

Questions to Ask When Hiring an Editor



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All Seasons Films

START HERE

Hi I'm Summer Funes. I've edited commercials, documentaries and for social media and more throughout my career. And I've learned that there's so many elements goes into editing in order to create a visual for each purpose. That's why I want you to start here and help you understand why you ask these questions.

QUESTIONS AN EDITOR MAY ASK YOU

What platforms will you publish your videos?

(This is import for them to know so the Editor can creat the video in the right format (size) if in horizontal or vertical format or both, since each platform shrinks your videos automatically when they are published) (See example below)

VIDEO FORMATS

1) HORIZONTAL FORMAT

(Youtube/Website/Blog)



2) PORTRAIT FORMAT

(Instagram, Facebook, Tiktok, etc)



Have you filmed any footage or will we need to create it?

(Let them now how much footage you have or when you plan to film it?
If nothing has been filmed, ask if they can create it from scratch)

Now on to the questions!

QUESTIONS TO ASK AN EDITOR

- How do I send you my content (videos/photos/music?)**
(Example: Dropbox, Google Drive)

- How many videos will I get per week/month?**
(This varies on how much footage you have or if the Editor is creating it from scratch.)

- How many revisions (changes) do I get per project?**
(Some Editors do between 1-3 revisions (standard). However, changing the music within an edit, can delay your project.)

- How does your process work?**
(This entails what each party does before, during & after each video is completed.)

- What kind of music or audio can I use in my videos?**
(Some Editor have access to thousands of royalty-free music, in their library. If so, utilize their music library and save time so you don't have to search it yourself.)

- What platforms do you edit for?**
(Editor may edit only for social media or YouTube/Websites (SEO) only or both. See which one they edit for.)

- What is your turn around time?**
(This also depends on how many videos you need and their work capacity.)

Notes

A white ceramic vase with yellow flowers is the central focus. The vase is filled with water and has a few yellow flowers floating in it. The background is a soft, out-of-focus white. In the foreground, a white smartphone lies on a white surface. The overall aesthetic is clean and bright.

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