

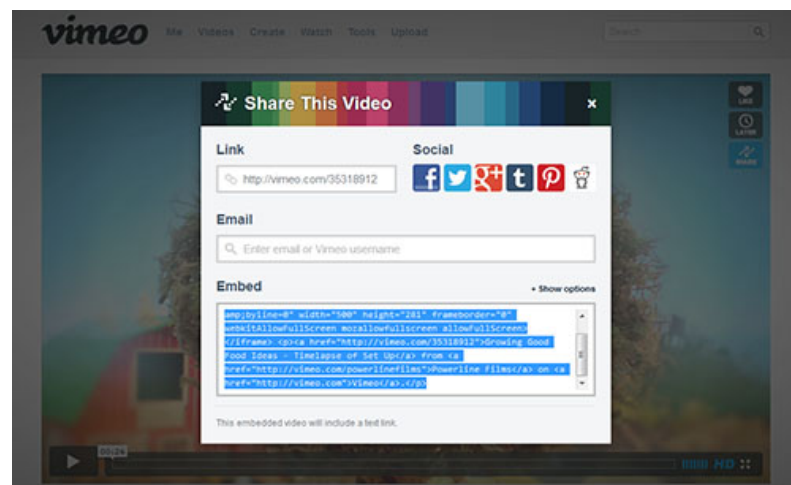
HOW TO EMBED VIDEOS FROM VIMEO

TO GENERATE THE BIGGEST BUZZ FOR THE APRIL 24TH LAUNCH, WE ASK THAT YOU DO NOT SHARE YOUR VIDEO(S) ONLINE UNTIL AFTER THE OFFICIAL EVENT. If you are hosting a screening of your video(s) before the launch for important supporters, please stream the video(s) directly from Sustain Ontario's Vimeo channel – do not download the video. As well, please provide an estimate of the audience size at the screening so we can include those numbers in our project reports.

We ask that partners embed the videos from the Sustain Ontario Vimeo source rather than hosting the videos on separate channels in order to centralize the videos' viewing statistics and comments.

A SHORT VISUAL GUIDE TO EMBEDDING A VIDEO FROM VIMEO

1. You will see a "Share" button in the top right corner of the video frame. Click the button and a box will pop up with your sharing options. Highlight the entire embed HTML code and copy it to your clipboard.



- Paste the embed HTML code into the HTML editor on the backend of your website (be it for a blog post, web page, e-news letter, etc.)

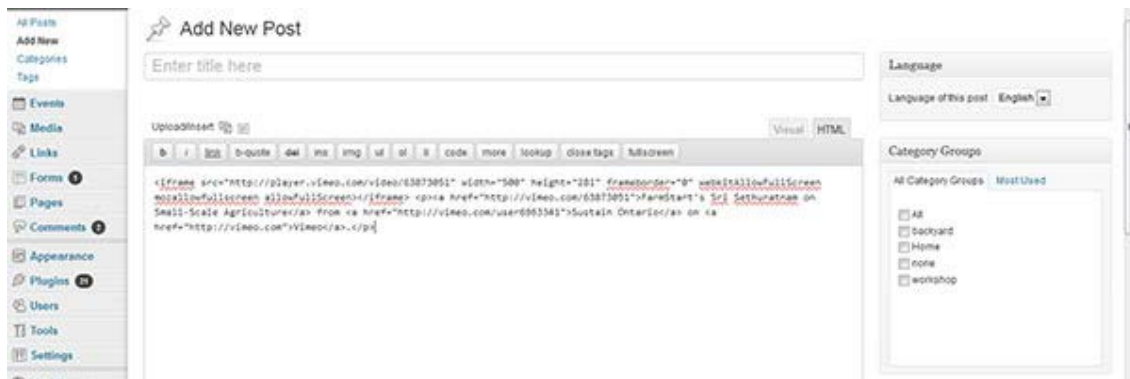


Figure 1 (above): Embed code pasted into HTML editor on WordPress.

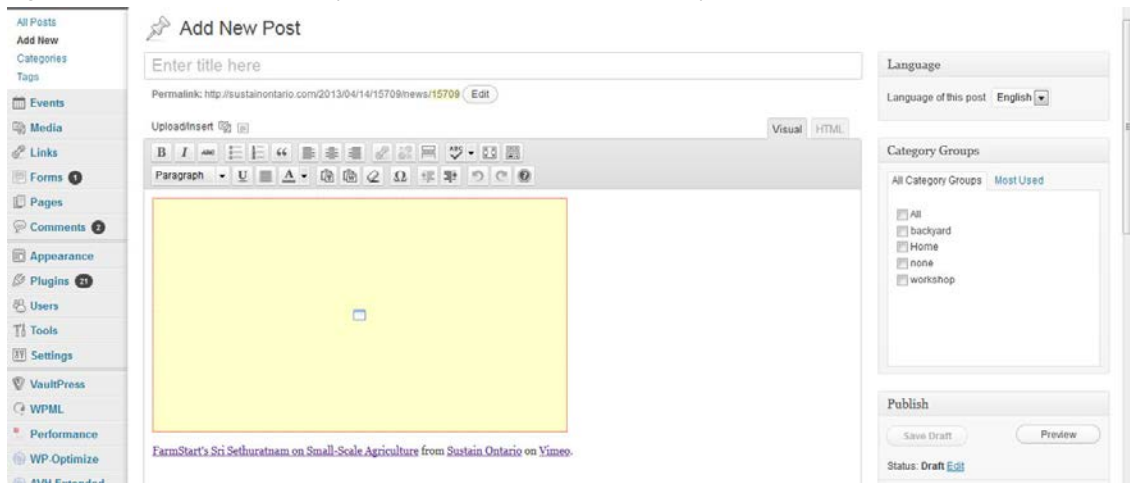


Figure 2 (above): Once the embed code has been pasted into the HTML editing space, this yellow placeholder box will show up when you switch back to the Visual editor.

- Add in any additional text that you would like to have with the video (such as information about the upcoming launch, a link to a blog post on the theme, etc.). Add topical tags to improve the post's search rankings.

Once you publish the post/page, the video will appear in on your website like so:

