

Best Practices for Naming Videos & Groups

While it's possible to name your TechSmith Relay groups and videos anything you'd like (up to 80 characters), there are some general guidelines you should follow to maximize the effectiveness of your content.

- Keep titles succinct – When naming videos keep your titles brief and directly related to their content. Instead of extremely long video titles, utilize the video description option to give more details.
- Be specific – When naming your groups, specificity is critical to helping your intended viewers end up viewing the content they are supposed to.
- Use dates – Include dates in your titles to keep videos organized and easily discoverable for your viewers.
- Try a series – If you're uploading multiple videos that are related to each other use a series title to best classify the set.

Poor Video Title: *Panthers (from Friday)*

Better Video Title: *4/4/14 - Species Lectures: Panthers*

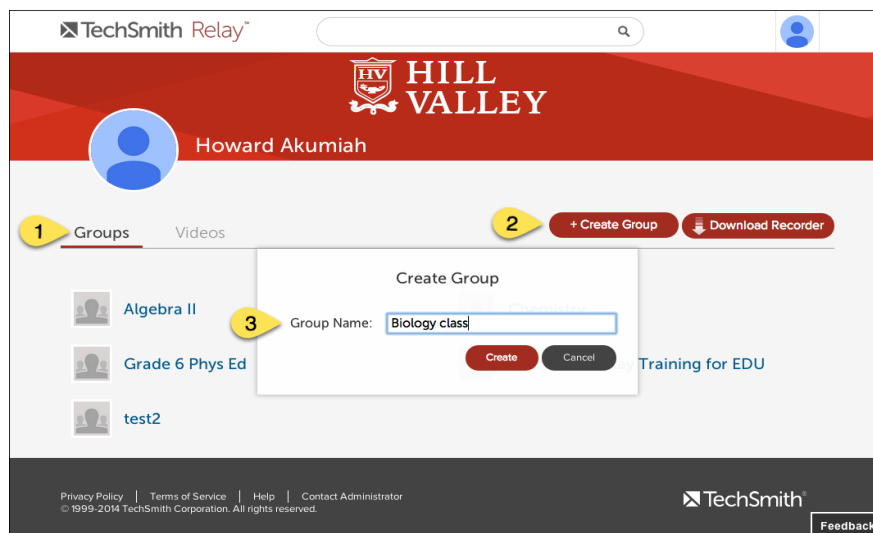
Poor Group Title: *Science Class*

Better Group Title: *4th Period Biology – Fall 2014*

Naming & Renaming Groups in TechSmith Relay

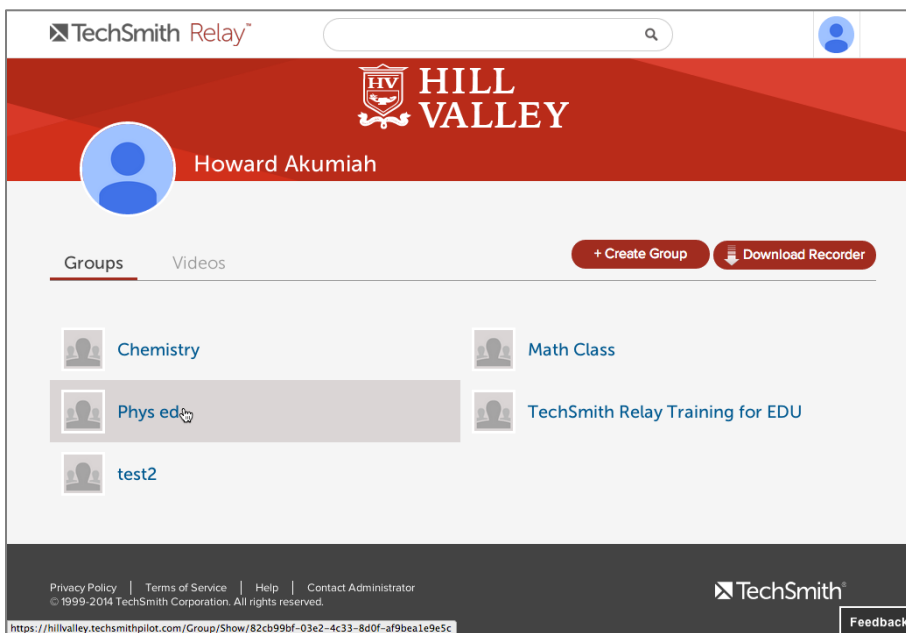
To create and name a new group:

1. Click on the Groups tab
2. Once on the Groups page, click the **+Create Group** button
3. Title the group a clear, specific name and then click **Create**.

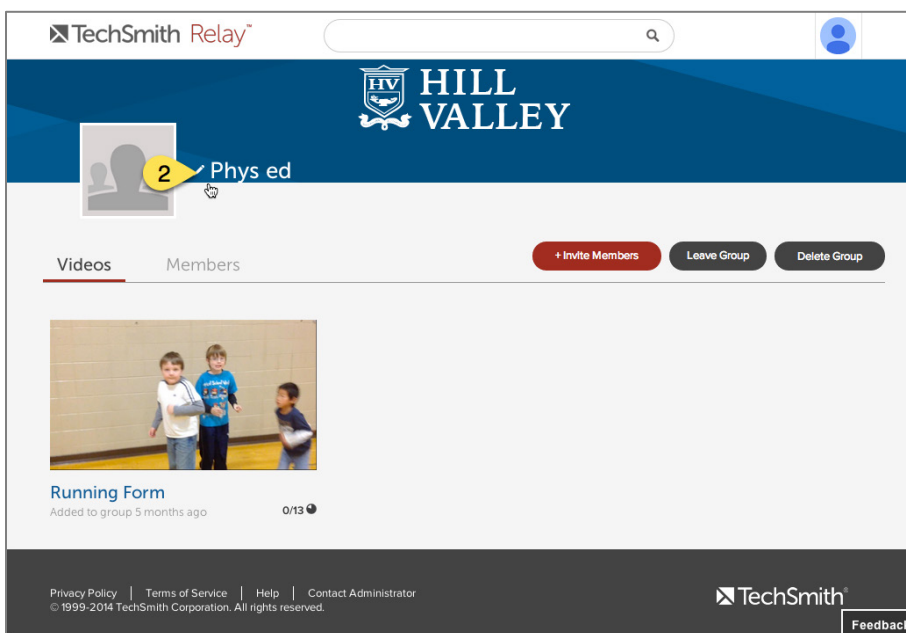


To rename an existing group:

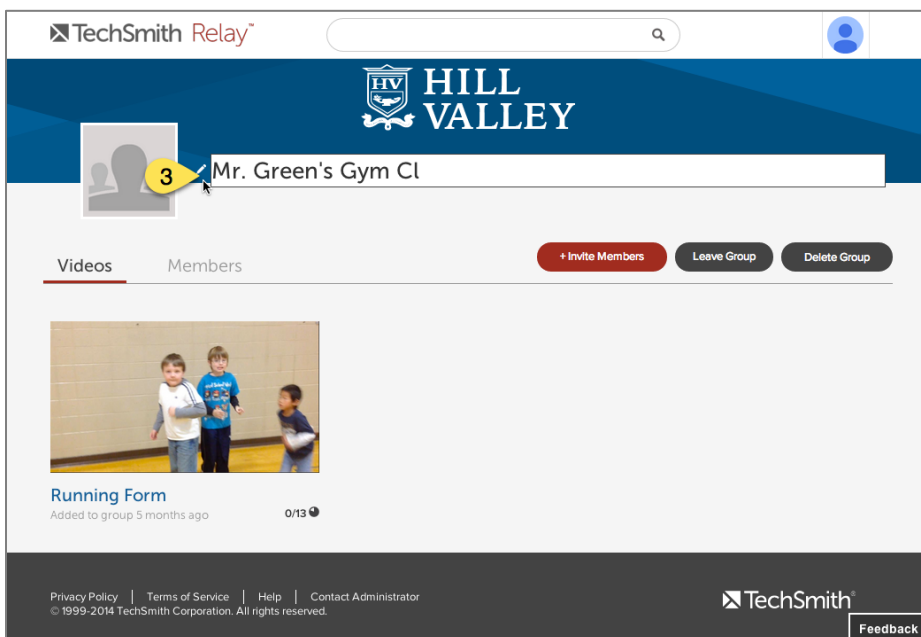
1. Click on the group you'd like to change.



2. Once on the group's page, click the group's name in the banner.



3. In the text box that appears, clear the existing title then type your desired new title.



4. Press Return to save the new name.

