

USER GUIDE · 2026

AI Video Studio

User Guide

Turn a written idea, a photograph or a clip you already have into short video, ready for your calendar on the days nobody filmed anything.

Generate

Animate an image

Edit a video

Up to 40 seconds

720p

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INTRODUCTION

AI video clips can be valuable for businesses because they make video content faster, cheaper, and easier to produce at scale, especially for social media, where businesses need a steady stream of fresh content.

Why AI video clips matter for business

- **Video gets attention**

- Social platforms are increasingly visual. Short-form video can communicate an idea, product, service, or story much faster than a long piece of text. Movement, people, environments, and demonstrations can stop someone scrolling long enough to notice the message.

- **You don't need a physical video shoot for every post**

- Traditional video can involve cameras, locations, actors, lighting, editing, and multiple production days. AI-generated clips can create useful supporting footage without that production overhead.

For example, a real estate agent posting about *"5 reasons people are moving to Orlando"* could use AI-generated clips showing:

A Florida-style neighborhood

A family arriving at a new home

Outdoor dining and entertainment

A modern home interior

A lifestyle scene around a swimming pool

The clips provide the visual storytelling while the agent's message remains the focus.

- **It makes ordinary content more engaging**

A business may have something useful to say but no interesting image or video to accompany it.

Instead of posting:

Thinking about selling your home? Here are three things you should do first.

The business could turn that idea into a short video with several relevant visual scenes, text overlays, branding, and a call to action.

The information hasn't changed. The presentation has.

- **It dramatically expands what a business can visualize**

Businesses aren't limited to footage they already have.

A landscaping company can visualize a backyard transformation. A builder can illustrate a future development. A restaurant can create atmospheric promotional scenes. A travel company can visualize an experience. A software company can combine product footage with conceptual scenes.

AI Video therefore becomes another source of creative material alongside real photographs, customer videos, stock footage, graphics, animation, and user-generated content.

- **It helps businesses produce more content from one idea**

This is particularly important for social media.

One idea could become:

Idea → Post → Carousel → Short video → Story → Reel → LinkedIn post

AI-generated video gives the business another content format without requiring another complete creative process.

When to use AI Video

First and foremost, **AI Video should not become a replacement for authentic content.**

This distinction is extremely important.

Native AI Video Generation is generic – it does not carry your brand, nor does it have context of your specific business product or service. Therefore, native AI Video generation should focus more on educational type content such as highlighting a setting, area, concept, construct or market trend and so forth, or provide guidance, such as “key considerations for 1st time home buyers”, as an example.

The goal shouldn't be to make everything look AI-generated. Real photographs, employees, customers, products, locations, events, and behind-the-scenes footage provide **authenticity and credibility** that generated video can't replace.

AI video is most useful when it **fills the gaps**.

A useful business content strategy might therefore combine:

Real content for authenticity

Existing Brand assets for consistency

AI-generated visuals that exemplify your Brand for creative flexibility

AI video clips for movement and storytelling

The real business value in simple terms isn't simply providing the ability to generate AI videos. It's allowing businesses to turn more of their ideas into engaging visual content without the time, cost, and complexity traditionally associated with video production.

In Chirpy, AI Video is not a separate novelty or complicated AI tool, it's simply another content capability within the Dashboard and social media workflow—the user has an idea, and Chirpy can help determine when imagery, video, carousel, or another format is the best way to bring that idea to life.

AI VIDEO STUDIO OVERVIEW

The Chirpy AI Video Studio is fully integrated into your Dashboard and allows you to Create and Edit video without the use of 3rd party video editing software, but before proceeding there are some important points to keep in mind when generating or editing video content.

Key Considerations

AI Video generation and editing are extremely AI resource intensive and therefore currently expensive at an infrastructure level.

- As such, video generation is metered:
- The number of monthly video credits available to you is based on the Chirpy Tier you have chosen.
- Video clips are currently limited to 10 seconds in length. These can be extended in 10-second increments up to 40 seconds in length, in, **but please note that each extension or edit utilizes 1 video credit.**
- You do have the option of purchasing additional credits, should you require them.

It is therefore important that you use these judiciously and ensure that the prompts you use are as comprehensive as possible to avoid unnecessary editing and regeneration.

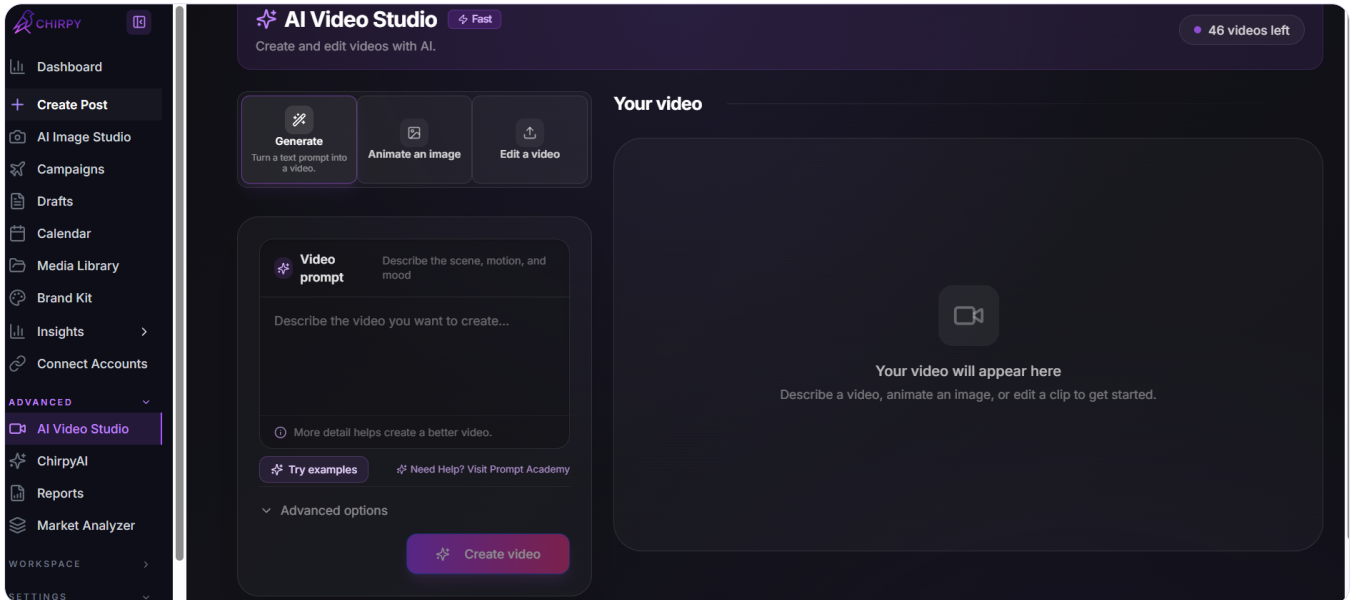
Best Practices

Now that we have established that AI Video generation is by far the scarcest resource in your Chirpy Toolkit, let's look at some best practices that will assist you in utilizing these to your best advantage.

- While you might want to occasionally use native AI Video Generation purely to grab attention, in which case it's perfectly fine to use a simple prompt, however when using this for business purposes, you should take the following into consideration.
- Although your video will obviously be accompanied by your post content, which will provide more context and make this compelling for your target audience, you should still create an initial prompt which is as comprehensive as possible, as do not want to waste video credits on editing.
- It's best to use native AI Video Generation more on educational type content as mentioned above.
- For more contextual and compelling content that directly supports your business and brand, animating an image or editing an existing video is more appropriate.
- In an increasingly AI centric world, authenticity is key differentiator for your audience, so using existing images and media is always a winner.

- You can edit existing images or create powerful new images in the Chirpy AI Image Studio, based on your Brand Kit. A useful best practice could be to **nail the concept as an image first where you can, then animate the winner.**

USING AI VIDEO STUDIO



You can access AI Video Studio by selecting it under the Advanced Tab in the left navigation bar in your Dashboard. As you can see, it also shows the number of Video Credits you have left on the top left of the screen.

You have 3 options available:

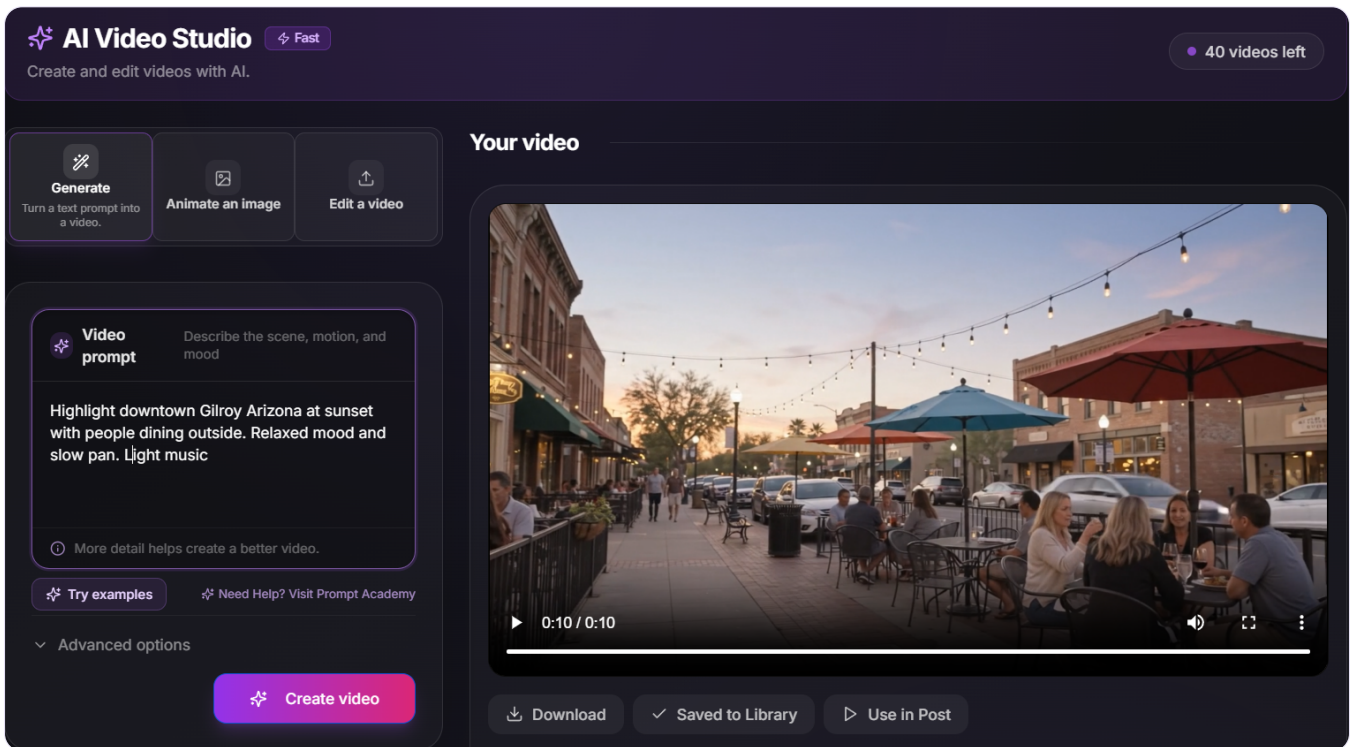
- Generate
- Animate an Image
- Edit a Video

We will now go through each of these in detail by using an example. Let's assume we are a restaurant called NOMAD situated in downtown Gilbert in Arizona.

Although we have used a restaurant as an example, the concepts the same, no matter what business you are in.

Generating a Video

The first thing we might want to do is attract our audience to the area, highlighting the ambiance and attractions related to the area, and for this we will use Generate a Video.



Here is the result from our simple prompt, which took about 1 minute to generate.

Remember the more detail you add, the better your result. Here are four things worth covering in your prompt every time:

- **The subject** - in our case Downtown Gilroy Arizona with people dining outside.
- **The camera** – in our case slow pan.
- **The light and mood** - in our case Sunset, relaxed with light music.
- **What to leave out** – we did not exclude anything, but you could specify, no people, no text, no music and so forth.

There are also three example prompts under the field for each mode, and they are worth reading once to see the level of detail that works. These are contextual irrespective of which mode you are in.

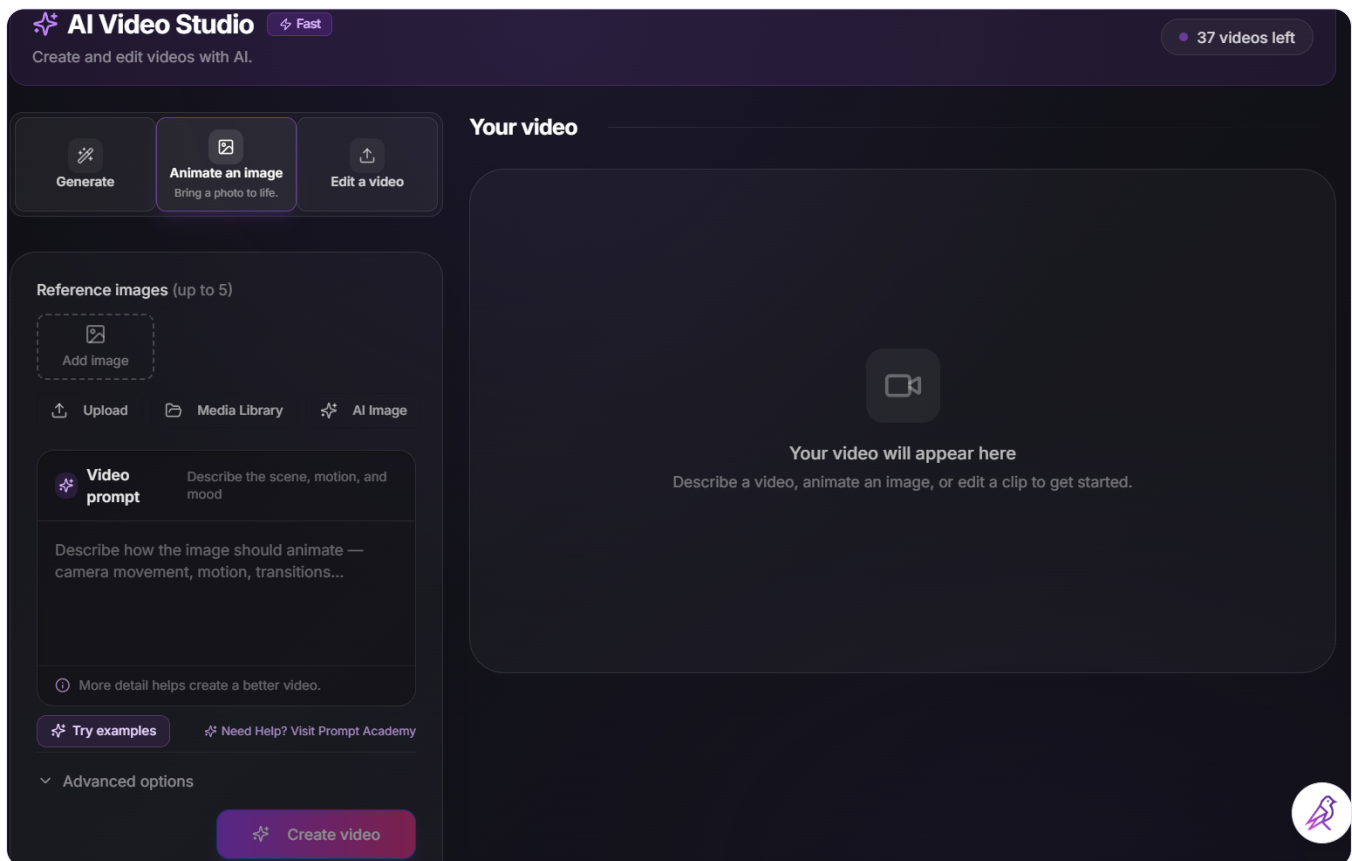
Select **Try examples** to view them.

There is also a link to the Chirpy Prompt Academy, which has a section written specifically for video.

Select **Need Help? Visit Prompt Academy** to access the academy.

Animating an Image

Secondly, we want to attract our audience to our restaurant. For that we are going to animate an existing image that we have previously used in a post or promotion.



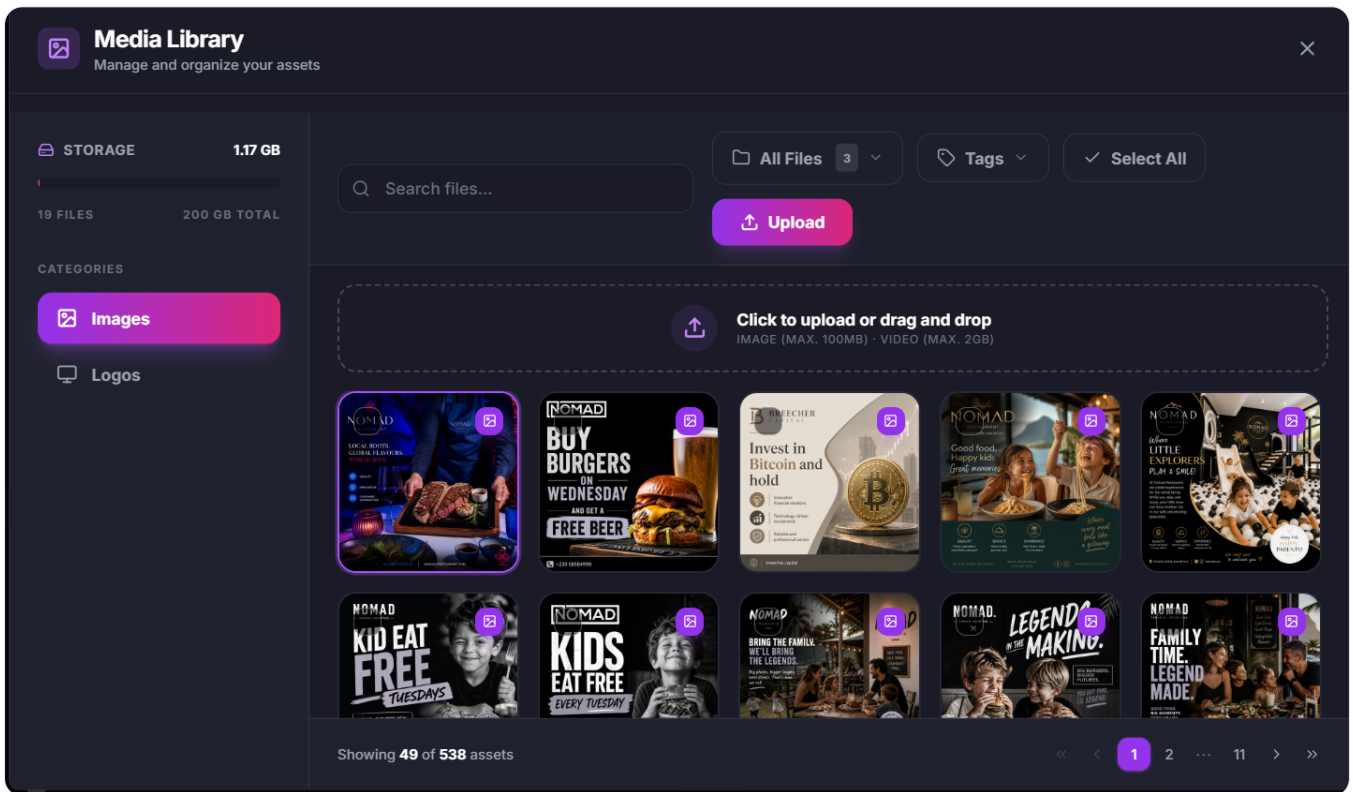
We Select **Animate an Image**.

We are then prompted to add our Reference images. You can upload up to 5 images to use as references, which is useful when wanting to animate a carousel, but that will be covered later in a subsequent guide. For our purposes we are only going to use one reference image.

There are 3 options on how to add an image:

- **Upload** – upload an existing image from your device or local repository.
- **Media Library** – add an image from your Media Library
- **AI Image** – generate a new image using the AI Image Studio.

For our purposes we are going to select 1 from our Media Library



We have selected the 1st one in our Media Library.

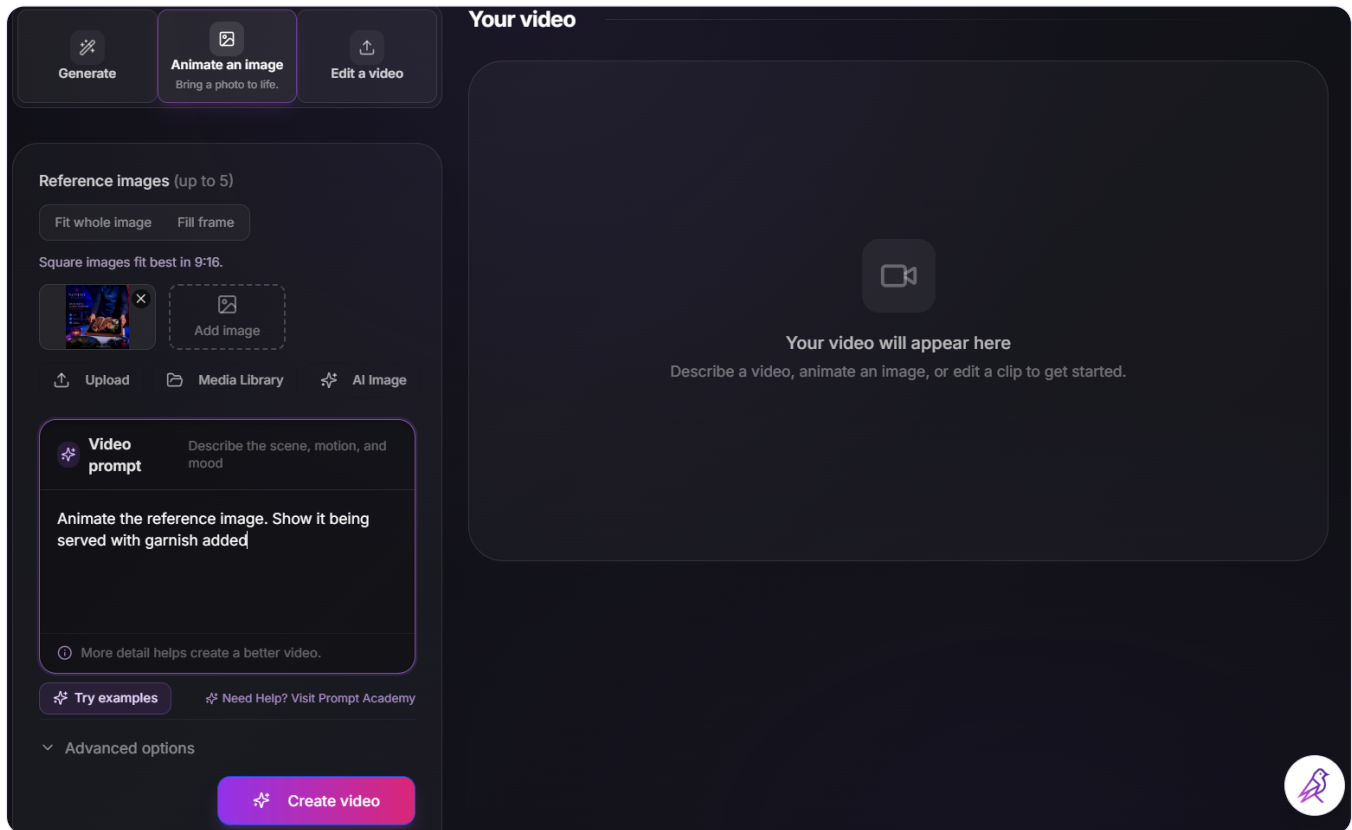
Before proceeding, let's have a look at the image in a bit more detail.



As you can see, the image carries our Logo, color palette, key messages, where we are located and our website information – **all compliments of our Brand Kit, which we used when creating or editing the original image.**

Imagine the effort that would go into capturing all that information into a prompt to be used in generating native AI Video!

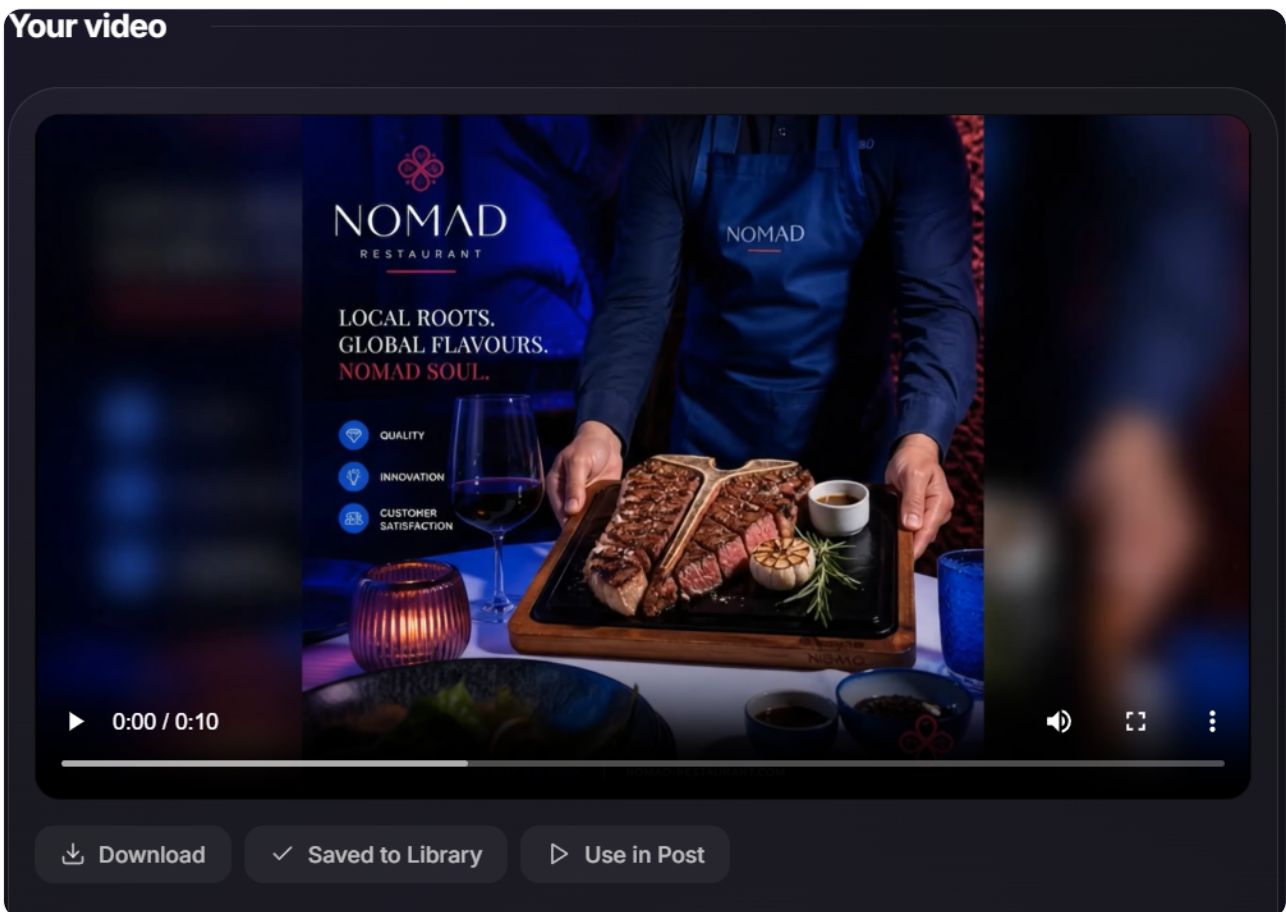
Moving on...



Our reference image has now been added.

We then entered the prompt above and selected **Create video**.

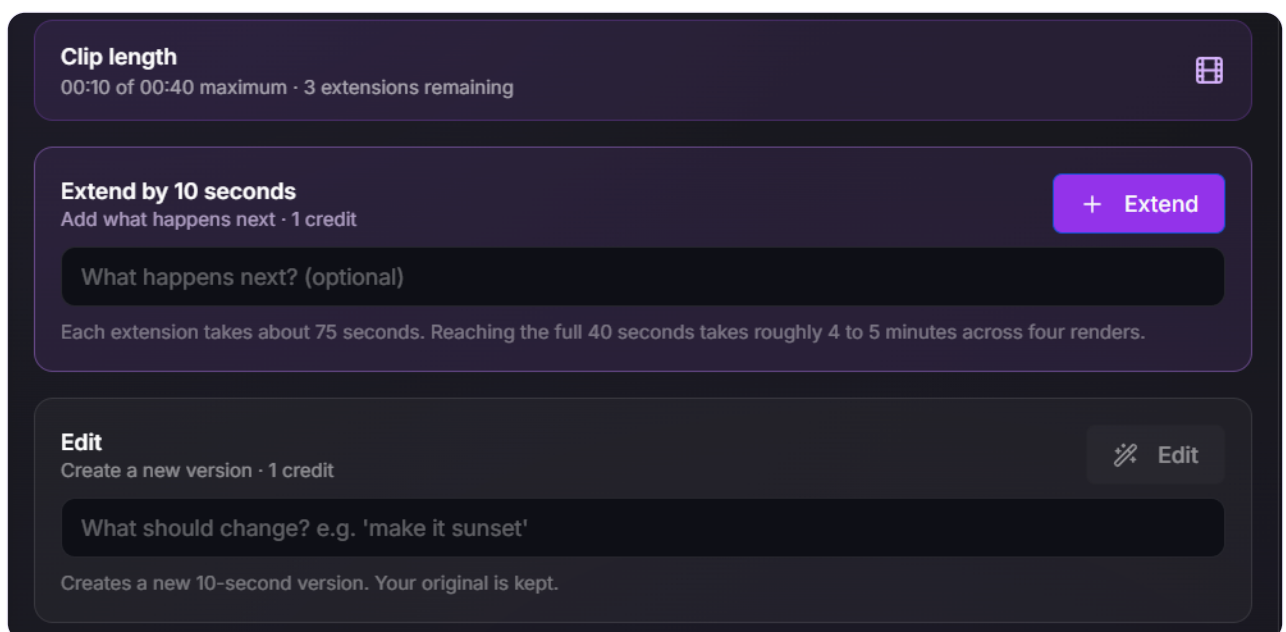
Your video



Here is our result, which took about a minute to generate.

We now have the option to download it to our device or use it directly in a post. It is automatically saved to our Media Library.

We are also given the options to Edit or Extend the video as shown below.



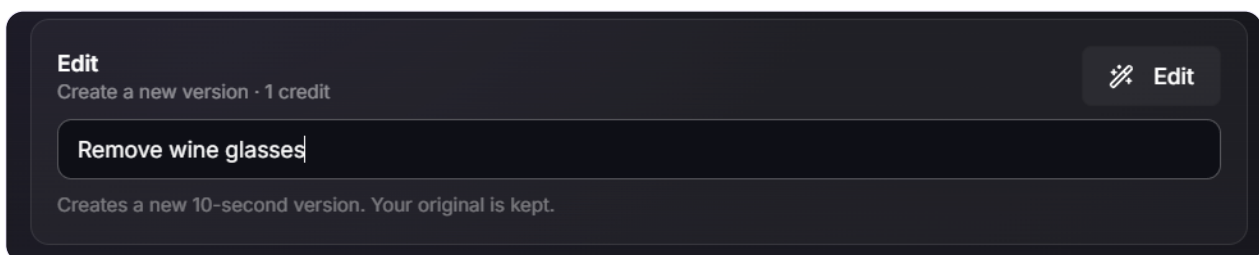
There are some severe limitations and cost implications associated with extending a video, so we are going to cover editing a video first.

Editing and versions

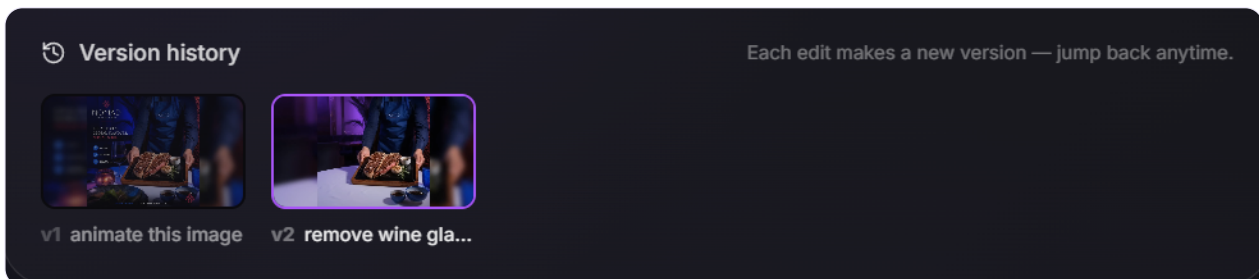
You might want to edit your video by changing the lighting, adding music, removing people or text and forth,

Each edit costs one credit and it keeps your original. Every edit becomes a new version, and **Version history** below the player lets you jump back to any of them. Versions are numbered v1, v2 and so on, each showing its prompt, so you can see what changed and return to an earlier take without regenerating it.

This is the safe way to experiment. You are never one bad prompt away from losing the version you liked.



In our example we used the simple prompt above.



Version history is shown above.

The same capability is available for native AI Generated Videos you create.

Now let's talk about extending a video.

Extending a video

Granted, ten seconds is short and you might want to extend the video into something longer that holds more attention, but please take note of the following:

Each extension adds ten seconds to the end of the existing video and costs one credit. You get three of them, **taking a ten-second clip to forty seconds will thus cost you four video credits in total.**

Once a video has been extended it is final. You cannot edit a video clip longer than 10 seconds, so edit capability disappears. The only way to change the look and feel is to revert to the original clip and start over, so get the first ten seconds right before you extend.

Although the **What happens next?** where you describe what the new ten seconds should show is optional, you should use it. Left empty, the AI model continues using its own judgement, which is fine for a slow pan and unreliable for anything with a subject.

Let's extend our video by 10 seconds showing a customer taking the first bite of his steak.

Clip length
00:10 of 00:40 maximum · 3 extensions remaining

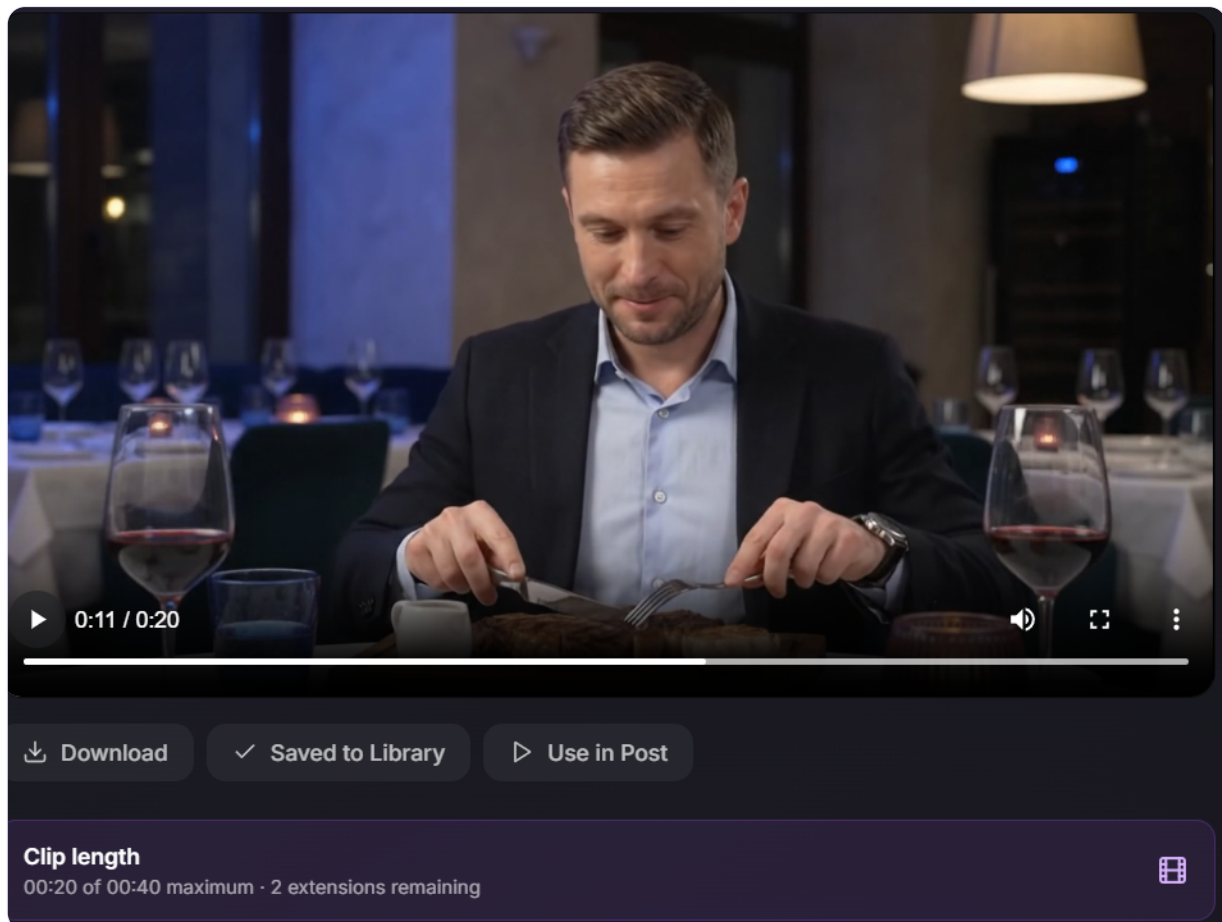
Extend by 10 seconds
Add what happens next · 1 credit

+ Extend

show a customer taking the first bite of his steak

Each extension takes about 75 seconds. Reaching the full 40 seconds takes roughly 4 to 5 minutes across four renders.

Our video has now been extended by 10 seconds, which too about 75 seconds to generate.



As you can see, the clip length is now 20 seconds, and we have 2 extensions remaining and version history is shown below.

Extended videos are final. To change the look, start a new video.

 **Version history**

Each edit makes a new version — jump back anytime.


v1 animate this image


v2 show a custome...

All our recent creations are also shown at the bottom of the page as shown below. These can be edited at any time and are all available in our Media Library.

Recent creations

 Refresh


show a customer taking the first bite of his steak
[Continue editing](#)


remove wine glasses from the table
[Continue editing](#)


animate this image
[Continue editing](#)


Highlight downtown Gilroy Arizona at sunset with people dining outside....
[Continue editing](#)


Start new project

GOOD HABITS AND TROUBLESHOOTING

Getting good results

- **One idea per clip.** Short, single-action clips loop better, hold attention better, and generate more reliably.

Decide the aspect ratio first. It is the one setting you cannot fix afterwards without rendering again.

Spend the time on the first ten seconds. Everything after that is an extension of what you already have, and extensions cannot fix a weak opening.

- **Keep your prompts concrete.** Name the subject, the motion and the camera. "Nice video of our cafe" gives the model nothing; "slow push-in across the counter, steam rising from a flat white, warm morning light" gives it everything.

Use the negative prompt for recurring problems. If text keeps appearing in the corner, say no text rather than rewriting everything else.

Animate an image when the subject matters. If it has to be your product, your room or your food, start from a photograph. Generated scenes are convincing but they are not yours.

Extend with intent. Say what happens next. An empty extension prompt is a guess.

Check it on a phone before scheduling it. Most of the audience will see it there, and detail that reads well on a laptop can disappear at phone size.

If something looks wrong

- Motion is warped or chaotic: simplify to one action and name the camera movement explicitly.
- The subject drifts off-model when animating a photo: use a sharper, closer source image, and keep the requested motion gentle.
- Something unwanted keeps appearing: add it to the Negative prompt.
- The edit missed the point on an uploaded clip: make the instruction more specific and singular ("swap the background to a beach at sunset", not "make it better").
- Out of videos: check the counter at top right and the upgrade options link in the banner.



Everything else you need

More guides, walkthroughs and answers live in the Chirpy Support Centre.

chirpy.me/support