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cover these 2 methods & share
how to add captions on various
platforms.



Bridget O'Rourke Video Creator

Last Updated: December 20, 2024 11 min

Reviewed by Ortal Hadad

Table of contents:

[What are closed captions?](#)

[Closed captions vs. open captions](#)

Record in studio quality
without the studio.

Transcribe, clip, and edit

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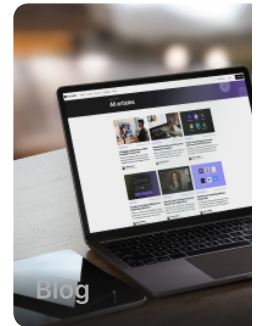
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Key takeaways:

- **Enhance video accessibility:** Use closed captions to reach viewers with hearing impairments or those watching without sound.
- **Improve video SEO:** Closed captions help search engines index your content, boosting visibility and ranking.
- **Choose the right tools:** Use platforms like YouTube, iMovie, or Riverside to add captions manually or automatically.
- **Simplify with Riverside:** Generate accurate transcriptions in 100+ languages and export SRT files easily to create closed captions.

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Captions are common across video and distribution channels, including television and social media. They often appear at the bottom of a video and show its transcript in real time.

People use captions to make their videos more accessible. For example, some viewers may have difficulty hearing, whereas others prefer to watch content without sound.

Read more:

[What is Closed Captioning?: Best Practices, Formats & Guidelines](#)

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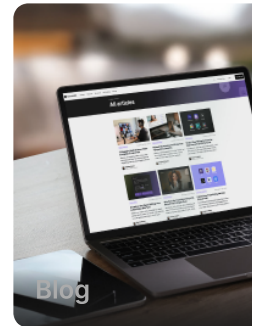
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people scrolled. By placing the text in vibrant, eye-catching formats, we increased click-through rates significantly." - Roland Jakob, Managing Partner at [BlazeKin.Media](#)

Why should you use closed captions?

If you're creating video content, closed captions offer several advantages and benefits.

Increased accessibility

One of the key advantages of closed captioning

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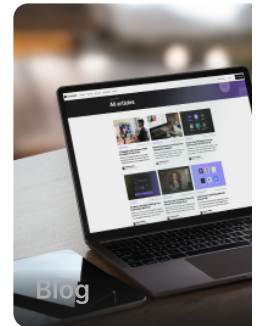
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audiences search these keywords, it's more likely your content will show up. The more you optimize, the better chance your videos have to climb to the top of search results on Google, YouTube, or other platforms.

“For educational content or webinars, I prefer using closed captions. For example, during a recent online course I produced, I provided closed captions to accommodate international students who might benefit from reading along in English while listening to the lecture. This flexibility has been well received and

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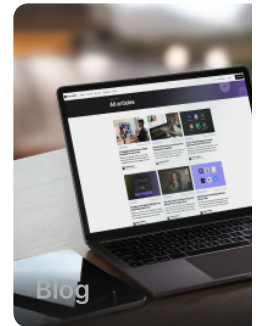
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SRT files are the best choice for fluid, reliable captions. You can open your SRT file and make changes, such as correcting errors or adding action and music tags to illustrate sounds.

Step 3: Combine video and subtitle files

Finally, it's time to combine your subtitles with your video. You can create closed captions by simply uploading the two files (video and SRT) to your chosen publishing platform.

How to add closed captions to a video automatically

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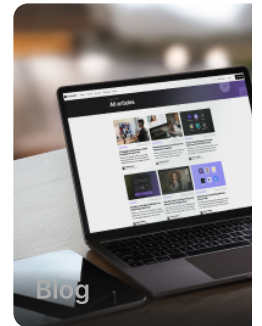
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app

If you want to record a video using Riverside and download [captions](#), here's how:

Step 1: Log in to your Riverside dashboard. Then, record a video using Riverside.

Step-by-Step Guide: Record High-Quality ...



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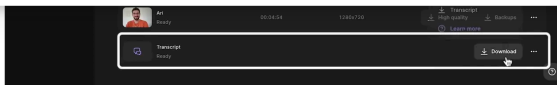
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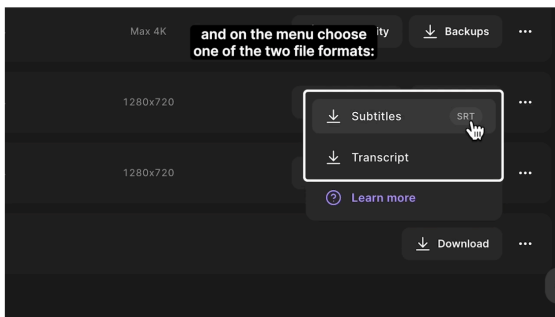
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We suggest SRT files as they're better for captions.



Step 4: Upload captions and video content to

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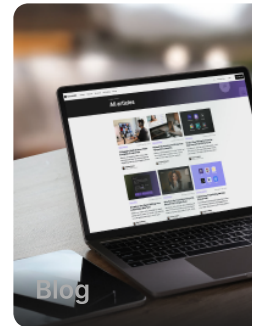
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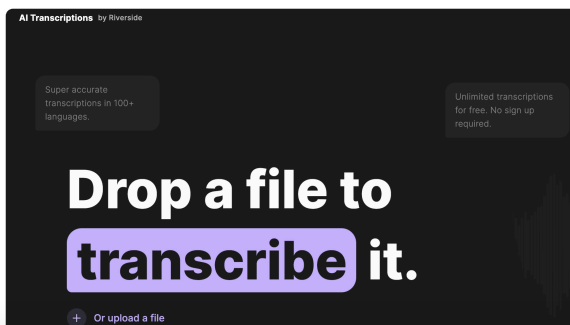
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Transcribe now

Step 2: Choose your audio/video file (MP3, WAV, MP4, MOV) from your device and drag and drop it onto the page. Alternatively, press the “+” icon and upload your file.



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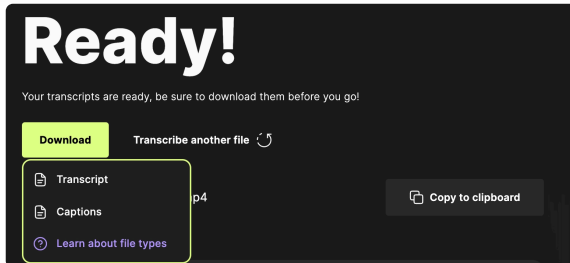
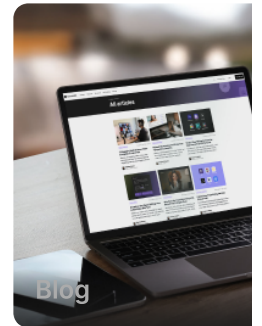
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How to add closed captioning to a video on Mac

Here are some steps to add closed captioning to a video on Mac:

Step 1: Open iMovie and create a new project.

Step 2: To import the video you want closed

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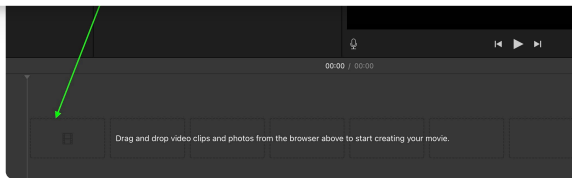
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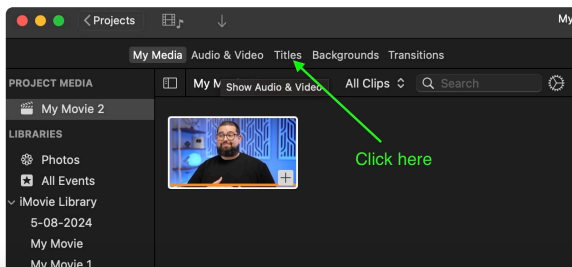
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Step 4: Click the **“Titles”** button in the toolbar above. Select a title style for your captions. Then, drag and drop the title above the video clip in the timeline.



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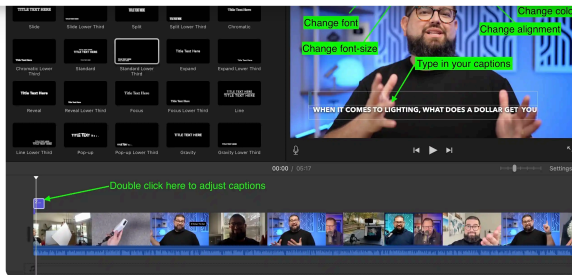
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Step 6: Make sure your captions are **synchronized** with the audio by adjusting the duration of each caption. Drag the edges of the title box in the timeline to shorten or lengthen the time the caption appears onscreen. Alternatively, click the “i” button on the top panel and manually enter the caption length in seconds.

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Closed caption options for videos on social media

Closed captions on YouTube videos

You can add closed captions to your YouTube videos. Here's how:

Step 1: Sign in to the YouTube Studio.

Step 2: Select Subtitles from the left menu, and choose the correct video file.

Step 3: Click Add Language to choose your language settings.

Step 4: Under subtitles, select Add.

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you'll see automated closed captions appear.

Closed captions on TikTok

TikTok is the same as Instagram. You can only turn on closed captions for videos you watch:

Step 1: Log in to your TikTok account.

Step 2: Navigate to your account and then to Settings and Privacy.

Step 3: Select the Accessibility tab and then toggle on Captions.

Step 4: You'll see automated closed captions when watching videos.

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are things that you can do to make the text stand out and be in line with your brand style guide or chosen video aesthetic.

Adjust your settings

Depending on the tools and platforms you use, you may be able to adjust your text's font, color, and placement. You might also be able to change how your captions respond to background noise and other audio interruptions.

Proofread your transcriptions

When creating captions or subtitles, keeping quality at the heart of your approach is a good idea. Whether you rely on human transcription or

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Many systems allow you to add captions to videos automatically. This makes captioning quick, easy, and more efficient than ever before. The process for automatically adding captions to videos will vary depending on the system you're working with. This is why it's a good idea to review the specific instructions your chosen software tool provides.

Is there a free auto-closed captioning app?

There are several apps that provide auto-closed captioning functionality, and many of these have both free and paid options available. Do your research and review a few software options

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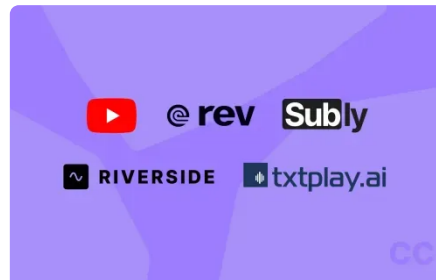
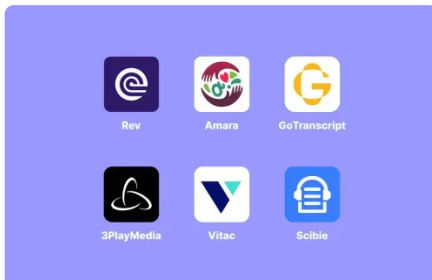
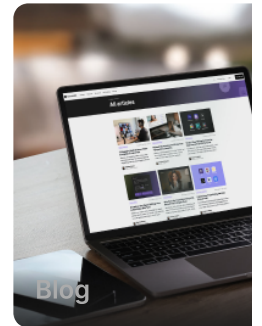
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6 Best Closed Captioning Services (Free & Paid)

Discover professional closed captioning services that enhance accessibility and

Best Free & Paid Closed Captioning Software

Discover the best closed captioning software! We review each software in detail so you

How to Add Captions & Subtitles to a Video: 5 Easy Methods

Learn how to add captions and subtitles to your videos to boost accessibility,

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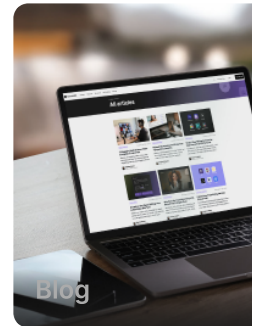
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