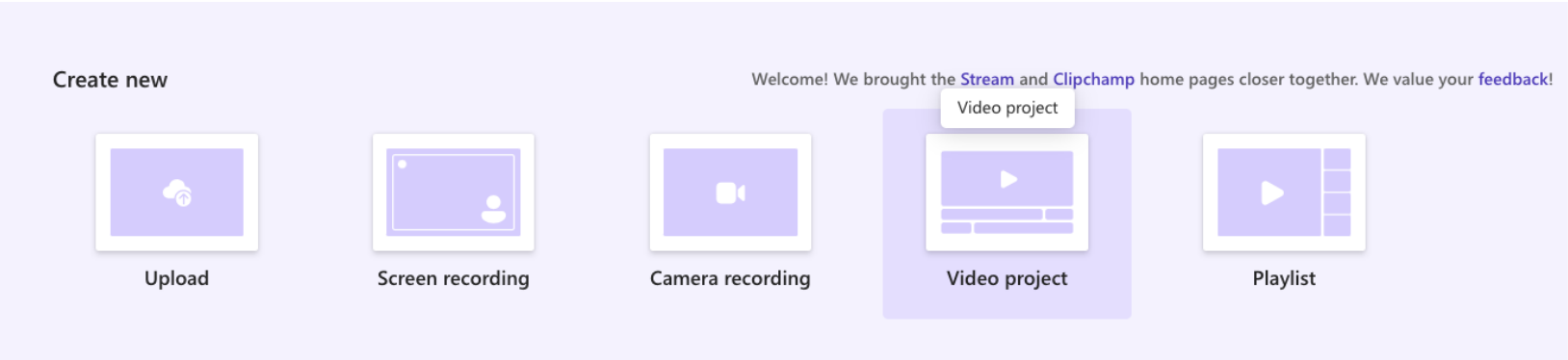
Reach: Social platforms and internal channels (like Microsoft Teams) prioritise video content, meaning your message is more likely to be seen.

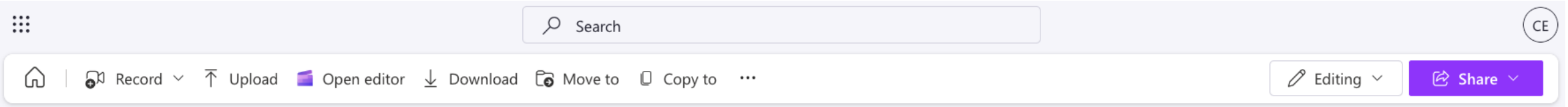
Connection: Video adds a human element – seeing and hearing someone helps build trust and relatability with customers, partners, or employees.

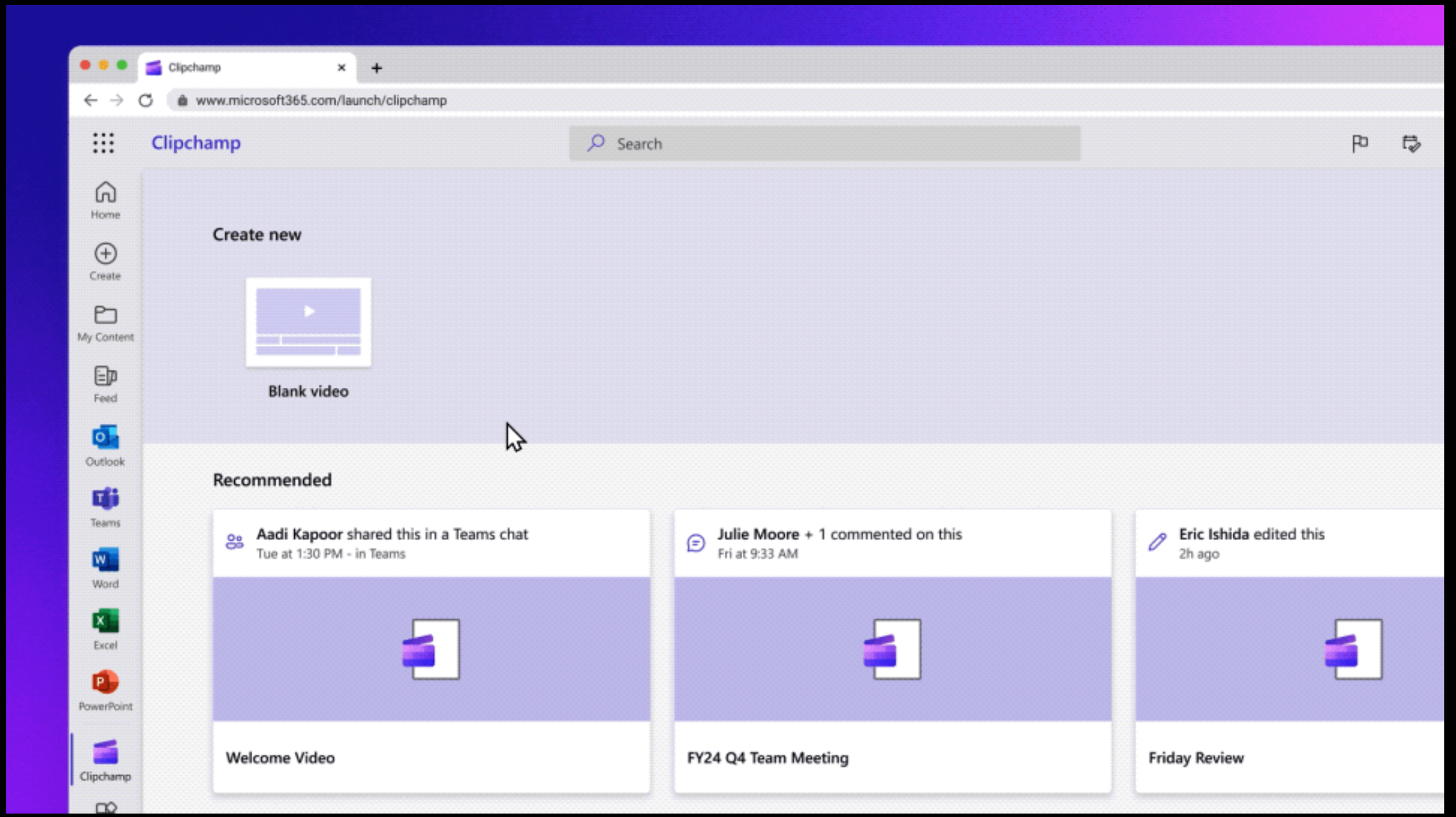
Efficiency: One well-produced video can be reused across multiple channels (social media, email campaigns, presentations, training materials), maximising value.


Clipchamp
Secured
https://app.clipchamp.com/editor
All
Videos
Images
Audio
Import media
Beach at dusk
Boarding the...
Sunrise on th...
On the road
Foggy...
Exploring the...
Fast lane
Cloudy...
Destination...
Paper tear
Organic paste...
Rainbow
Your media is backed up
Personal
Travels in 2022
Switch plan
Export
16:9
Early morning hike
0:10.00 / 0:45.00
Travels in 2022
Early morning hike
Abstract.mp4
Destination unknown
Your media
Record & create
Templates
Music & SFX
Stock video
Stock images
Text
Graphics
Transitions
Brand kit
Audio
Color
Transform
Filters
Fade
Speed
Text
Transition

Two ways to the Editor via Stream






Clipchamp
www.microsoft365.com/launch/clipchamp
Clipchamp
Search
Home
Create
My Content
Feed
Outlook
Teams
Word
Excel
PowerPoint
Clipchamp
Create new
Blank video
Recommended
Aadi Kapoor shared this in a Teams chat
Tue at 1:30 PM - in Teams
Welcome Video
Julie Moore + 1 commented on this
Fri at 9:33 AM
FY24 Q4 Team Meeting
Eric Ishida edited this
2h ago
Friday Review

Clipchamp Video Project 1

Caroline Ellis

My media

Record & create

Text

Music

Stock video

Stock images

Templates

Graphics

Transitions

Brand kit

My media

Import media

Drag & drop media from your device to import

Videos, audio, images, GIFs

Size

Share

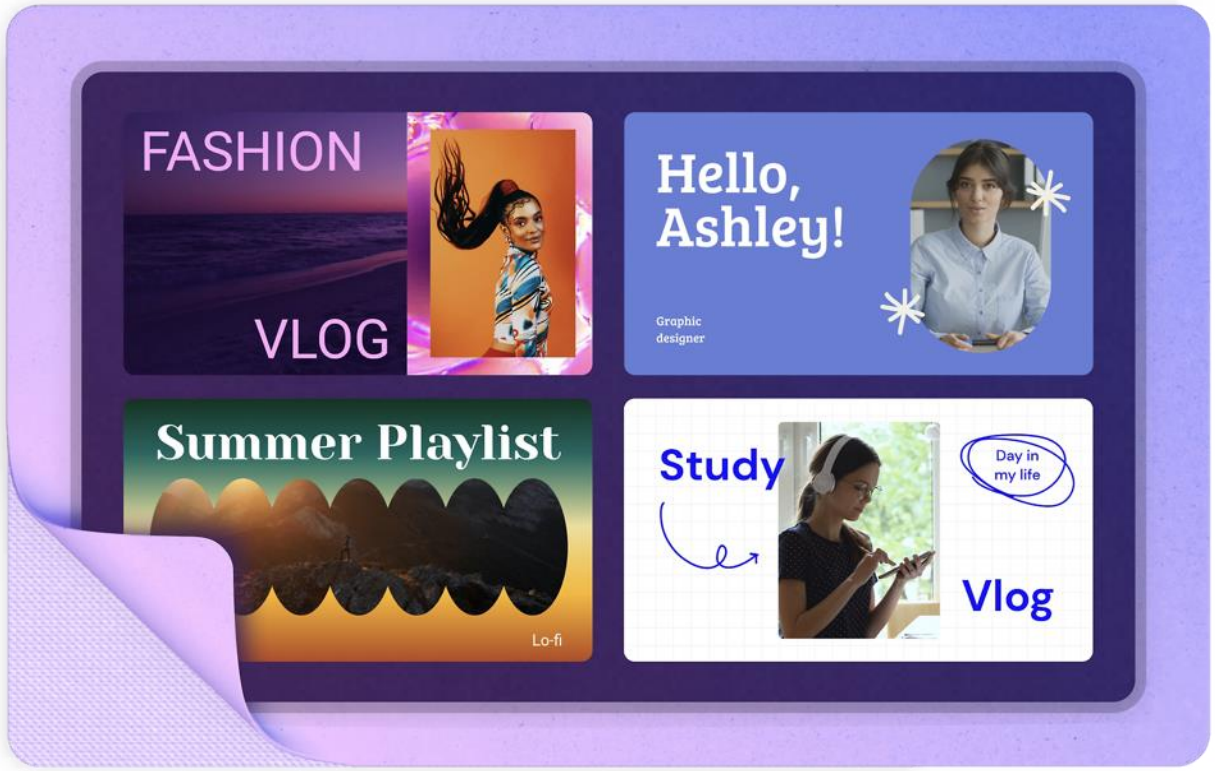
Export

0:00.00 / 0:00.00

Drag & drop videos here

Create a video with Copilot





Stock Footage, Audio, and Templates

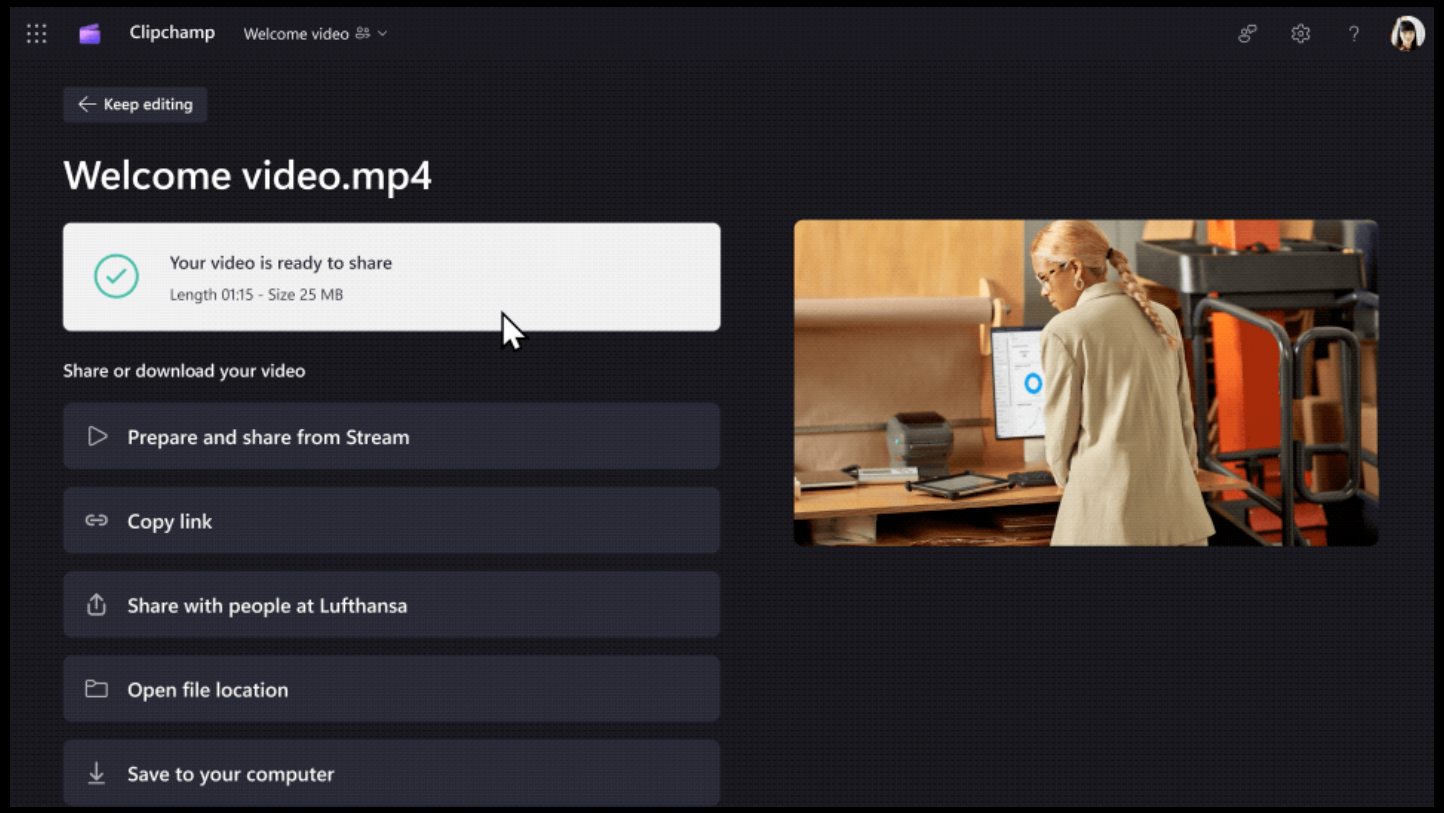




Exporting videos

Social media, presentations or internal comms.




Clipchamp
Welcome video
Keep editing
Welcome video.mp4
Your video is ready to share
Length 01:15 - Size 25 MB
Share or download your video
Prepare and share from Stream
Copy link
Share with people at Lufthansa
Open file location
Save to your computer



Storyboarding

Save time and plan out what you want to say

Storyboarding Your Video to Save Time

Keep it concise and structured

Think about the flow of the message

Clear call to action

Shorter videos tend to hold attention better

Each section has a clear purpose

Saves editing time

Use a Clipchamp template as a base

Map our scenes before finding and importing media

Align visuals with messaging goals

Storyboard worksheet

Section	Tip	Suggestion
Project title	Clear and simple	*"September Product Update" or "Internal Training Video"*
Purpose of Video	What is the goal?	*Inform staff, promote a service, train users*
Target Audience	Who will watch this video?	*Internal team, customers, social media followers*
Video format and Platform	Where will this video be published? Preferred aspect ratio?	Social media platform, vertical square or widescreen

Storyboard sections

Scene #	Description	Visuals	Audio	Text/Overlay	Notes
1	Opening message	Logo animation	Intro music	Title screen	Keep under 5 seconds
2	Key message 1	Product screenshot	Voiceover	Caption	Highlight feature
3	Key message 2	Team photo	Background music	Quote	Add transition
4	Call to action	Website link	Outro music	CTA text	Include contact info

Optimising export settings

- Use 1080p MP4 if quality is important and the file size isn't a problem.
- Use 720p if you want a smaller file for sharing internally on Teams or SharePoint.

- 16:9 is standard widescreen for presentations and YouTube
- 1:1 square is great for social media feeds
- 9:16 vertical is best for TikTok, Instagram Stories, and Reels

Best practices

Keep your videos short and focused. Attention spans are limited, so aim for one to three minutes for most business content.

Use consistent branding which reinforces professionalism and helps your audience recognise your content.

Leverage templates where possible; they save time and ensure your videos follow a proven structure.

And remember, plan first, edit second. A little time spent on storyboarding makes editing much quicker and smoother.

Resources

Microsoft Clipchamp learning resources and tutorials

The Microsoft 365 training hub for more apps and tools

Remember, the best way to learn is by doing – start small, keep it simple, and you'll quickly build confidence with video editing.



Clipchamp help and learning

How can we help you?

Get started
Add media
Editing features
Record video
Personal accounts
Troubleshoot
Work version
Player, homepage
iOS app

Explore popular Clipchamp video editing features



Trim and cut videos

Edit videos, audio, and image assets to the perfect length without losing quality.

Autocut clips with AI to find and trim pauses and silences with one click.

LEARN HOW TO USE VIDEO TRIMMER >

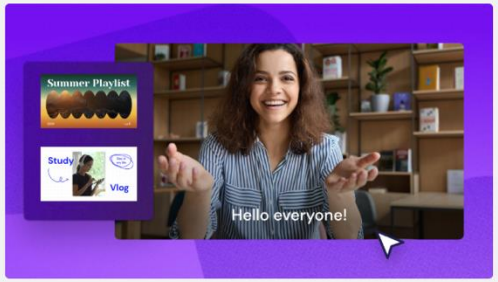


Green screen video editor

Use beginner-friendly green screen effects to remove the background of videos and images.

Easily edit out red, blue, or green screen backgrounds in seconds.

LEARN HOW TO USE GREEN SCREEN >

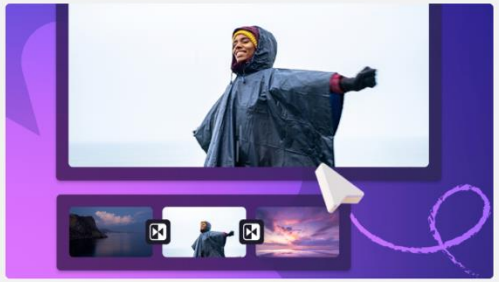


Auto subtitle generator

Create video subtitles in global languages, no matter your dialect or accent with autocaptions powered by AI.

Customize the font, color, text size, and alignment to match your video perfectly.

LEARN HOW TO USE AI SUBTITLES >



Special effects and filters

Enhance videos with unique special effects and filters for free.

Make scene changes effortless and smooth by adding transitions between clips.

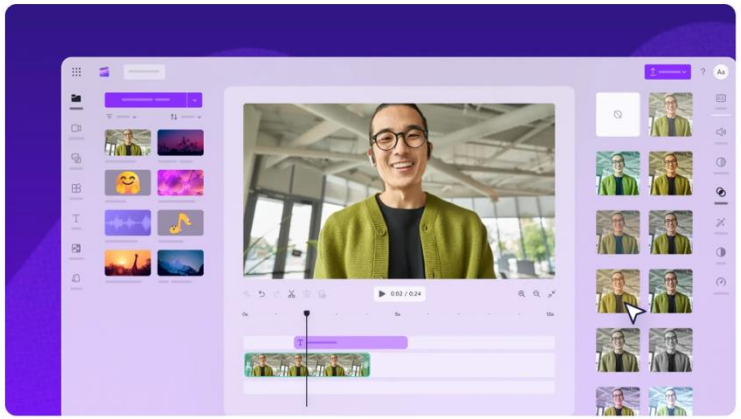
LEARN HOW TO USE TRANSITIONS >

Training center

Watch and learn how to create, edit, and enhance videos with Clipchamp.

Explore video tutorials | Explore how to guides





How to create videos with Clipchamp

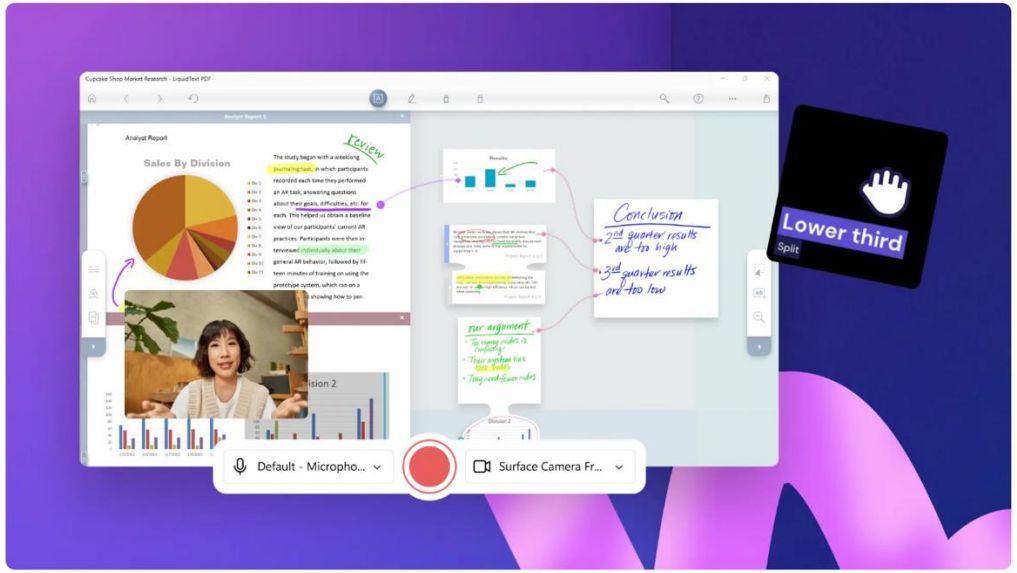
Unlock your creativity and make stunning videos using easy and professional features like screen recording, camera recorder, and text to speech.

How to create video tutorials with Clipchamp

Updated August 26, 2025
Written by Darren Buser

On this page

- Three effective tutorial video formats
- How to plan a tutorial video
- Elements of a great tutorial video
- How to edit a tutorial video in Clipchamp video editor
- How to create an AI tutorial voiceover
- How to record your voice for a tutorial

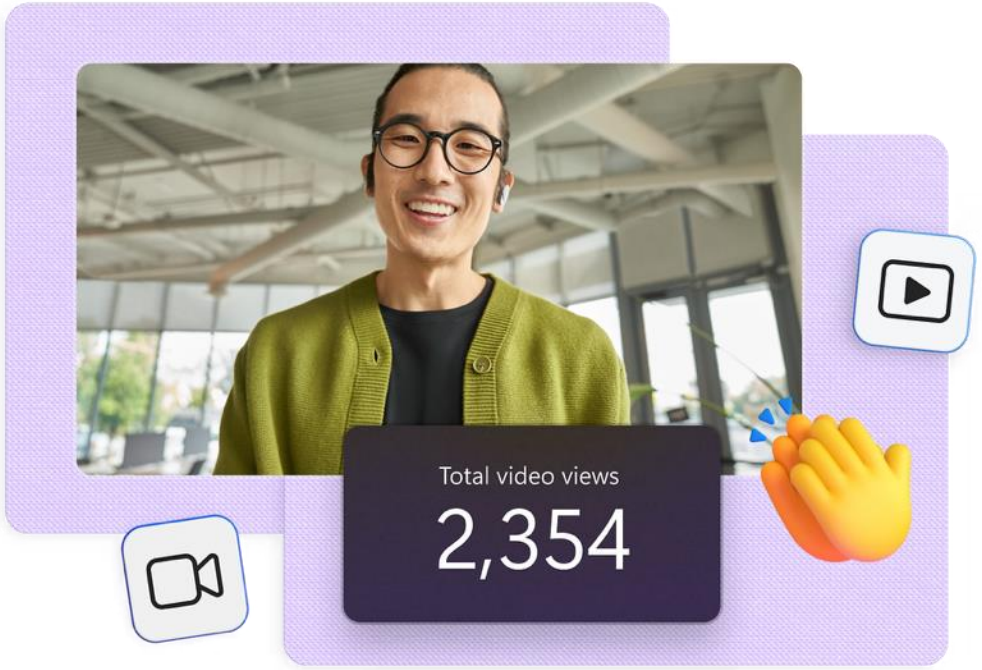


Heads up! The screenshots in this article are from Clipchamp for personal accounts. The same principles apply to Clipchamp for work and school accounts.

Clipchamp is a free online video editor

Try for free

Share this post



Next Spotlight session
Microsoft Viva Learning

8 October at 3.00 pm

Thank you