

GET STARTED WITH I'M SO NC

The complete step-by-step guide

North Carolina's culture is scattered across a dozen different apps. I'M SO NC puts it all in one place: The Official Video Archive of North Carolina Culture, built by the people who live it. Food spots, music, sports, history, events, everyday life, all 100 counties. Here's how to join in and get your first video uploaded.

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OPEN THE WEBSITE

01 CREATE YOUR ACCOUNT

- Click Sign In at the top right of any page (on a phone, tap You in the bottom menu), then click Join Now. You'll land on the Archiver Passes page.
- Pick a pass and click Get Started under it:
 - **Supporter Pass (Free):** watch, comment, like, follow and share. Your first video upload is free.
 - Starter (\$6.99/mo, 25GB): for creators getting their first uploads in.
 - Standard (\$14.99/mo, 75GB): for regular uploaders.
 - Pro (\$29.99/mo, 200GB): for serious creators. Pro members can qualify for platform partnerships.
 - **Archive My Video (\$5 per video):** archive a single video without a subscription. Your first video is free with a free account.
- Fill in your username, password (twice), email (twice) and full name, then check I agree to the Terms and Conditions.
- **Free Supporter Pass:** click Submit and Confirm. Paid passes: click Submit and Check Out, then pay on the secure Stripe page.
- You're in. You're signed in right away and a confirmation email is sent to you.

Tip: Your username becomes your public handle, so pick one people will recognize. If you already go by a name on TikTok or Instagram, use that same name here.

02 SET UP YOUR PROFILE

Your profile is your channel. It's how people across the state find you in the Archivers directory.

- Click your profile picture in the top-right corner and choose Settings. This opens your Dashboard on the Account page. (On a phone, tap You in the bottom menu, then Settings.)
- **General:** fill in your Display Name (what people see on your videos), your email, and your bio: who you are, what you create, and your county. Click Save Changes.
- **Avatar:** click Browse image, pick a clear square photo or logo (at least 400x400px), then click Save Changes.
- **Profile Photo:** add a wide banner for the top of your channel (about 1920x480px works well), then click Save Changes.
- **Social Profiles:** paste your TikTok, Instagram, YouTube and other links so fans can follow you everywhere, then click Save Changes.
- Open your menu and choose Profile to see your channel the way everyone else does.

Make sure to check out the Instructions tab. Click your profile picture in the top-right corner and choose Instructions for a full walkthrough of your Dashboard: uploading, editing your videos, setting up your profile and managing your pass. Full version: imsonc.com/instructions

03 UPLOAD YOUR FIRST VIDEO

Your first video upload is free with a free account. After that, uploading requires a Starter, Standard or Pro pass, or an Archive My Video pass (\$5 per video).

- Click the blue cloud icon at the top right (next to your profile picture) and choose Upload Video. On a phone, tap the blue cloud in the middle of the bottom menu, then Upload Video.
- **Pick the Status first:** Publish to post it as soon as it's ready, or Pending review to keep it hidden until it's reviewed.
- Drag your video into the box, or tap the box to choose it from your phone or computer. MP4 works best (up to 2 GB). Keep the page open until the upload bar finishes.
- When it's done, your video shows in the box with an Edit button. Click Edit (it opens in a new tab).
- On the Edit page, fill in the details:
 - **Title:** clear and searchable, e.g. "Best Fried Fish in Durham | I'M SO NC Approved".
 - **Video Credit:** only if someone else made the video. Add their name and the link to the original (see Video Credit below).
 - **Add Description:** what's happening, where it was filmed (city and county), and any people or businesses featured.
 - **Featured Image:** your thumbnail. Click Upload and pick an image. A good thumbnail gets more views (make one with the Thumbnail Grabber below).
 - **Video Categories:** pick one. Tap the arrow next to a category to see its sub-categories.
 - **Video Tags:** your county, city and topics, separated by commas (e.g. wilson county, whirligigs, food).
 - **Visibility (in the Publish box):** Publish so everyone can see it, Unlist so only people with the link can, or Private for just you.
- Click Update at the top of the Edit page. Once processing finishes, your video is live in the archive.

VIDEO CREDIT

Didn't film it yourself? Give credit to the person who made it. On your video's Edit page, fill in the Video Credit box (right above Add Description), then click Update:

- **Name:** who made the video, like @theirhandle.
- **Link to the original video:** where it was first posted, like the original TikTok, Instagram, YouTube or Facebook post.

It shows under your video as "Originally posted by" with a link to watch the original. Leave both boxes empty if the video is yours.

THUMBNAIL GRABBER

Need a thumbnail? Open your menu and choose Thumbnail Grabber. Pick a video from your device, slide to the best moment, click Grab this frame, then Download thumbnail. Your video is never uploaded, and it deletes itself from the page as soon as you download.

- **Sizes:** original, 16:9 for videos, 9:16 for Shorts, or square.
- **Formats:** JPG or PNG.
- **Use it:** on your video's Edit page, click Upload under Featured Image, pick the picture, then click Update.

SHORTS

Short vertical videos get their own spot. Any video you upload that is filmed vertical (standing up) and is 60 seconds or shorter goes into Shorts automatically. You don't have to do anything.

- **Your channel:** in the Shorts tab.
- **The homepage:** in the Shorts row.
- **The Shorts page:** with every Short on I'M SO NC.

UPLOAD TIPS

- Use a strong connection. Wi-Fi is better than cell data for big files.
- Horizontal or vertical both work. Upload your TikToks and Reels as they are.
- Always name the county. It helps your video show up for people searching that part of the state.
- Upload good quality video. Film in 1080p or 4K if your phone allows it, and upload the original video file, not a screen recording or a copy saved from another app.
- Keep it steady, bright and clear. Hold your phone with both hands, film with the light in front of your subject instead of behind them, and get close to whoever is talking so people can hear them.

GO LIVE

The Starter, Standard and Pro Archive Passes can also stream live to your channel from your phone, laptop or desktop. No app needed.

- **Starter:** 2 hours of live a month.
- **Standard:** 8 hours of live a month.
- **Pro:** 30 hours of live a month, no viewer limit.

Live time resets on the day your payment is due and paid. Starter and Standard lives can have up to 300 viewers. Your followers get an email when you go live, and you can tap Invite during your live to call them in. Live chat shows right on your screen.

- Click your profile picture and choose Go Live.
- Allow your camera and microphone, add a title and pick your county.
- Tap Start Live. People can watch and chat on your channel, and you show up in Live Now on the homepage.
- Tap End Live when you're done. A copy saves on your device: tap Save video, then Upload to my channel.

04 EXPLORE AND CONNECT

- **Browse by category:** tap the menu at the top left and choose Videos to find everything from Comedy to Concerts to Pets & Animals.
- **Find other creators:** check out the Archivers directory and follow the people you like.
- **Like, comment and share:** show love to other North Carolina creators. Sharing videos helps the whole archive grow.
- **Build playlists:** save your favorite videos to watch later.
- **Watch I'M SO NC TV:** catch featured content on I'M SO NC TV.
- **Rep your county:** grab official gear at the I'M SO NC Shop.

05 MANAGE YOUR CHANNEL

From your Dashboard (click your profile picture, then Settings) you can:

- Edit or delete your videos under Videos > All Videos: update titles, descriptions, thumbnails and tags anytime.
- See how your videos are doing (views, likes, comments).
- Reply to comments and moderate your channel.
- Upgrade or manage your Archive Pass under Membership when you need more storage.
- See what we keep about you and email yourself a copy of your data under Account > Account Privacy.
- Leave anytime under Account > Deactivate Account, with 30 days to change your mind.

Need more help? Click your profile picture and choose Instructions, or open the Dashboard Instructions at imsonc.com/instructions.

06 ADVERTISE WITH IM SO NC AD AGENCY

Want your business in front of North Carolina? Place a 15, 30 or 60-second video ad that plays before videos on imsonc.com. Then log in to the IM SO NC Ad Agency (imsonc.com/ad-agency) to see your ads, how long they run, how they are doing, your invoices and your own video folder.

- Create your free account. Use the same email you will put on your ad so your dashboard finds it.
- Go to Submit Your Ad (imsonc.com/submit-your-ad), pick a plan (15-second \$35, 30-second \$60 or 60-second \$100 per week), upload your video and pay online.
- We review every ad and let you know before it goes live. Each ad runs 7 days from your start date.

- Log in to the IM SO NC Ad Agency any time for your results, invoices and videos. Every ad video is kept in the IM SO NC ADS folder under your business name.

FAQ FAQ

Do I need an account to watch videos?

No. Anyone can watch. A free Supporter Pass lets you comment, like, follow and share.

Do I have to live in North Carolina?

The archive is all about North Carolina: its people, places and culture. If your video is about NC, it belongs here.

Can I upload videos I already posted on TikTok, Instagram or YouTube?

Yes, as long as they're your videos. Bring your content home to NC's archive.

Why isn't my video showing yet?

New uploads take a few minutes to process. If it still isn't showing after a while, contact us at imsonc.com/contact-im-so-nc.

I forgot my password.

Use Lost Password on the login screen to reset it.

Can I cancel or change my pass?

Yes. Click your profile picture and choose Membership to change or cancel your pass, or reach out and we'll help.

How do I deactivate my account?

If you have a paid Archiver Pass, cancel it first under Membership (deactivating doesn't stop billing). Then open your menu, go to Dashboard > Account > Deactivate Account, click Deactivate My Account, enter your password and press Deactivate. Your channel and videos are hidden right away. You have 30 days to log in and reactivate under Account > Reactivate Account. After that, your account and uploads are permanently deleted.

ARE YOU I'M SO NC APPROVED?

Every county. Every story. One archive. Create your account, set up your channel, and upload your first video today.

JOIN I'M SO NC