SOP for Video Editing at ShortVids

To ensure a smooth and high-quality video editing process across all projects, this SOP includes everything ranging from Raw Footage, Communication, Quality Assurance to Final Delivery.

1. Understanding the Requirements

- Carefully read the project brief or client notes.

- Check the Video Type (for example, YouTube, short-form, ad, etc).

- Confirm the Target Audience of a special client.

- Understand the tone (Energetic, informative, emotional, corporate, etc)

- Ask for the Platform where it's going to be uploaded (YouTube, Instagram, TikTok, Facebook, LinkedIn, etc.)

- Take specific editing style reference or inspiration to align with client's expectations.

2. Client Meeting (if needed):

In a meeting with client, ask for

- Branding guidelines (fonts, colors, logos

- Music preferences

- Any do's and don'ts

- Deadline

3. Pre-Editing Preparation

Once the raw file is taken from the client, we need to check raw footage for

- Audio clarity

- High quality raw footage

- Missing or corrupt files

- Label clips (e.g., A-roll, B-roll, etc)

4. Editing Workflow

- ☐ Begin by importing raw footage and trimming unnecessary/unused parts to make a clear and smooth sequence.

- ☐ Balance audio levels, reduce background noise, sync external audio, and add essential sound enhancements (if required).

- ☐ Add hooks, lower-thirds and captions while following the brand's font, color, and other guidelines.

- ☐ Select royalty-free music according to the vibe of the video, and make sure it matches best with the voiceovers.

- ☐ Add sound effects and use clean, simple transitions and effects to make it more engaging.

- ☐ Adjust exposure, contrast, and colors uniformly across clips, applying a consistent tone or LUT.

- ☐ Use jump cuts when needed and add animations and other elements if they are demanded by a specific client.

5. Review Process

- Share the draft internally for feedback (team lead or Quality Assurance).

- Use different softwares (e.g., Frame.io, Dropbox Replay Google Drive with timestamps) to get feedback.

Video Turnaround and Process

- Your first video will be delivered within 24-28 hours.

- This initial period allows us to perfect your unique style, assign a dedicated video editor, and streamline the process.

- After this setup, we'll deliver 1–3 videos per day, depending on your style preferences.

- If you need faster turnaround times, you can request them on Slack or Whatsapp.

6. Revisions and Feedback

- Go through each revision point one by one.

- Cross-check if every single revision is properly implemented.

- Communicate if something is not possible or requires clarification.

- The revisions turnaround time shouldn't be more than 24 hours.

- In case the client has dropped any revision for which you have better suggestions or if it can't be implemented, drop a detailed message to the client.

7. Exporting & Delivery

- Use 1920x1080 or 4K in .mp4 (H.264) for YouTube at 24/30/60 fps.

- 1080x1920 vertical format for Instagram Reels or TikTok at 30 fps.

- Square (1080x1080) or portrait (1080x1350) .mp4 for Facebook and LinkedIn, typically at 30 fps.

8. Communication & Reporting

- Update on Slack regularly about the progress.

- Maintain daily updates for ongoing projects.

Mention if:

- There's a blocker (missing files, unclear brief)

- A version is ready for review

- You need feedback to proceed

Additional Notes

- Keep the files and folders organized.

- Please keep the project files unless the Quality Assurance or Team Lead confirms you about the approval of the video.

- Ask questions if anything is unclear, don't assume.

Main Points for Quality Assurance of Videos

- The audio should be properly synced with the video.

- The person is in the proper frame throughout the video.

- There shouldn't be any captions/subtitles mistakes. (Checking AI captions is a key here)

- The caption should be in a safe reel zone with standard size.

- Background music should always be less than the original speaker.

- B-rolls/stock footage should be relevant to what the person is saying.

- Using high-quality graphics and avoiding cheap graphics.

- Transitions shouldn't be used unnecessarily. Use where they are required and avoid harsh transitions.

- Use trendy effects/animations wherever required.

- For AI videos, please cover the face of the person whenever he is looking at sides or downwards.

- In case any client has specific instructions, make sure to cross-check it before sending.