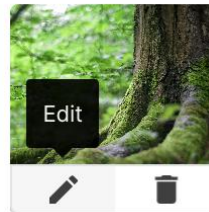**Editing Images and Videos in Publish**

The Creative Editor tool in Publish allows you to edit your images and videos within Social Media Management. The Creative Editor offers a range of editing options, such as cropping, rotating, and adding text, as well as more advanced options like filters, effects, shapes, stickers, and adjustments.

Editing images and videos

Note:

For video-related features, the Creative Editor is only supported in Chrome or Edge 114 or newer. Please see the minimum browser requirements.

Once you have added an image or video to your post in Publish, hover over the thumbnail of

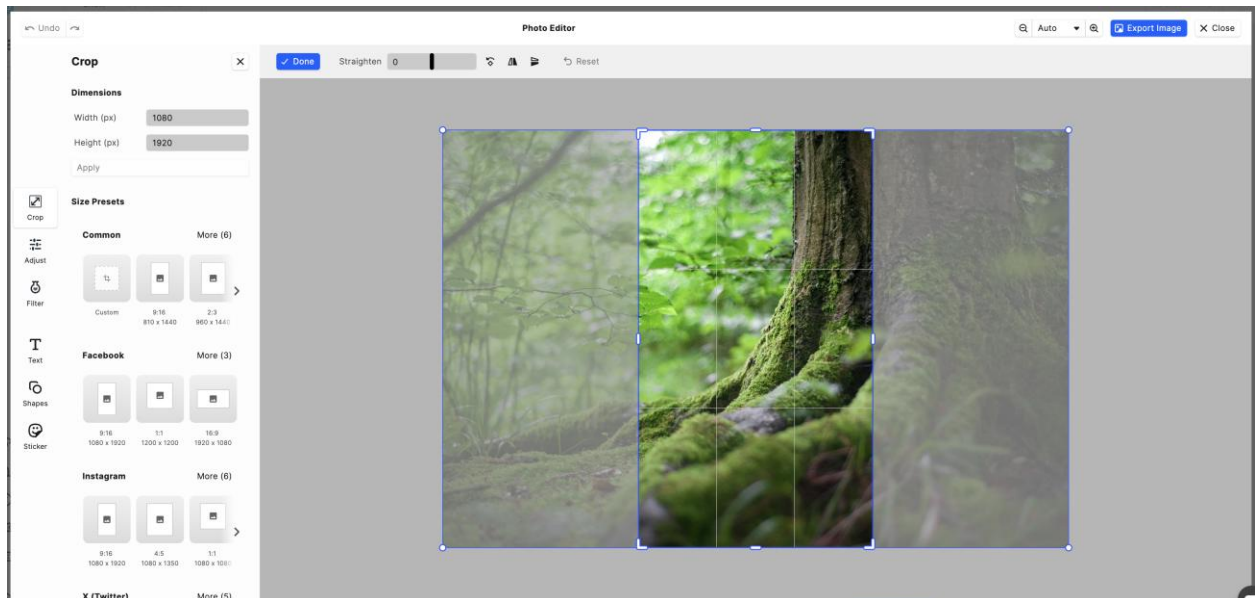the image below the text box and click **Edit**.

Tip:

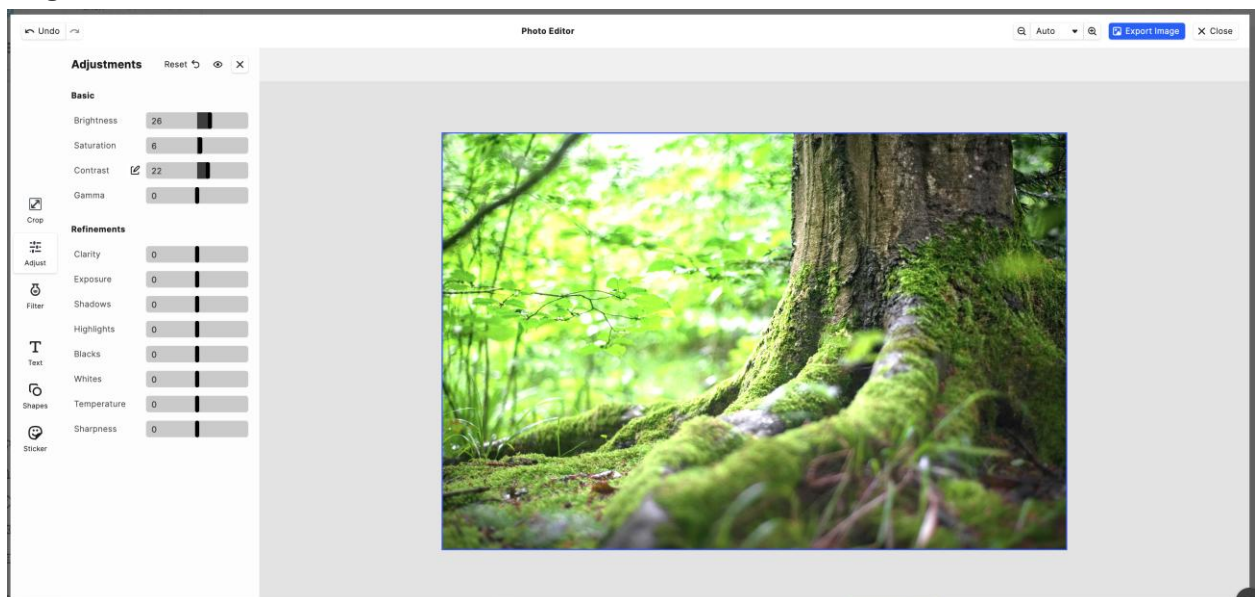You can also directly edit images within the Content Pool.

The Creative Editor will open for you to edit your image. Use the various editing tools in the left-hand menu to adjust your image.
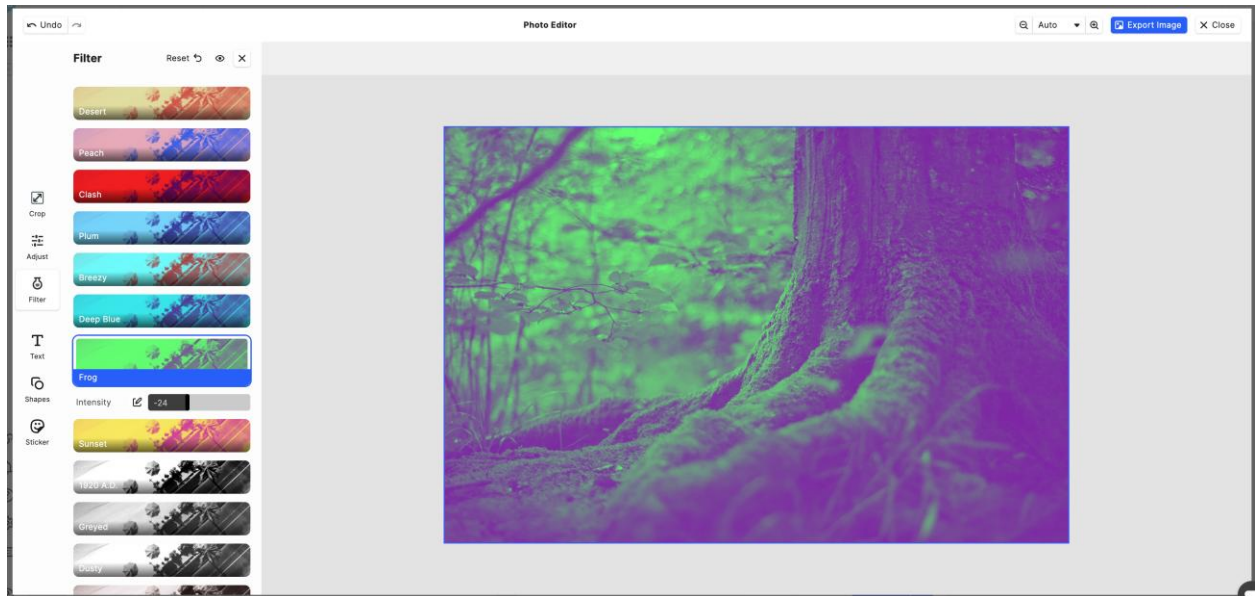
Tools in the image editor

- **Crop:** Allows you to crop your image to custom dimensions or popular social media sizes as well as scale, straighten, or rotate/mirror your image.
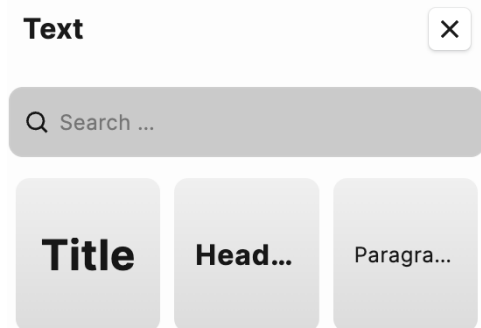

- **Adjust:** Allows you to adjust visual elements of the image on a sliding scale, such as Brightness, Saturation, Contrast, and more.
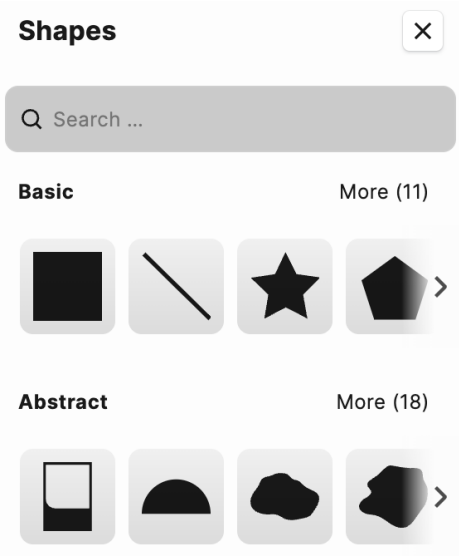
- **Filter:** Offers various visual filters to quickly change your image's appearance.
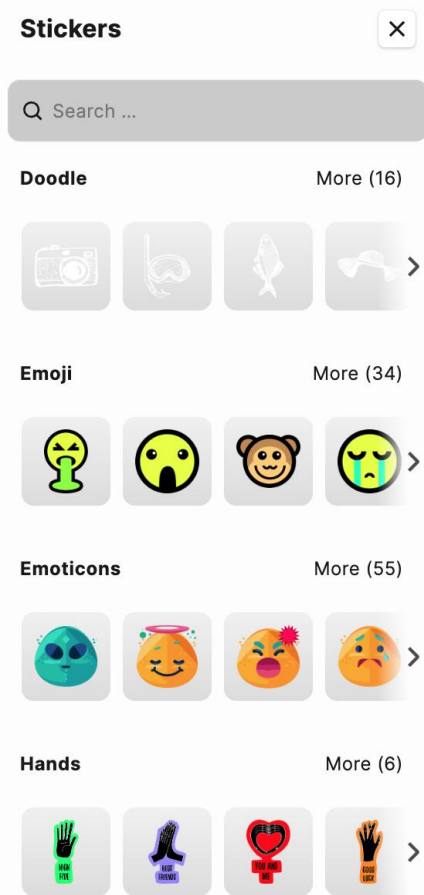

- **Text:** Allows you to add and customize text with options for font family, size, alignment, font color, background color, and line spacing.

- **Shapes:** Offers shape options to add to your image.

- **Stickers:** Allows you to add several preset sticker options, such as emoji.
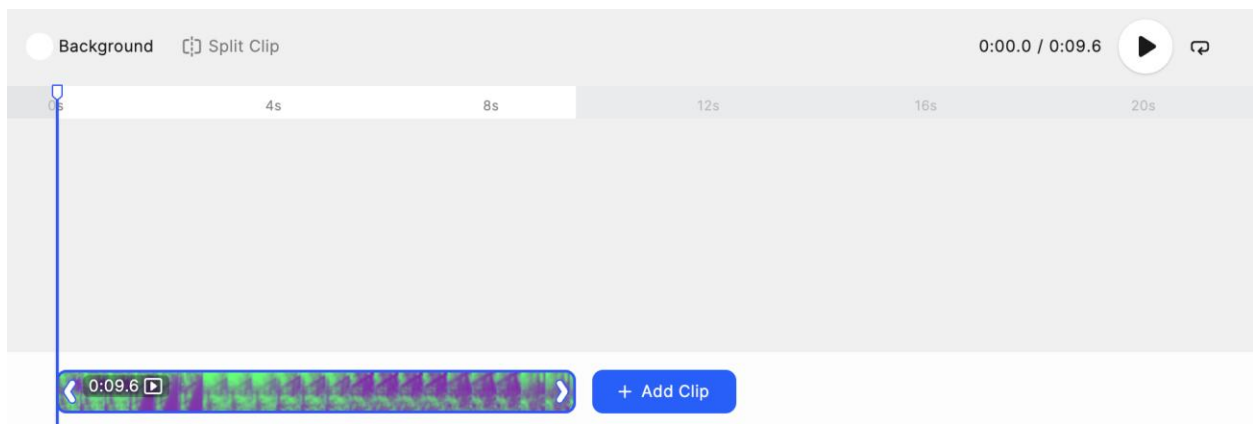

Note:

The Brush, Frames, and Overlays tool have been deprecated in the current version of the image editor.
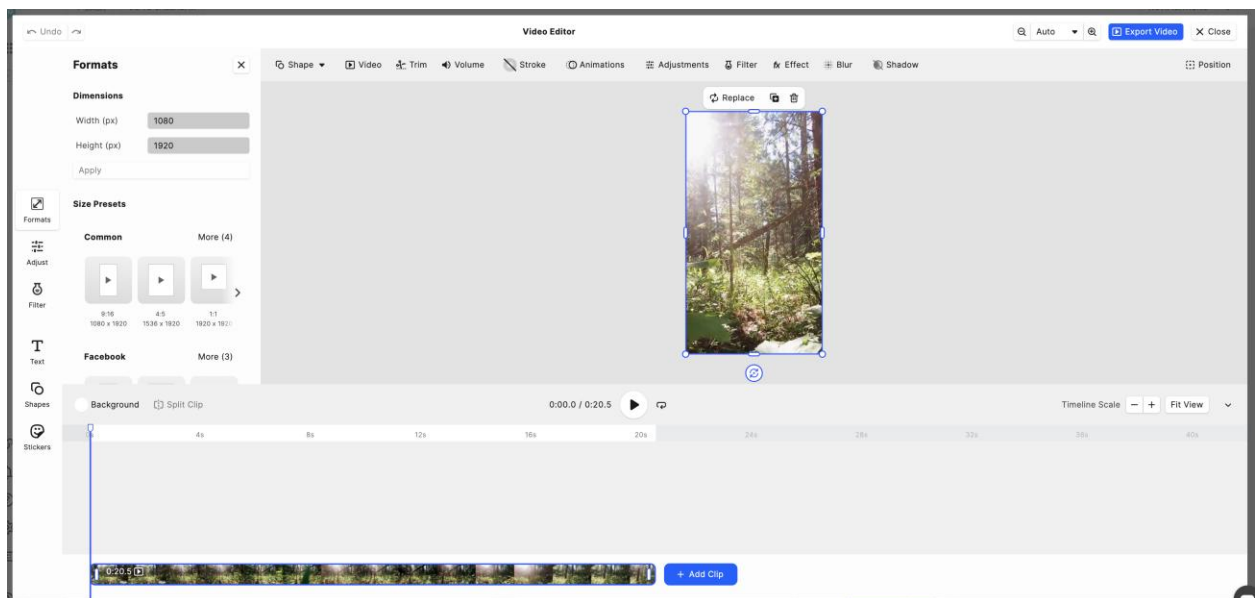
Tools in the video editor

Bottom video timeline

In any mode of the video editor, a timeline of your video will display at the bottom of the screen. The **Add Clip** button will allow you to add an additional video file to append to your video. The **Split Clip** tool allows you split your video into multiple clips at the timestamp(s) you
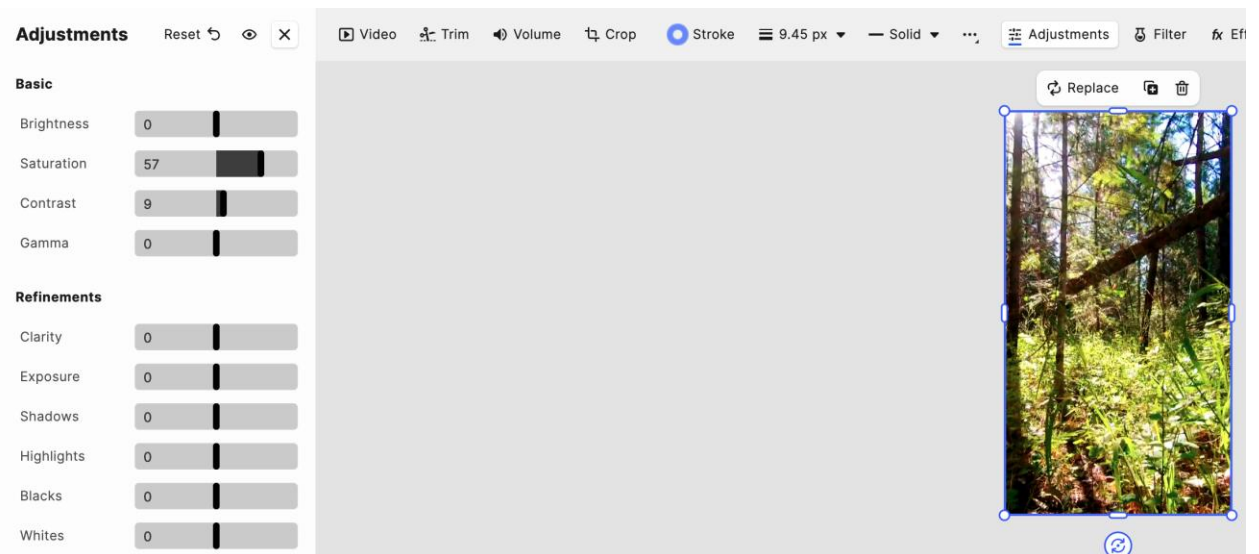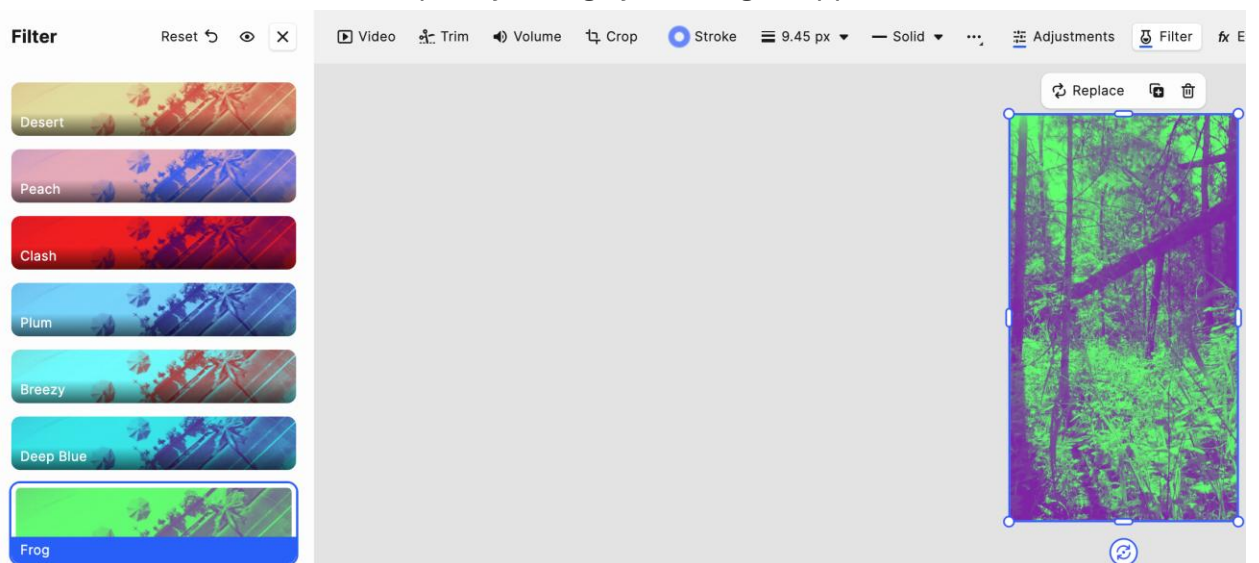select..

Left menu tools

- **Formats:** Allows you to use preset size templates to crop your video to popular social media video sizes for different networks.

- **Adjust:** Allows you to adjust the visual elements of your video, such as Brightness and Saturation, on a sliding scale.

- **Filter:** Offers various filters to quickly change your image's appearance.
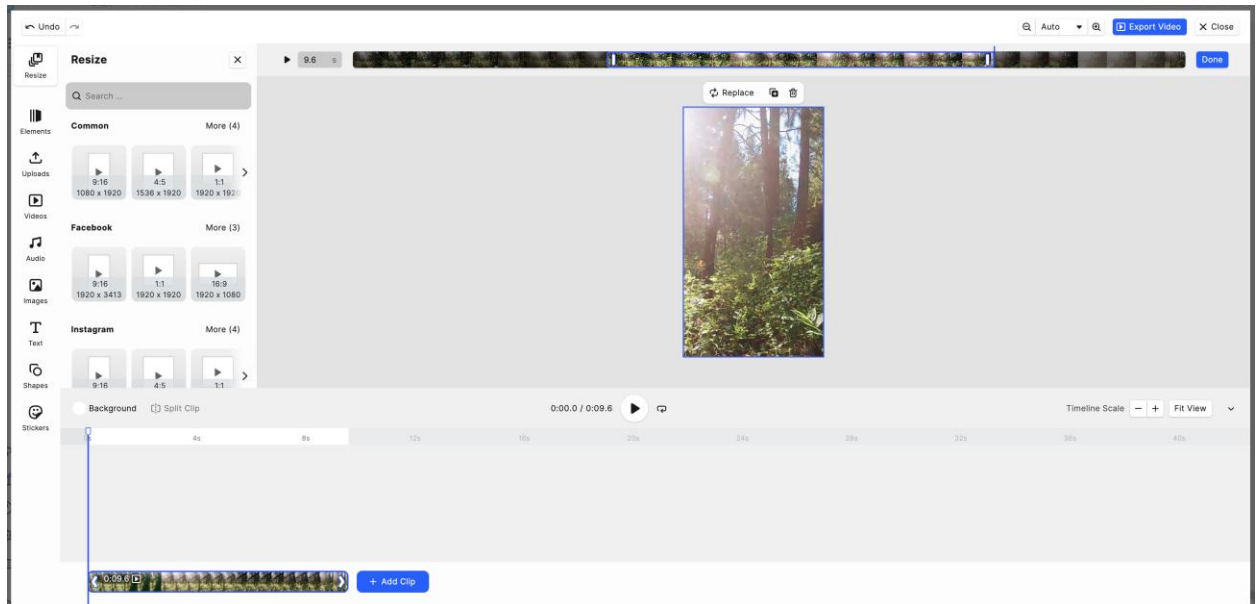

- **Text:** Allows you to add overlay text such as subtitles to your video with options for font, size, color, and more.

- **Shapes:** Offers shape options to add to your image.

- **Stickers:** Allows you to add several preset sticker options, such as emoji.
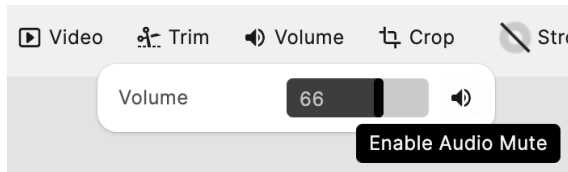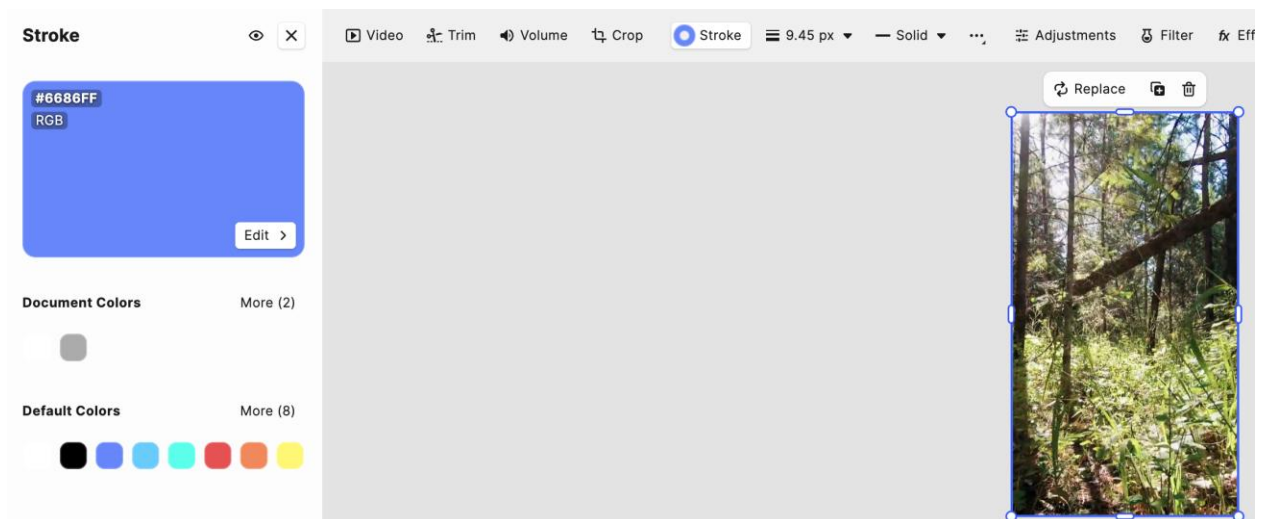
Top menu tools

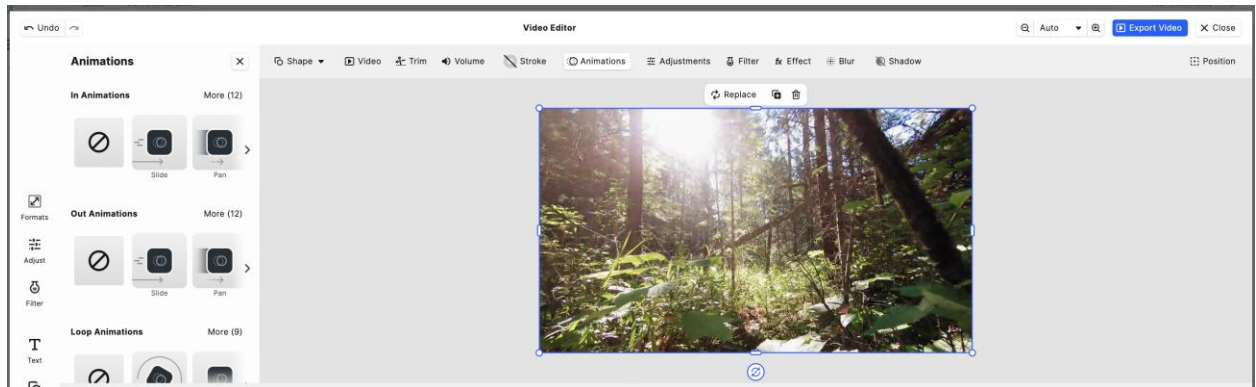- **Trim:** Allows you to trim the length of your video.

- **Volume:** Allows you to adjust the volume of your video or mute it.
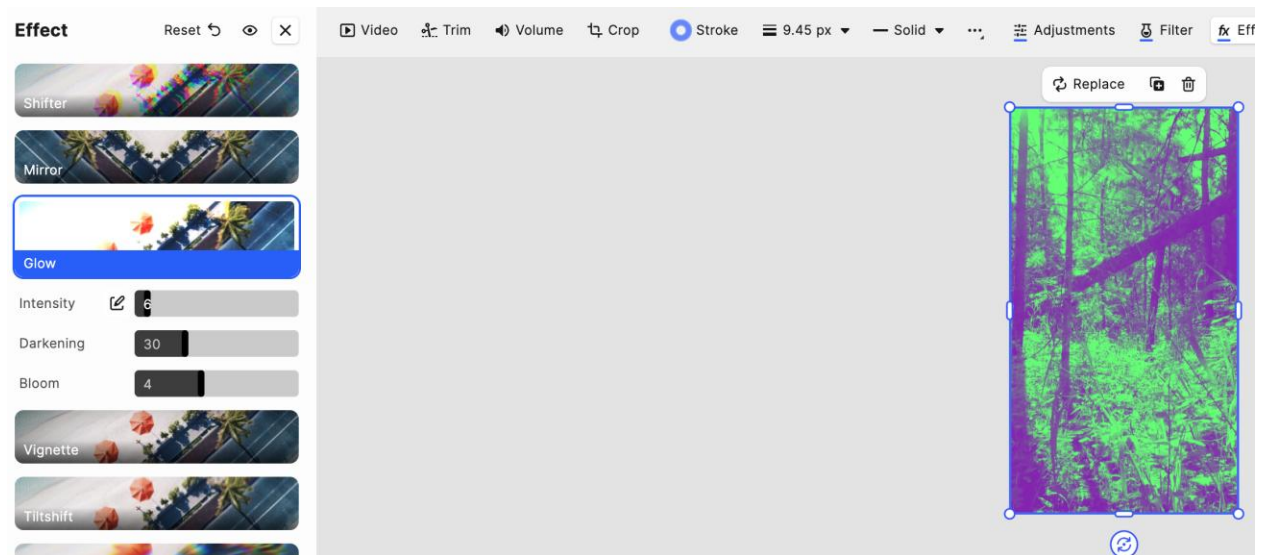

- **Stroke:** Allows you to add a stroke outline to your video with thickness and color options.
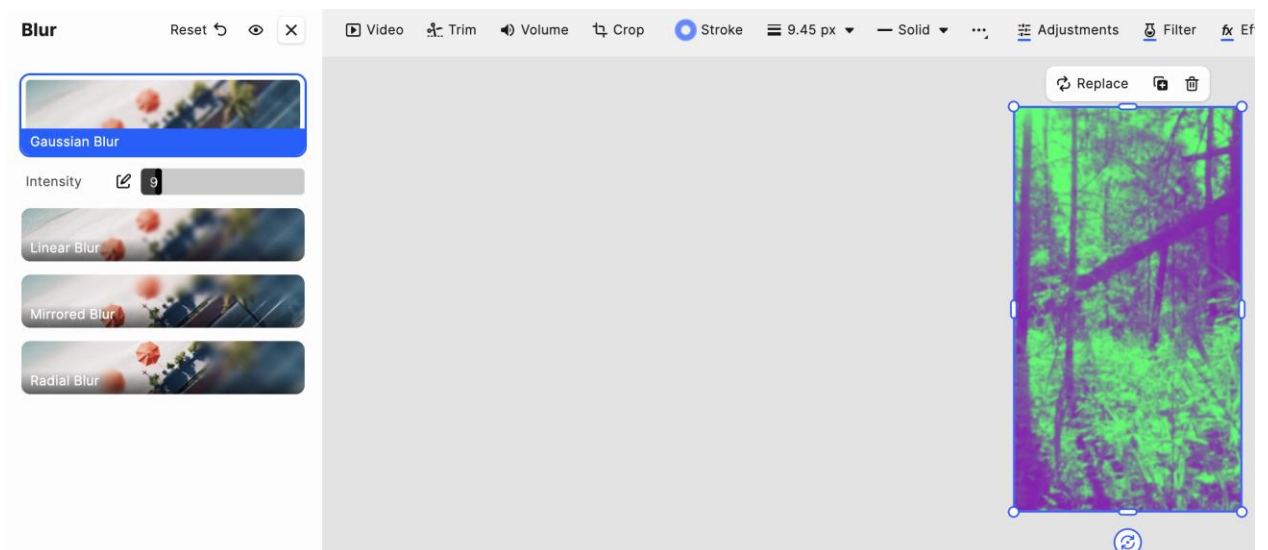
- **Animations:** Allows you to apply various animations to your video.

- **Effect:** Offers a variety of visual effects to quickly change your video's appearance.
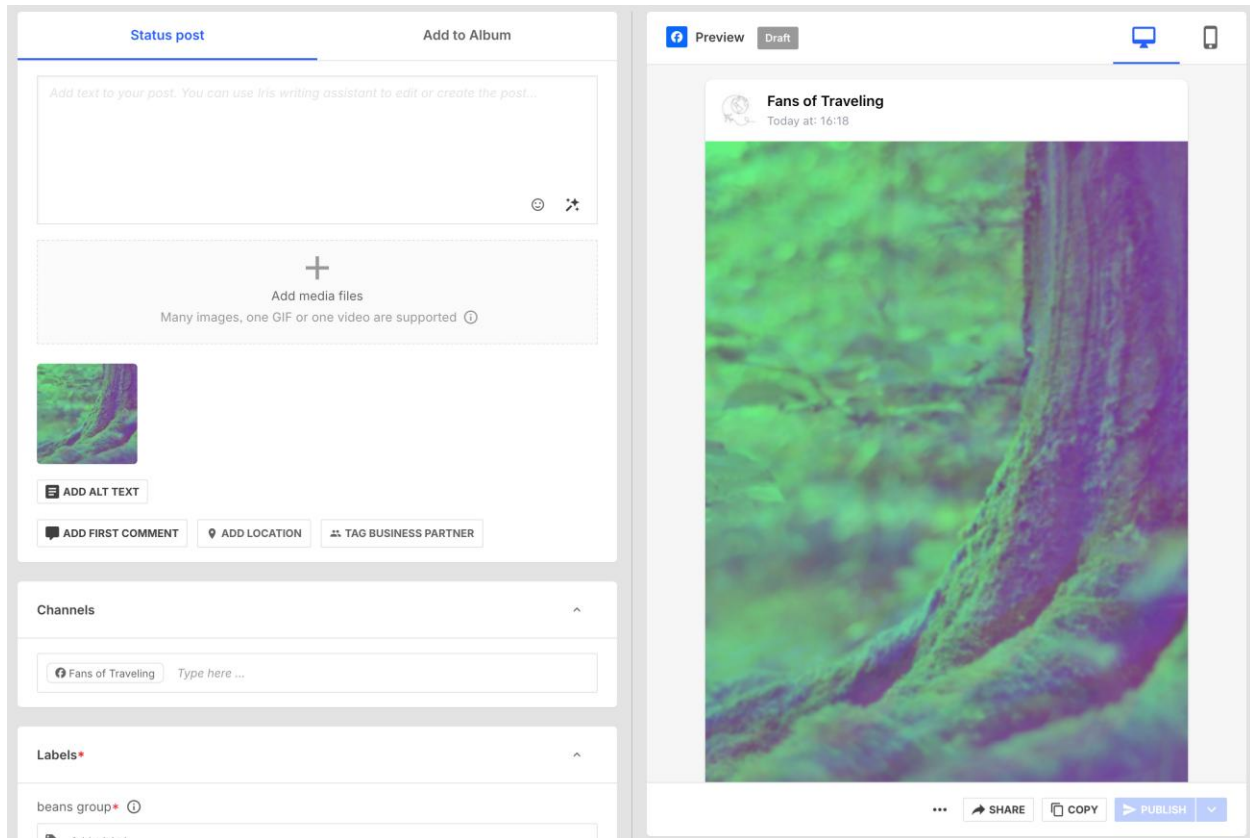

- **Blur:** Offers several blur effects including Gaussian Blur, Linear Blur, Mirrored Blur, and Radial Blur.

- **Shadow:** Allows you to add a color shadow to your video.

Exporting an edited image or video

Once you're happy with the edits, click **Export** in the top-right corner of the Creative Editor to save your changes. If you had been editing a file you had added to a post in Publish, you will be redirected to the Publish editor and your image/video will be updated.

Note:

Exporting an image automatically saves it as a PNG file. Video files automatically export as MP4.