Media Studio

Getting Started

Media Studio
Getting Started

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Introducing
Media Studio

Introducing Media Studio

Welcome to Media Studio! Media Studio empowers partners to streamline the way they upload video, GIFs and images to Twitter with a variety of new and improved publishing tools.

Key Features & Functionality

- **Unified Media Library**
  Upload and organize videos, GIFs and images in a single place.

- **Scheduling Capabilities**
  Plan ahead by composing Tweets to be sent later.

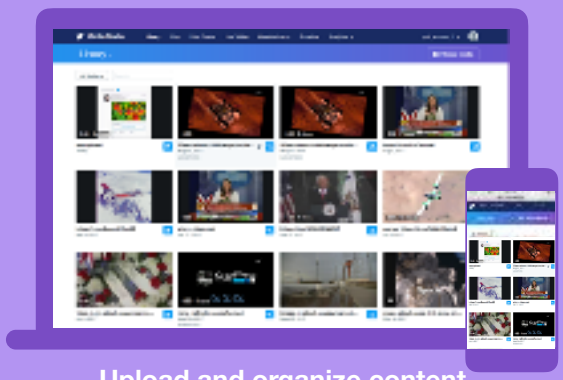
- **Account Management Tools**
  Different user roles and permissions allow you to work across teams and accounts from a single media library.

- **Metadata Capabilities**
  Make your videos searchable on Twitter by adding a title and description.

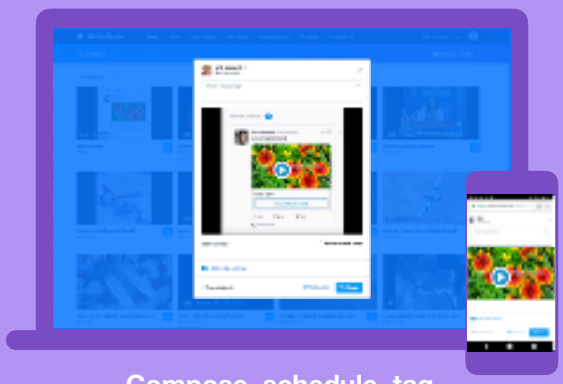
- **Extended Video Upload**
  Partners using Media Studio can upload videos up to 10 minutes long.

- **Analytics Dashboard**
  Measure audience engagement with your Tweets.

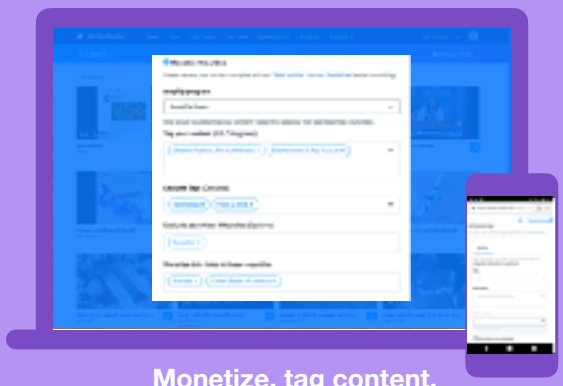
- **Monetization Tools**
  Drive revenue by monetizing your video content via In-Stream Video Ads and Sponsorships



Upload and organize content for multiple accounts



Compose, schedule, tag, monetize and target Tweets



Monetize, tag content, and customize targeting

How to Use Media Studio

How to Use Media Studio

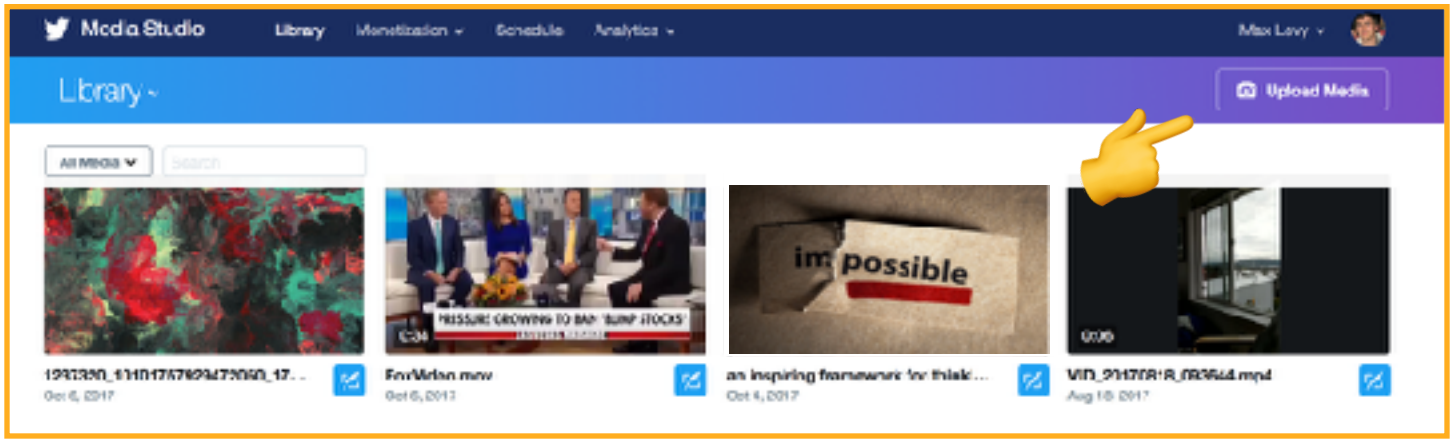
Head to studio.twitter.com. After logging in, you will land on the main Library page, where you will be able to see all your videos, GIFs and image assets that you've shared from your Twitter account. This includes media assets that are Tweeted directly from your and/or that are uploaded directly to Media Studio library.

The Library is Media Studio's home page, where you can scroll through your library, filter/search their library (by file type), upload new media, edit metadata, review analytics, and much more.

Upload Media

1. On the 'Dashboard' tab, click Upload Media in the top right corner of the page to add new media content to your Media Studio library. Currently, Twitter supports .mp4 and .mov files. When your video has finished uploading, you can Tweet it by clicking .

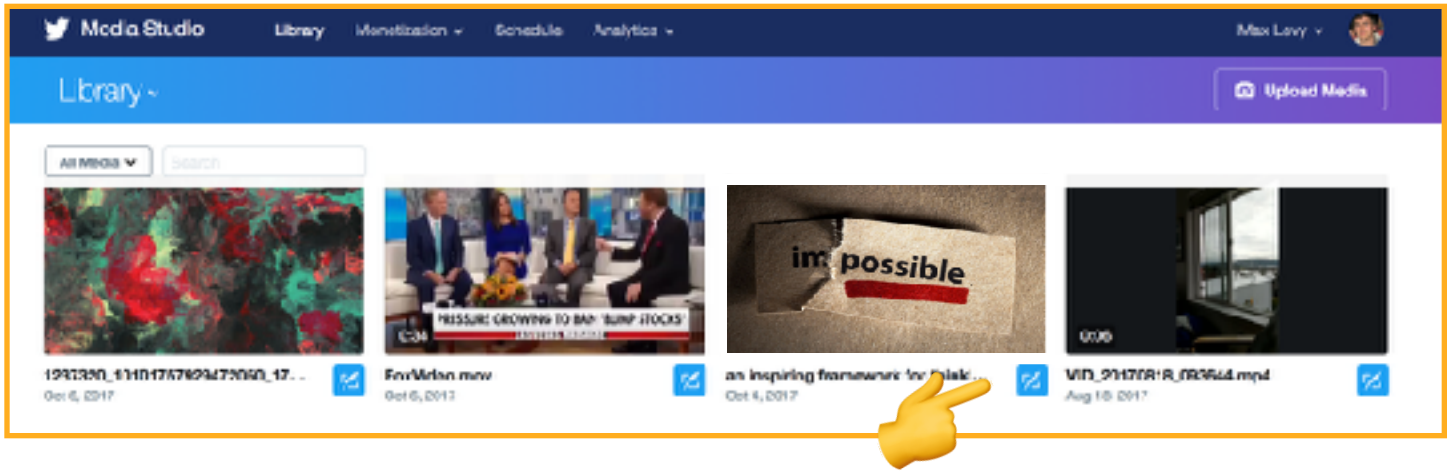
2. After you select a file, the media upload will begin automatically. When finished, it will appear in your media library.



How to Use Media Studio

Compose Tweet

1. Compose a Tweet directly from Media Studio by first clicking the blue compose button.



2. Compose your Tweet. If video, add metadata (title, description and call-to-action) to your video by clicking "Edit media settings."

3. When finished, click the Tweet button to share to all your followers or select "Promoted Only" to include it in a paid campaign to a targeted audience.

4. To schedule your Tweet for later, click "Schedule" and choose a future date and time to send your Tweet.

How to Use Media Studio

About User Permissions & Roles

In order to help partners manage their publishing activity more effectively and more securely, we allow for different levels of access to individuals affiliated with a partner or Twitter handle. Multiple users may be given access to a Media Studio account. Each user will log in with his or her own username and and will be able to access the advertising accounts to which he or she has access.

This feature can reduce risk of malicious or erroneous mishaps with your @handles by granting access to more of your team without sharing the password to your main account(s). In addition, it can reduce friction for users who manage ads for more than one ads account on Twitter.

The User Roles

- **Administrator:** This role has full access to the account and can do everything the account owner can. There can be more than one Administrator for a given account.
- **Contributor:** This role can act on behalf of the account including Tweeting, uploading, and editing of media. The role cannot change account settings or add additional users.
- **Publisher:** This role can use media from the Library for their own @handle. They cannot perform any actions on behalf of the account.
- **Analyst:** This role has access to Analytics. They also have view-only access to the library to access and review video level analytics.

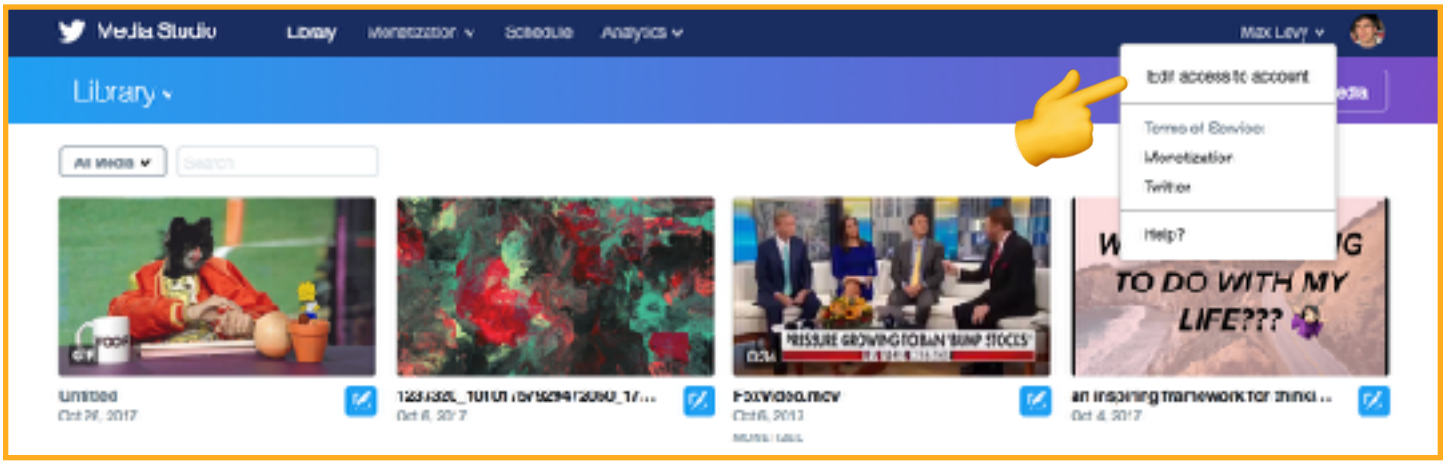
The User Roles

The user roles are authenticated by Twitter @handle, so you can only add users to your account via their @handle. In order to assign a user to a role in your account, follow the simple steps on the following pages.

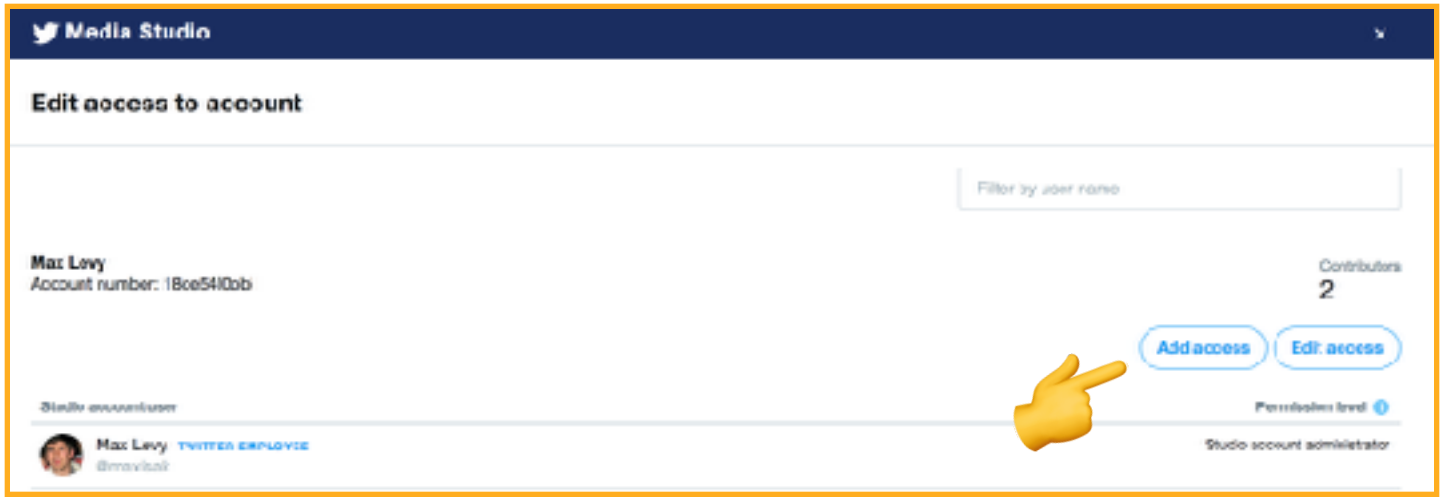
How to Use Media Studio

How User Permissions & Roles Work (cont'd)

1. Log into Media Studio, click the drop down for your account in the top right corner, and select "Edit access to account" to navigate to the Accounts page.



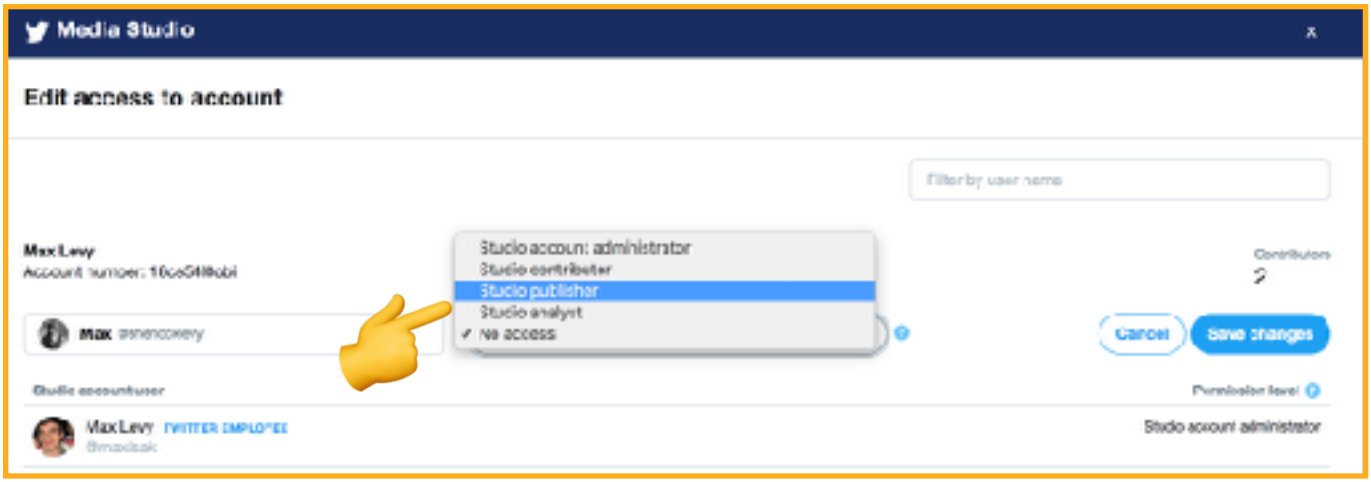
2. On the Accounts page, click "Add" access to add a new user.



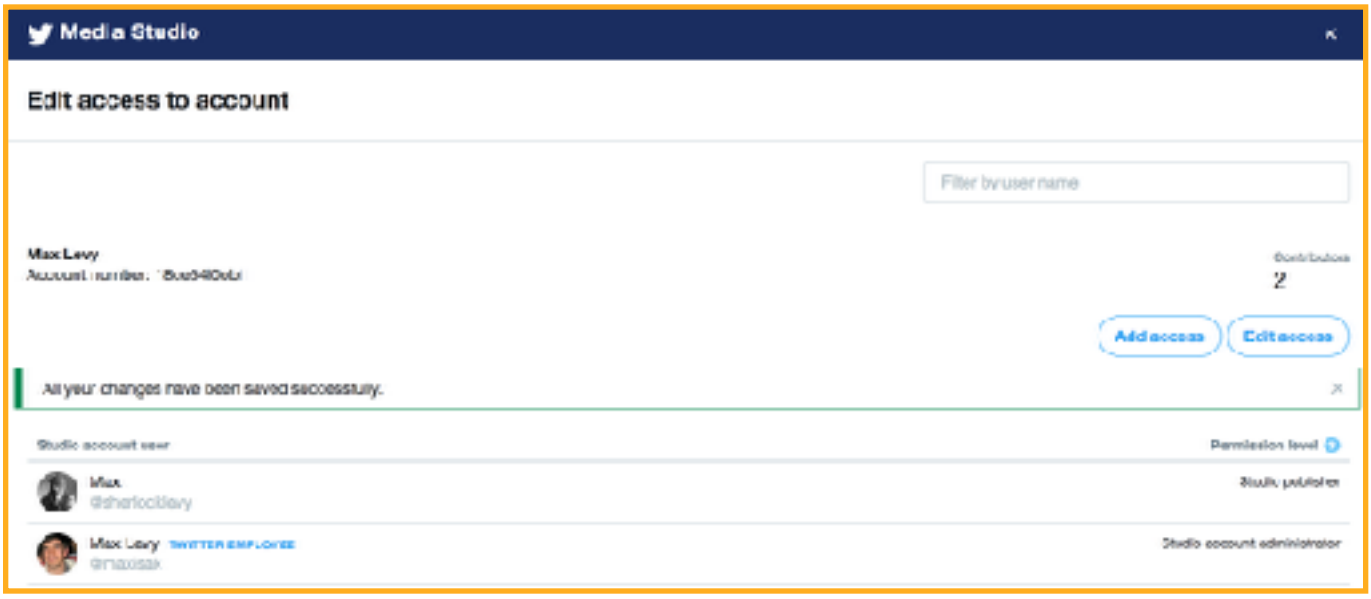
How to Use Media Studio

How User Permissions & Roles Work (cont'd)

3 Enter the @handle of the user you'd like to give access to your account and select the permission level they should be granted. Click "Save changes".



4 You should now see the @handle listed under your Studio account users. Repeat these steps as many times as needed.



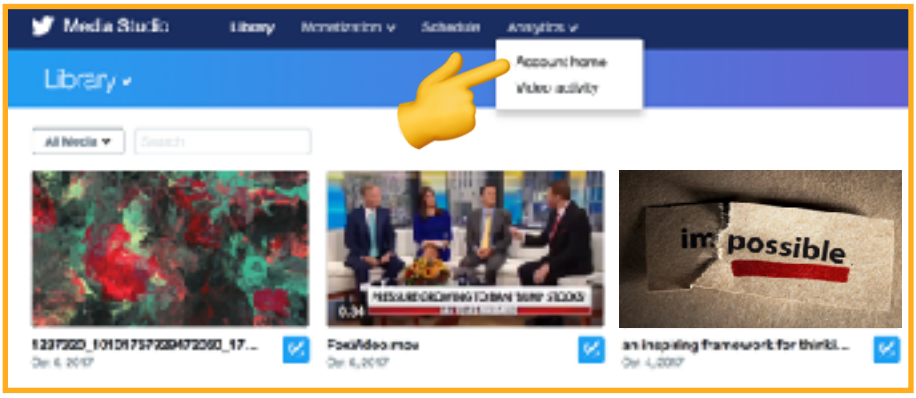
How to Use Media Studio

Analytics on Media Studio

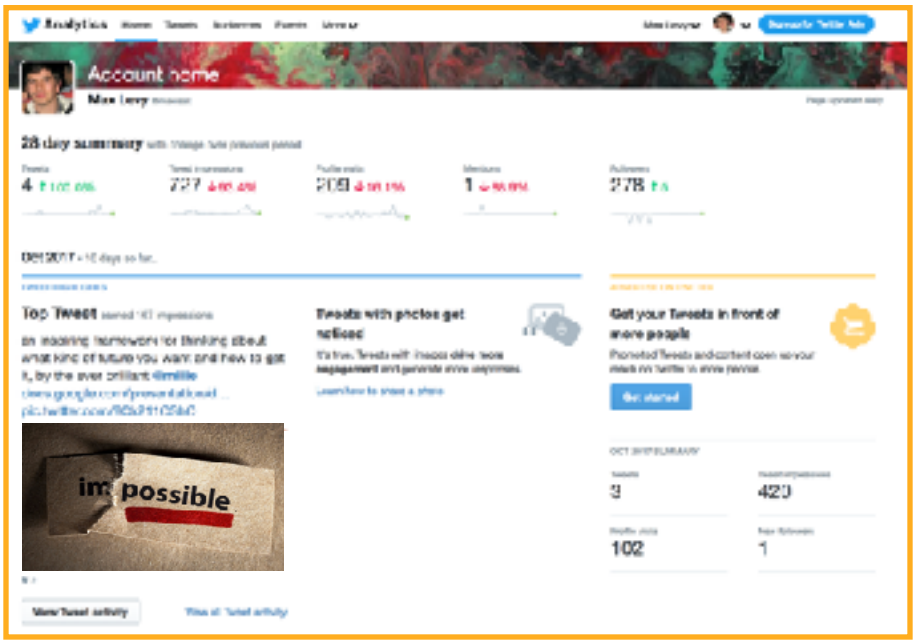
We built an analytics dashboard within Media Studio because we understand how important it is to track the performance of your efforts on Twitter. Follow the instructions below to track the performance of your account, your overall video activity, and your individual video Tweets.

Access Analytics: Account Home

1. Click the dropdown in the navigation bar and select “Account home” to access your account-level analytics dashboard.



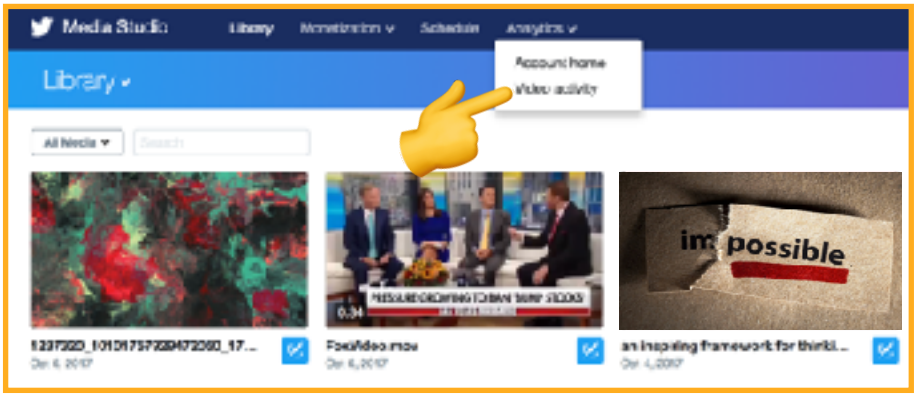
2. Review engagement metrics on your Tweets, including Tweets, Tweet impressions, profile visits, mentions and follower growth.



How to Use Media Studio

Access Analytics: Video Activity

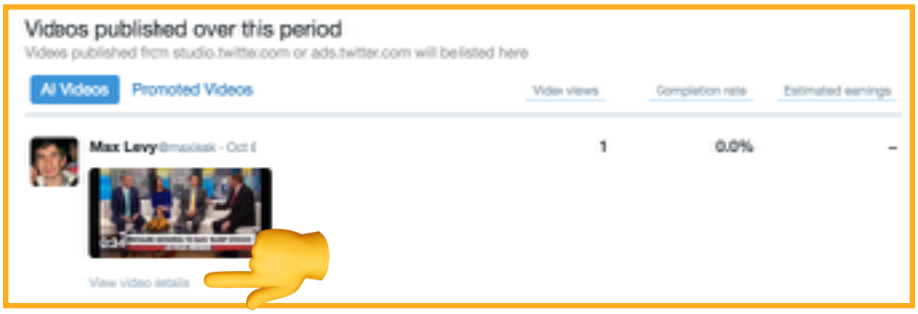
1. Click the dropdown in the navigation bar and select “Video activity” to access your video-level analytics dashboard.



2. Review engagement metrics on videos published to Twitter, including video views, retention rates, average minutes viewed per day.

3. Export your data to a .csv file by clicking the “Export Data” button.

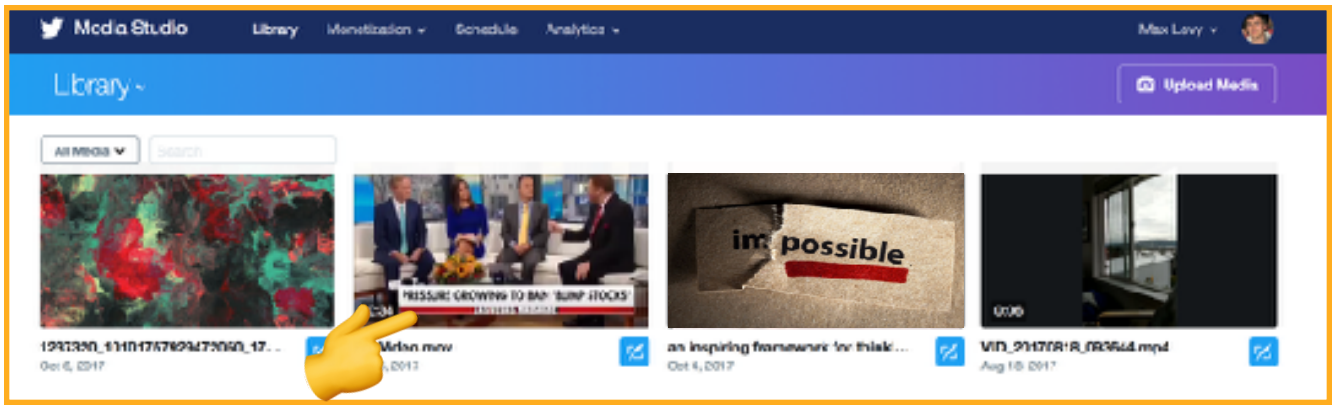
4. View analytics of an individual video by clicking “View video details” under an individual video.



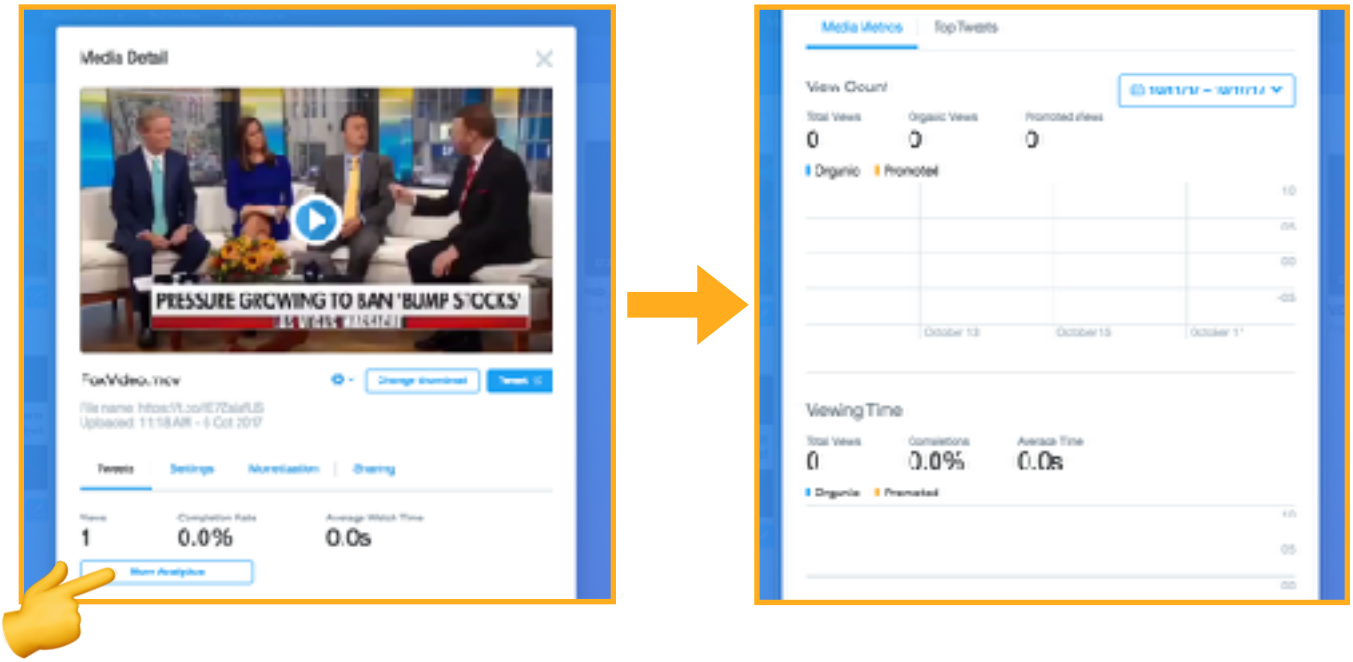
How to Use Media Studio

Access Analytics: Individual Video Tweets

1. On Media Studio home page, click the image of one of your recent video Tweets.



2. Review analytics at a glance for view counts, completion rates and average watch time. For a deeper dive, click “More Analytics” to access the full Media Metrics Tab.

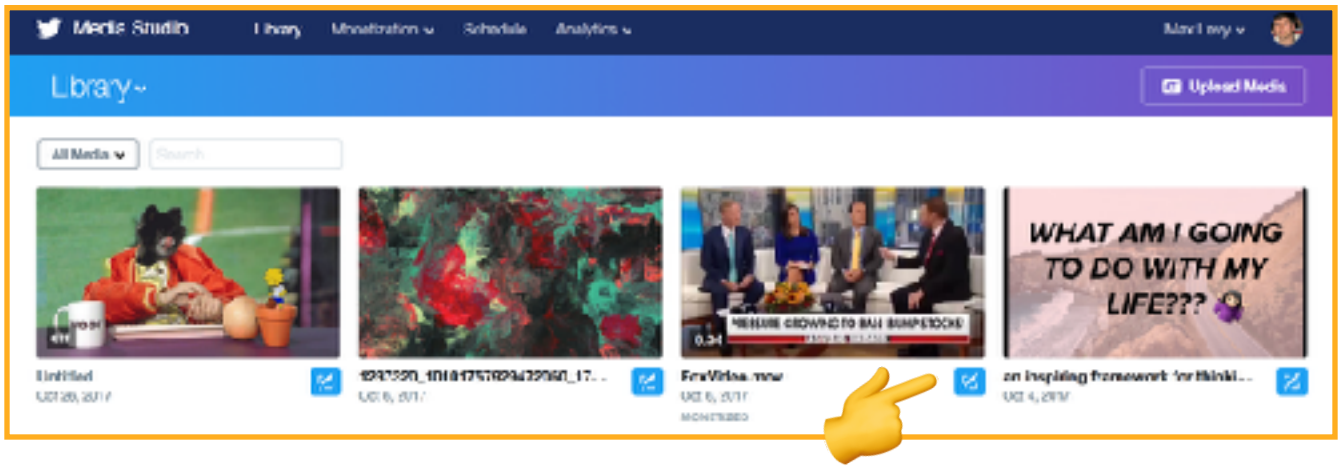


How to Use Media Studio

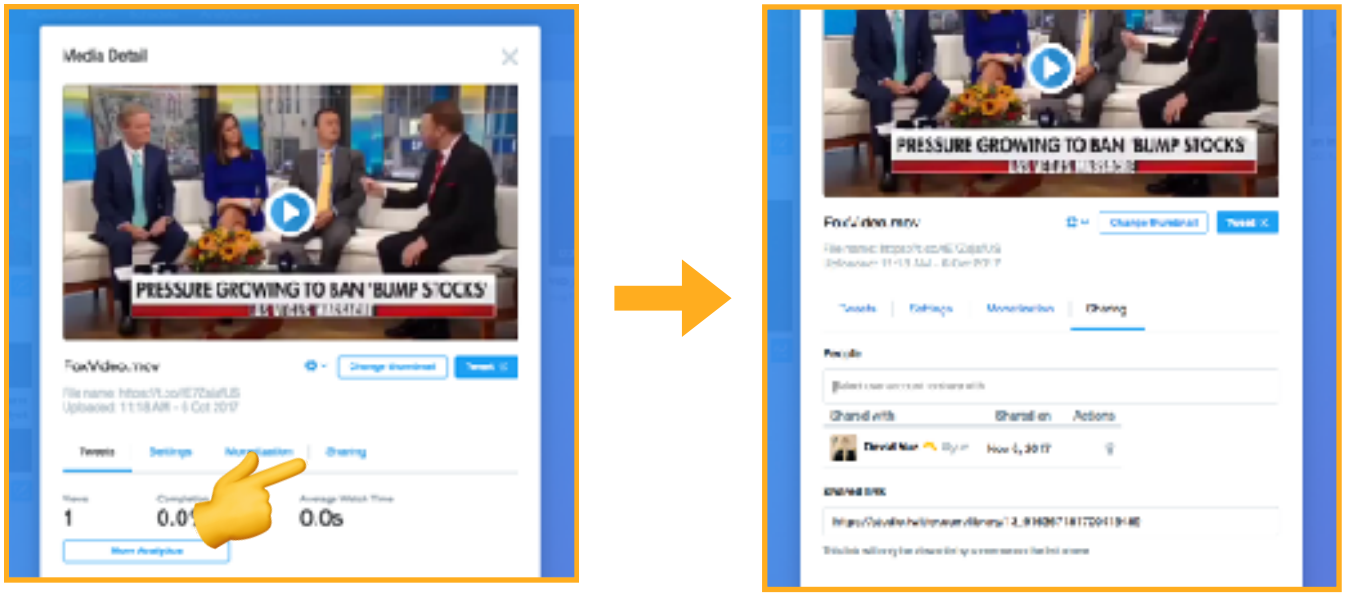
Share Media with Other Accounts

We've made it easy to share media with other accounts with Media Studio. If you want to share a video without giving someone full access to your dashboard and still be able to track analytics from your account, follow the instructions below.

1. On Media Studio home page, compose a Tweet from one of your videos.



2. In the Media Detail panel, select the "Sharing" tab and type in the @handles to whom you want to share the video. When added, send them the "Shared link" below.



How to Use Media Studio

Share Media with Any Account (cont'd)

3 When clicking the link, the person will be prompted to send a Tweet with the media attached in their Media Studio account.

4 If the people you shared the video with wants to access the video from their account, they can do so by clicking the drop down from "Library" and selecting "Shared Media."

Media Studio Best Practices

Media Studio Best Practices

How to Succeed with Media Studio

Since launching Media Studio, we've compiled some best practices from our highest performing partners. Follow the guidelines listed out below to see the best results with Media Studio.

- **Upload Directly to Twitter:** Uploading video, gifs, and photos directly ensures these media assets are visible in follower's timelines, rather than only displaying a link.
- **Use Hashtags, Be Conversational:** Keywords preceded by the # symbol are a way of grouping Tweets around a topic. Including one (or several!) hashtags drives reach beyond that of just your followers. Additionally, actively engaging friends / followers / influencers (etc.) using their @handles can greatly increase engagement / interaction.
- **Timeliness Matters:** Strike while the iron is hot! If a certain topic or story is trending on Twitter, this can be an excellent time to publish new or archived content related to the topic. People turn to Twitter "in the moment," so if you can tap into the conversation in way that is authentic, this can be an excellent way to garner more engagement.

Upload directly to Twitter

Use Hashtags

Be Timely

Media Studio Best Practices

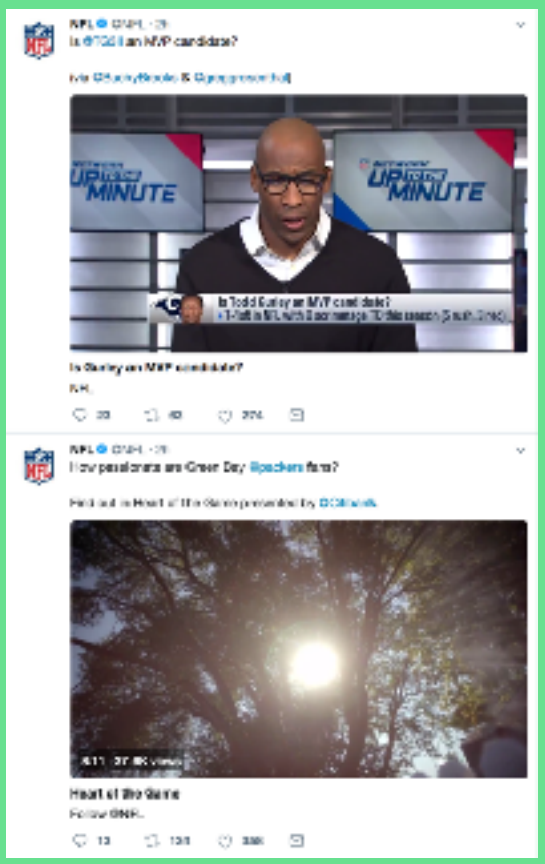
How to Succeed with Media Studio (cont'd)

- **Video Length Often Matters:** Typically videos that are two minutes or less perform have higher completion rates. While not an absolute rule, consider that users are most often encountering your videos while scrolling through a timeline. This creates a very different viewing mentality and the type of content you post should reflect that.

- **Publishing Frequency:** The more you publish, the more potential audience you can reach, which directly correlates with the amount of money you can make with our monetization programs. We typically recommend between 2-5 posts per day for publishers aiming to maximize reach. It can also be a best practice to tweet out the same video more than once to make sure it gets in front of your followers.

- **Understand the Nuances of Auto-Playing Video:** On Twitter, videos auto-play with no volume until a user taps on it. Visual cues and text overlays help drive engagement even without sound. Also if there is some headline talent or big draw in your video that will draw viewers in, don't hold your cards. Let users know they are going to see something they are going to want to stick around for right off the bat.

Publish Snackable Video



Publish Frequently

Monetize with Amplify Publisher Program

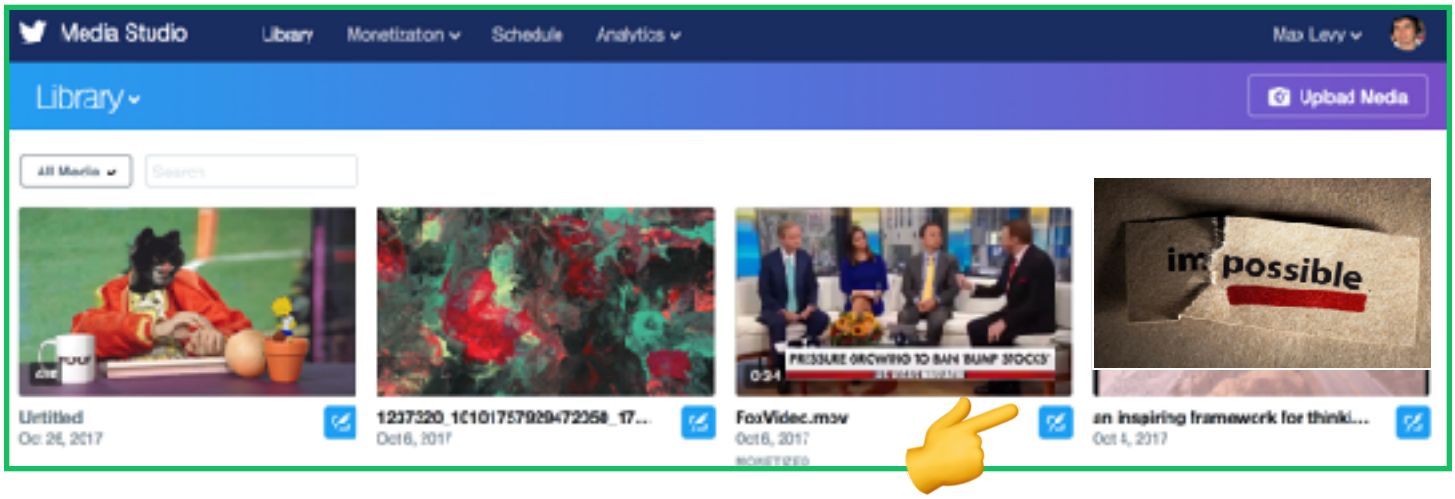
Monetize with In-Stream Video Ads

In-Stream Video Ads are an opt-in advertising program to serve pre-roll against your premium video content shared on Twitter. Select partners that are accepted into the Amplify Publisher Program (FAQ on p. 30) have access to In-Stream Video Ads. Here's a quick how-to guide for using the program on desktop and mobile.

On Desktop

Head to studio.twitter.com and make sure you're logged into your Twitter account. If you're not able to access the page, please reach out to your Twitter rep (or the Amplify Publishers team using amplifypublishers@twitter.com).

1. On the 'Dashboard' tab, click Upload Media to add a new video to your Media Studio. Currently, Twitter supports .mp4 and .mov files. When your video has finished uploading, you can Tweet it by clicking .



Monetize with In-Stream Video Ads

2. On the Tweet compose page, select “Edit Media Settings” and navigate to the “Monetization” tab.

3. Check the “Monetize this video” box and make sure “Amplify Open” is selected as the “Amplify program.”

4. “Tag your content” to select categories that best describe the content in your videos, with a maximum of 2 selected. Twitter uses these to match pre-rolls with relevant videos. If you’ve already set defaults for your @handle, those will pass through to this form automatically.

5. Use the “Exclude tags” and “Exclude advertiser @handles” fields to block ad categories and specific advertisers from being paired with your videos. If you’ve already set defaults for your account, those will pass through to this form automatically.

6. Tweet!

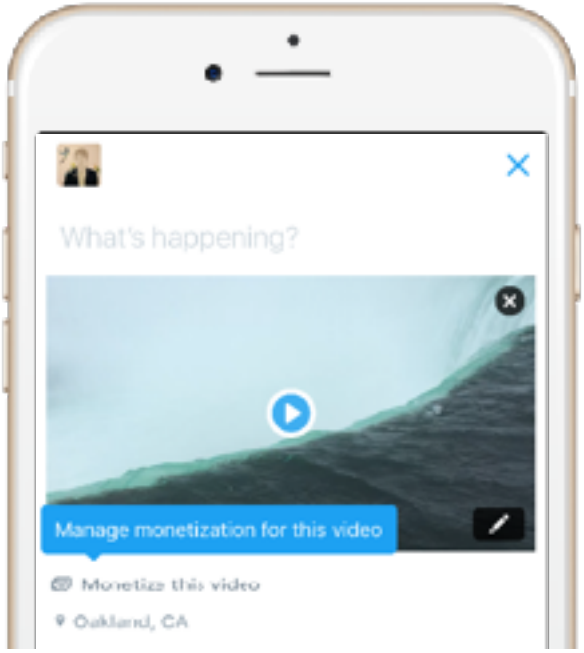
Monetize with In-Stream Video Ads

On Mobile

Head to studio.twitter.com and make sure you're logged into your Twitter account. If you're not able to access the page, please reach out to your Twitter rep (or the Amplify Publishers team using amplifypublishers@twitter.com).

1. When composing a Tweet, add a video by uploading from your Camera Roll or by shooting with the in-app camera. Under the video, you'll see a link allowing you to "Monetize this video."

2. Toggle the "Monetization" switch on. Similar to the desktop workflow, use the fields to tag your content and set any advertiser or ad category blacklisting for your video.

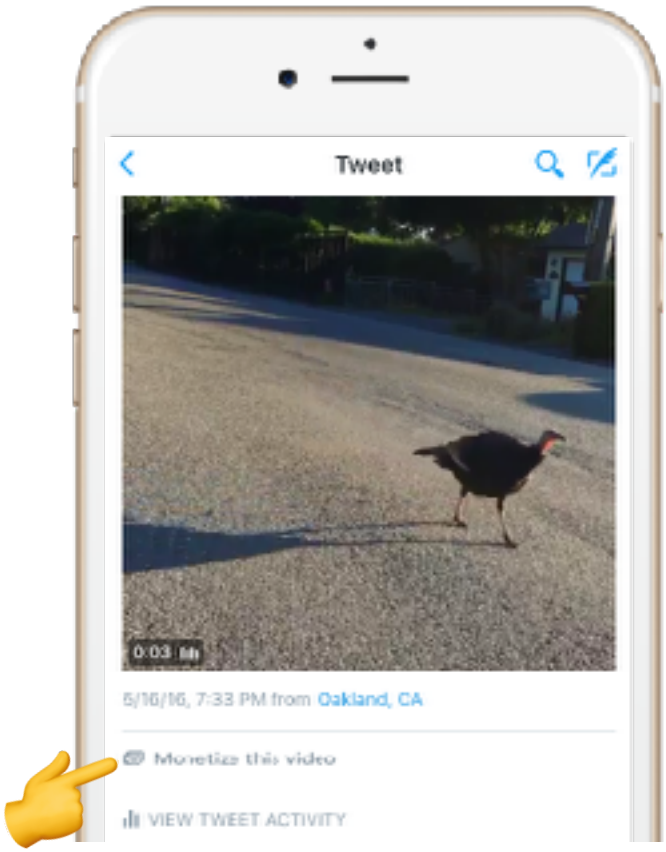


Monetize with In-Stream Video Ads

3

You can also opt existing Twitter videos into the program from the Tweet details page. Under the video, you'll again notice a "Monetize this video" option. Click that and follow the steps outlined above.

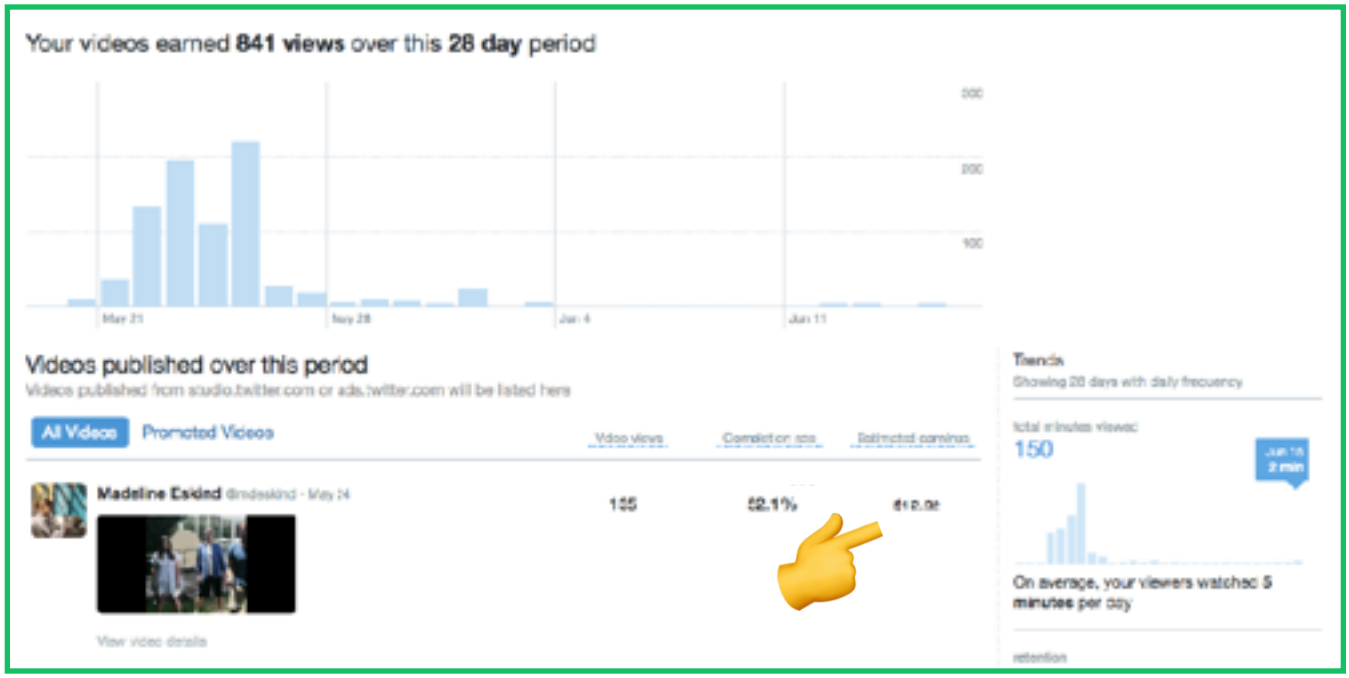
This feature can also be used to disable monetization if you no longer want ads displaying along with the video or if the content doesn't comply with our 'Safe for Ads' content guidelines (these are detailed in the 'Program Notes' section of this 'Getting Started' guide).



Monetize with In-Stream Video Ads

Video Analytics and Estimated Earnings

Estimated earnings will appear in your video analytics dashboard 48 hours after the content was posted. When logged into your handle on web, visit analytics.twitter.com, select the 'More' tab in the navigation bar and select 'Videos'. There, you will be able to observe and compare video performance and estimated earnings.



Monetize with In-Stream Video Ads

The Amplify Publisher Program allows approved users to monetize their videos on the Twitter platform. Users must comply with all policies noted in the program's Terms of Use, including our "Safe For Ads" content guidelines and Twitter's Copyright Policy.

"Safe for Ads" Content Guidelines

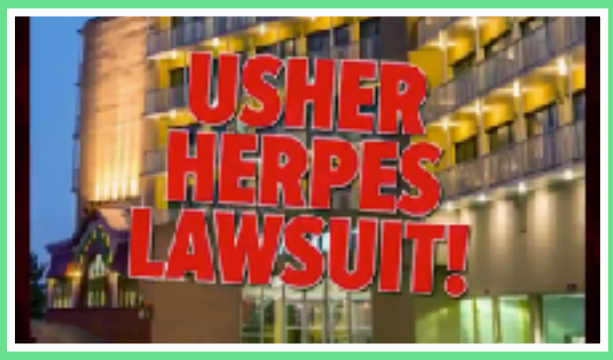
Videos selected for monetization may not include:

- Adult sexual content such as nudity/partial nudity or content that is sexually suggestive
- Drugs, drug paraphernalia or references to drugs
- Hate, violence, and graphic content, including inappropriate targeting upon or after a sensitive event, such as a natural disaster, high-profile death, or political uprisings
- Profanity and offensive language
- Spam or harmful content such as phishing for user information or trying to 'buy' followers

Twitter will enforce the above content guidelines using a three-strike system. If your monetized video includes prohibited content or violates the policies noted in the program's Terms of Use, your account will receive a strike.

- **Strike 1:** Monetization removed from the video
- **Strike 2:** Monetization removed from the video and publisher will be unable to monetize videos for one (1) week
- **Strike 3:** Publisher is removed from the Amplify Publisher Program and can reapply after six (6) months

Twitter may remove violating Tweets or video content from the platform, or may ask the publisher to remove such content.



Examples of videos violating "Safe for Ads" guidelines

Monetize with In-Stream Video Ads

Copyright

Twitter prohibits the distribution or facilitation of access to materials that infringe on the copyright of others globally. Additional details can be found in our Copyright Policy.

Users participating in the Amplify Publisher Program should secure permission for any content posted in Tweets or in their Twitter profile. If we remove or disable access to content under our Copyright Policy, we will notify users with a related DMCA notification (via email).

Violations of the copyright policy will result in removal of the associated video, and potential suspension of monetization rights based on the following:

- Accounts that have accrued three (3) copyright violations will be unable to monetize videos for either a period of one month or the point at which the account returns to "good standing."
- Accounts that have accrued five (5) or more copyright violations will be removed form the Amplify Publisher Program and can reapply for monetization rights after six (6) months.

What Should I Do if I Receive a Copyright Notice?

As noted in the Copyright Policy, if you've received a notification, it means the content described has been removed from Twitter and monetization has been turned off. Please read the copyright notice thoroughly.

If you believe the content reported in the copyright notice was misidentified or removed in error, you can file a counter-notice using the instructions in the email from Twitter or our Copyright Policy.

Update Contact Information

Twitter sends all notifications related to the content guidelines and Copyright Policy via email - it's critical that this information be accurate and up-to-date. If you haven't reviewed yours recently, please check it out in your Twitter Account Settings.

Monetize with In-Stream Video Sponsorships

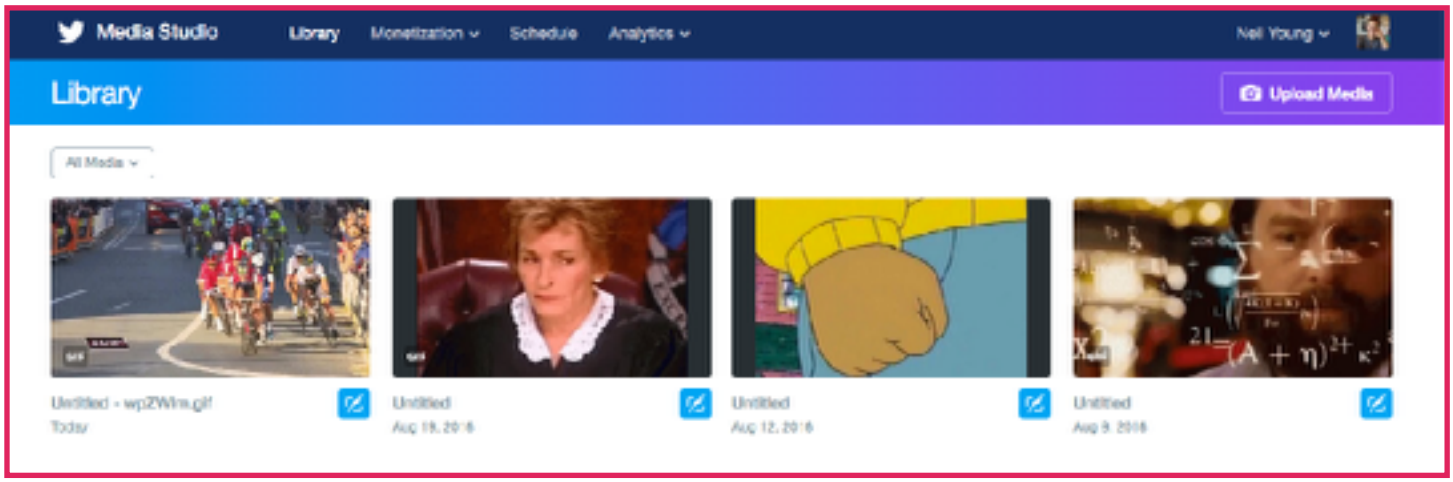
In-Stream Video Sponsorships allow you to monetize premium video packages via one-to-one sponsorships with advertisers on Twitter. Select partners that are accepted into the Amplify Publisher Program (FAQ on p. 30) have access to In-Stream Video Sponsorships. Here's a quick how-to guide for using the program on desktop and mobile.

Head to studio.twitter.com and make sure you're logged into your Twitter account. If you're not able to access the page, please reach out to your Twitter rep (or the Amplify Publishers team using amplifypublishers@twitter.com).

1

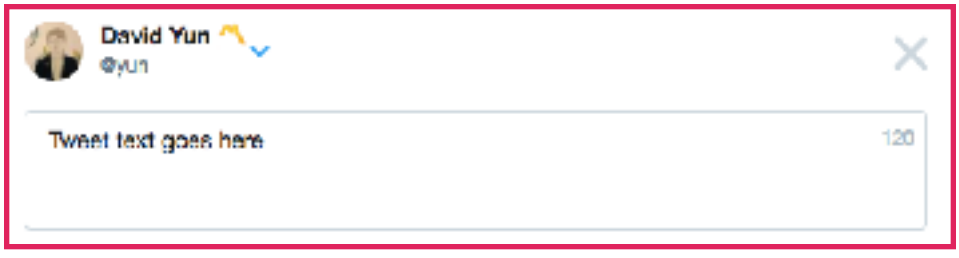
On the 'Dashboard' tab, click Upload Media to add a new video to your Media Studio. Currently, Twitter supports .mp4 and .mov files. When your video has finished uploading, compose a Tweet with it by clicking . **Please note that composing a new Tweet is the only way to add a video to a sponsorship program.**

To set sponsorship settings on a video you've already Tweeted, click into a Tweet from Media Studio and follow steps 3 and 4 on the next page.



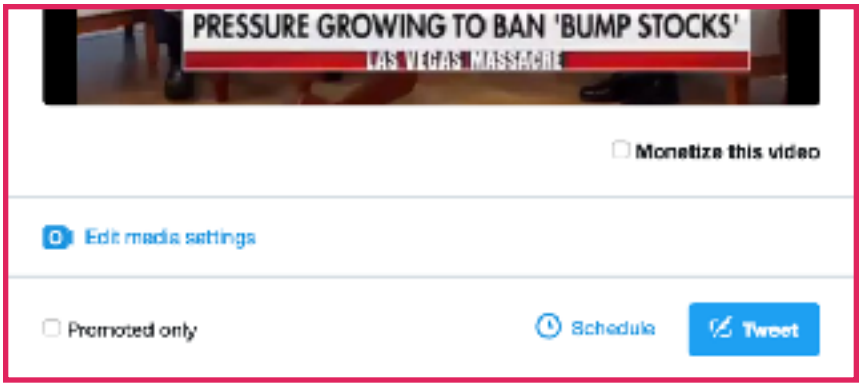
2

Compose your Tweet.

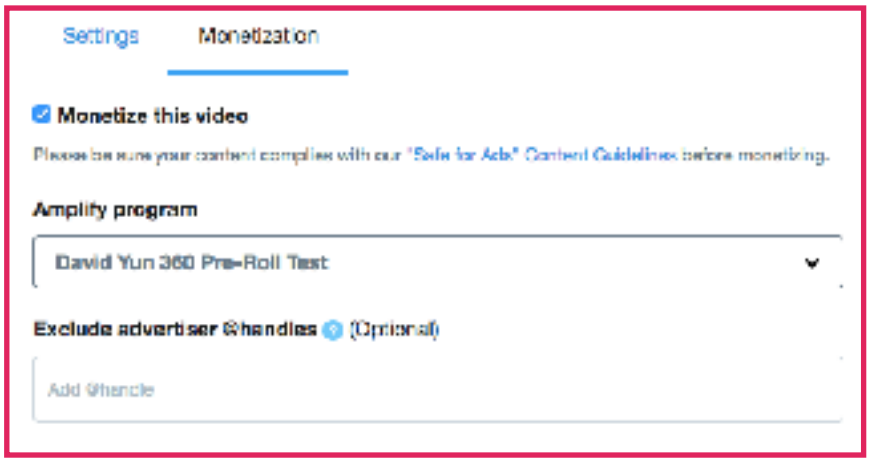


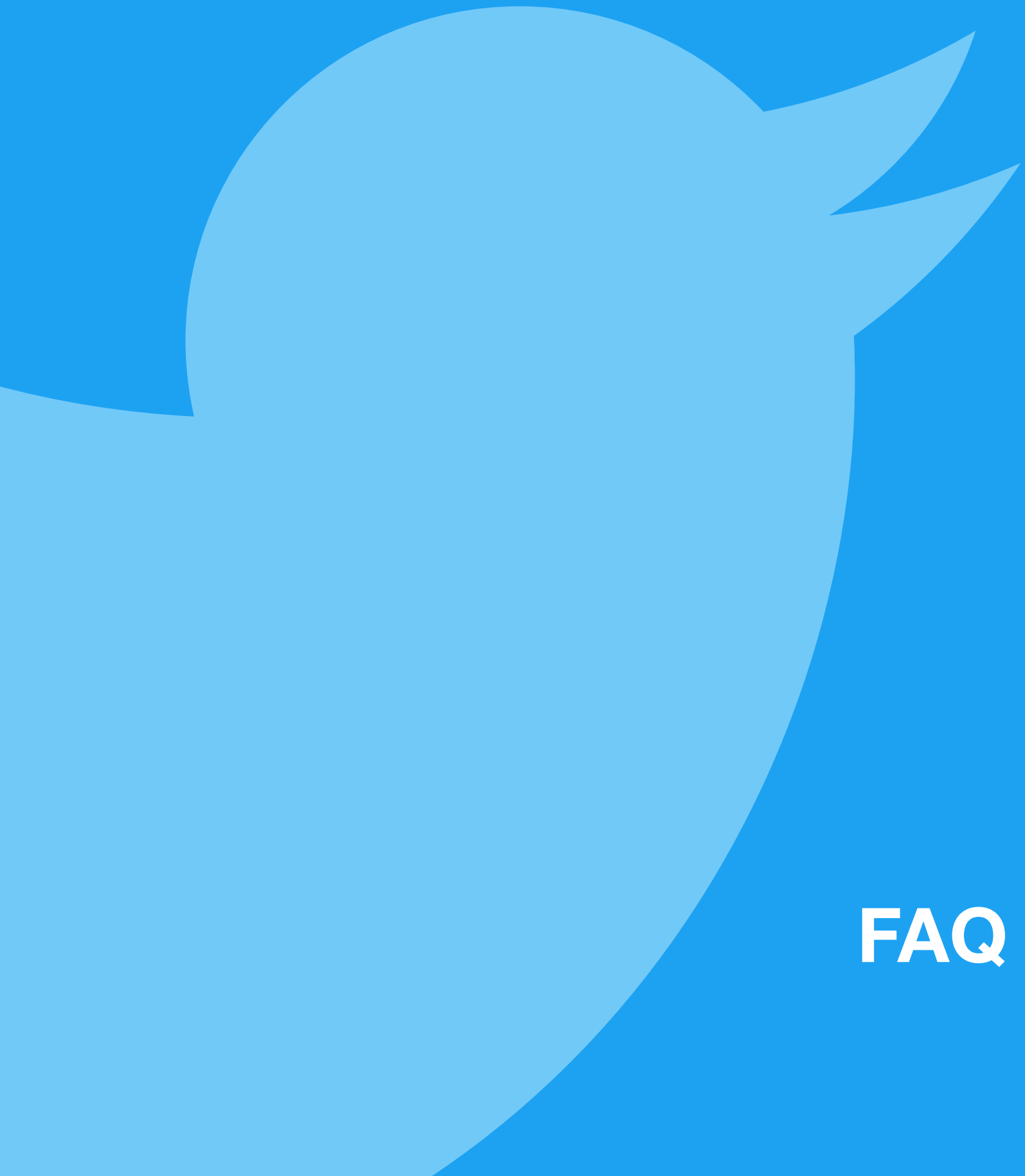
Monetize with In-Stream Video Sponsorships

3 If you wish to set a Title, Description and CTA for the video, click the “Edit Media Settings” button.



4 Select the “Monetize this video” checkbox and choose your Amplify Program in the dropdown. Then click Save. Once the metadata is saved, click the Tweet button to push the video live.





FAQ

Media Studio FAQ

What video formats are supported?

Twitter supports .mp4 and .mov video formats. For more detailed information on tech specs, click here or navigate to “Help?” in the dropdown from your profile in Media Studio’s navigation bar.

Is there a video size limit?

Media Studio supports two tiers of video lengths. The base tier is 140 seconds, the same as the consumer video specs. The second tier supports uploading and Tweeting videos up to 10 minutes long and up to 1GB in size.

Is there a video length limit?

Yes, the default length is 140 seconds, which matches consumer video settings. Additionally, we will have the ability to whitelist trusted partners for up to 10 minute videos.

How do I upload media assets (i.e., video, GIFs, images)?

Media can be uploaded by clicking the "Upload Media" button on the Library tab of Media Studio.

Can I edit the media I’ve uploaded to Media Studio?

No, Media Studio does not currently have any editing capabilities. Future iterations of Media Studio will be expanded to include additional tools and functionality.

How do I Tweet media assets (i.e., video, images, GIF’s)?

Media assets can be Tweeted by identifying and selecting the desired asset in your Media Studio library and then clicking the blue compose Tweet button. Tweets will initially be limited to a single media asset, although we’re planning the ability to Tweet multiple images via Media Studio in future iterations.

Can I schedule a Tweet?

Yes. When composing a Tweet, users can select to either Tweet immediately or schedule it to be Tweeted at a later time. Moreover, users will have the ability to schedule an unlimited amount of Tweets.

Can I use a YouTube video?

In order to provide the best experience for the user we require that all videos be uploaded and hosted by Twitter. The same video that was uploaded to YouTube can also be uploaded to Twitter (provided the user owns the video), but you cannot reuse the YouTube URL with the Twitter video player.

Can I set the title and description that users see in my video Tweet?

Yes, the title and description can be edited via the Upload, Edit, and Compose pages. These fields are optional and can be left blank if necessary.

Media Studio FAQ

Can I use my own video player?

Media Studio requires the use of the native Twitter video player. For users that want to leverage their own video player, we recommend using Player Cards.

Can I include advertising on my video?

At this time, only partners in the Amplify Publisher Program may include advertising in their videos. If you're a brand or content producer looking to join the program, please contact us at amp@twitter.com.

What analytics are tracked?

Partners with access to Media Studio will be able to access the Video Analytics Dashboard via the Analytics tab of Media Studio. Some examples of the analytics tracked include:

- Video starts
- Retention rates (25%, 50%, 75%, 100%)
- Completion rates (25%, 50%, 75%, 100%)
- Total minutes viewed
- Call-to-action clicks

Can I use third party analytics services?

No, we do not support 3rd party analytics integrations for Media Studio.

Can I grant access for other users to my account?

Yes, account administrators can grant either full or limited access via the "Edit access to account" link included in the account drop down menu.

Can I delete a media asset I've uploaded?

Yes, you can delete a media asset from the UI by clicking the trash can button found when you hover at the bottom of each thumbnail included in your Library.

Can I delete a media asset I've already Tweeted?

Yes, you can delete a media asset after it has been Tweeted. This can be done from the UI by clicking the trash can icon found when you hover at the bottom of each thumbnail included in your Library. If you are deleting an already Tweeted media asset, we recommend that you also delete the Tweet from Twitter. Otherwise users will receive an error saying that the media asset cannot be viewed/played.

In-Stream Video Ads FAQ

Program Set-Up Questions

How will I know if I've been accepted into the program?

Publishers will be notified by email of their acceptance and will see a new "Monetization" tab in Media Studio. The program's Terms of Use will be displayed the next time the publisher logs into studio.twitter.com. These terms are non-negotiable.

How and when do I get paid?

Twitter will pay publishers sixty (60) days after the last day of the calendar month in which the earnings occur. For example, June earnings will be paid at the end of August. Payments are sent automatically and an email notification is sent to the contact name in the payment details.

Will you send an invoice?

Invoices are not sent, but publishers receive an email when payments are issued. These emails include the publisher account ID, the earnings amount, and the invoice date. The earnings can also be found under the "Monetization" tab in Media Studio once they are processed.

How will I know my earnings information ahead of the payment window?

The publisher's "estimated earnings" are shown in the analytics tab. They are displayed on a two (2) day delay. All figures are estimates, and there can be deltas between the estimates and the final payment amounts. Please see the partner terms for additional details.

Why do I have to enter in payment information for each handle? What if I want to get paid as an organization?

Each handle needs to be set up as its own payee. In Media Studio, publishers can assign an admin to the account, who can then use their own credentials to access that handle.

Why haven't I been paid yet?

There is a $100 USD (or your market's equivalent) earnings threshold for processing payments. Once a publisher hits this threshold, the payments will be sent.

Who do I contact for payment questions?

If you have any questions regarding the status of any of your open payments, please contact us at contentpaymentsupport@twitter.com.

In-Stream Video Ads FAQ

Publishing Questions

How do I monetize the videos?

During the video upload workflow, publishers will have the option to select the “Monetize video” checkbox to opt a video into the program. Publishers are then required to select at least one category that describes the content.

Do I have to opt-in every video?

No, it is the publisher’s choice as to what videos are opted into the program. This selection can be made on a video-by-video basis, or set as defaults in the account “Settings” area under “Monetization.”

Can I upload from my phone?

Yes, mobile videos can be uploaded and opted into the Amplify Publisher Program on both iOS and Android.

Can I block specific brands or categories from being paired with my videos?

Yes, publishers have the ability to blacklist at both the individual handle level and category level. Advertisers have the same ability to blacklist by handle or category.

How many content categories should I select to describe my video?

Publishers should be specific and tag their content based on the categories that best describe the video. We recommend selecting a maximum of two (2) categories. Advertisers participating in this program are targeting content categories, and over-selecting and/or misidentifying content can lead to issues pairing ads with videos or content being inadvertently blacklisted by an advertiser.