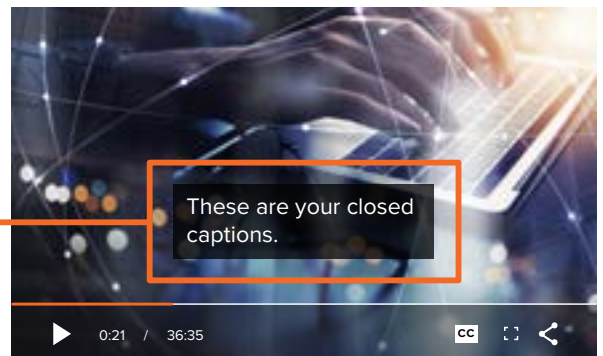


INTERNET CAPTIONS GUIDE::

Closed captions are pieces of text displayed on a screen that translate audio dialogue into visual text that can be read by the user. They have several benefits:



- Captions help make your video content ADA compliant for the hearing impaired.
- Captions can help with SEO on sites that use captions as metadata.
- Captions also provide a cost-effective opportunity to make your video content available in other languages as it's fairly inexpensive to have them translated to other languages.
- Captions give the user an option to view the video with sound turned off in situations where they might not want it playing out loud.



INTERNET CAPTIONS GUIDE CONT::

Basic Types of Closed Captions

- **Burned in** — Captions that are actually in the video as text graphics. These can't be turned on/off by the user and are therefore always there. Burned in captions are not typically recommended, but there are use cases that this would be appropriate, such as if your platform doesn't support sidecar files.
- **Sidecar files** — These are files uploaded separately from the video file. These can be turned on/off by the user and some platforms let you upload multiple files to provide captions in multiple languages. These will be crawled by certain search engines, unlike burned in captions. Typically, this is the better option.

Caption File Types

Platform formats & links to instructions. Note that all of these companies are consistently evolving their platforms, so things may change over time.

- [Facebook](#) — .srt
- [YouTube](#) — .srt, .sbv, .sub, .lrc, .smi, .sami, .rt, .vtt, .html, .dfxp
- [LinkedIn](#) — .srt (NOTE: As of writing you must attach the caption file at the time of posting a video, you can't go back and add later without creating a new post)
- [Twitter](#) — .srt
- [TikTok](#) — Automatic, but they can and should be edited for accuracy.
- [Wistia](#) — .srt
- [Vimeo](#) — .srt, .vtt, .dfxp, .scc, .sami
- [Brightcove](#) — .vtt

Platforms That Do NOT Support Captions (At the Time of Writing)

Note: You could opt to use burned in captions in this case!

- Facebook Stories
- Instagram (However, they are [experimenting](#) with automatically generated captions)
- Pinterest
- Snapchat (However, they do have [a feature for "Discover" content creators](#))

