



# Short Attention Span Theater

Leveraging Web Video to Expand Your Reach

[davesummers.com](http://davesummers.com)

# SCTV – circa 1978



# Hi, I'm Dave, and I'm here to help.



- BFA Video Production / Minor in Business
- Tours of Duty at Pepsi, Accenture, and AMA
- Interactive Training/Performance Support
- Since 2008:
  - ✓ Hosted 455 episodes of Edgewise (12K weekly listens)
  - ✓ Produced 600 Pay-per-view Webinars (\$9M Gross Rev)
  - ✓ Ran 333 Free Webcasts (Half Million Registered)
  - ✓ Created 450 YouTube Videos (331K views)
  - ✓ Independent contract work for:
    - Yeshiva University
    - Facticiti.com
    - Amazon Web Services

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# Agenda

- Some assumptions
- Review some stats
- Brief review of Live/On-Demand platforms
- Additional Tools/Apps you might consider
- Best Practices
- Q&A





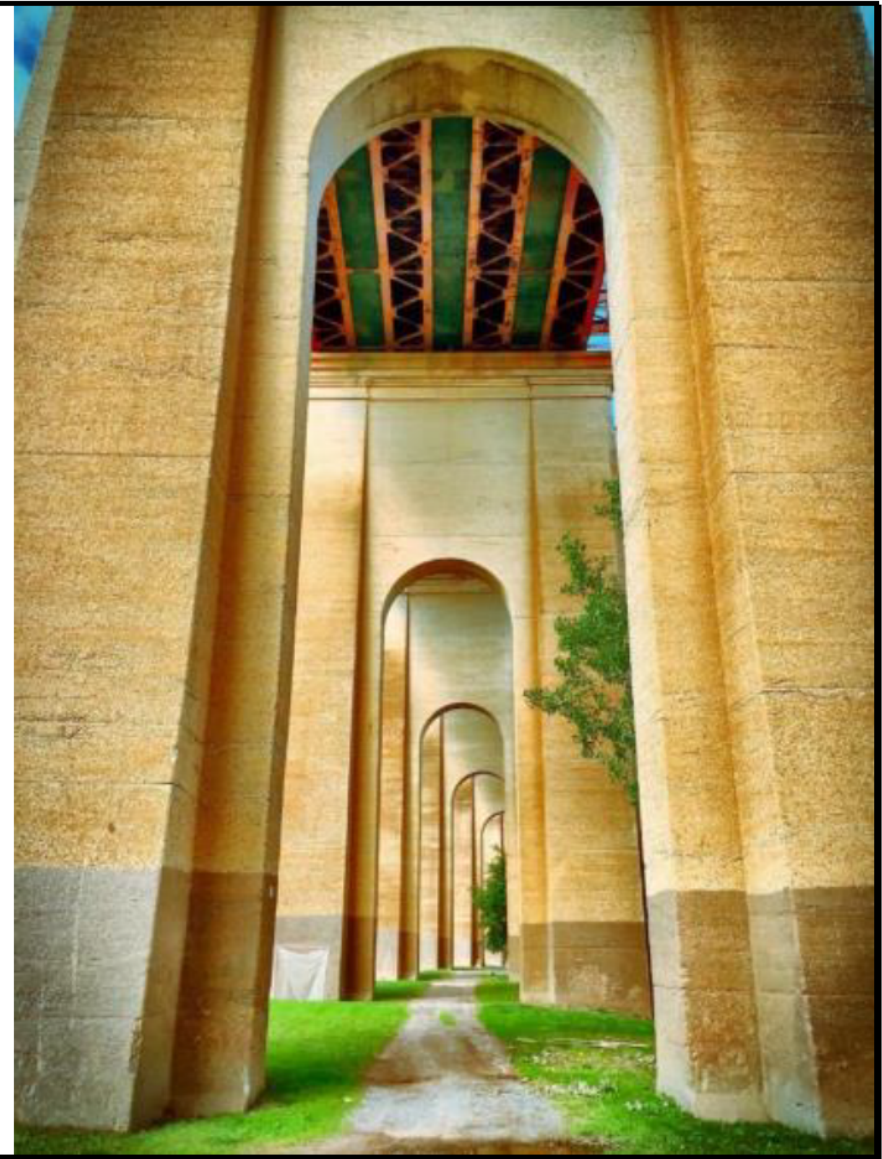
# I'm Assuming...

- You're budget conscious
- You'd like to do as much of this on your iPhone/Android as possible
- You don't have the time to learn the entire Adobe Creative Cloud Digital Media Production Suite
- You'll stop me with your questions



# Quick Question:

Is video the enemy?



# Mmmmm, Smell That Fresh Data

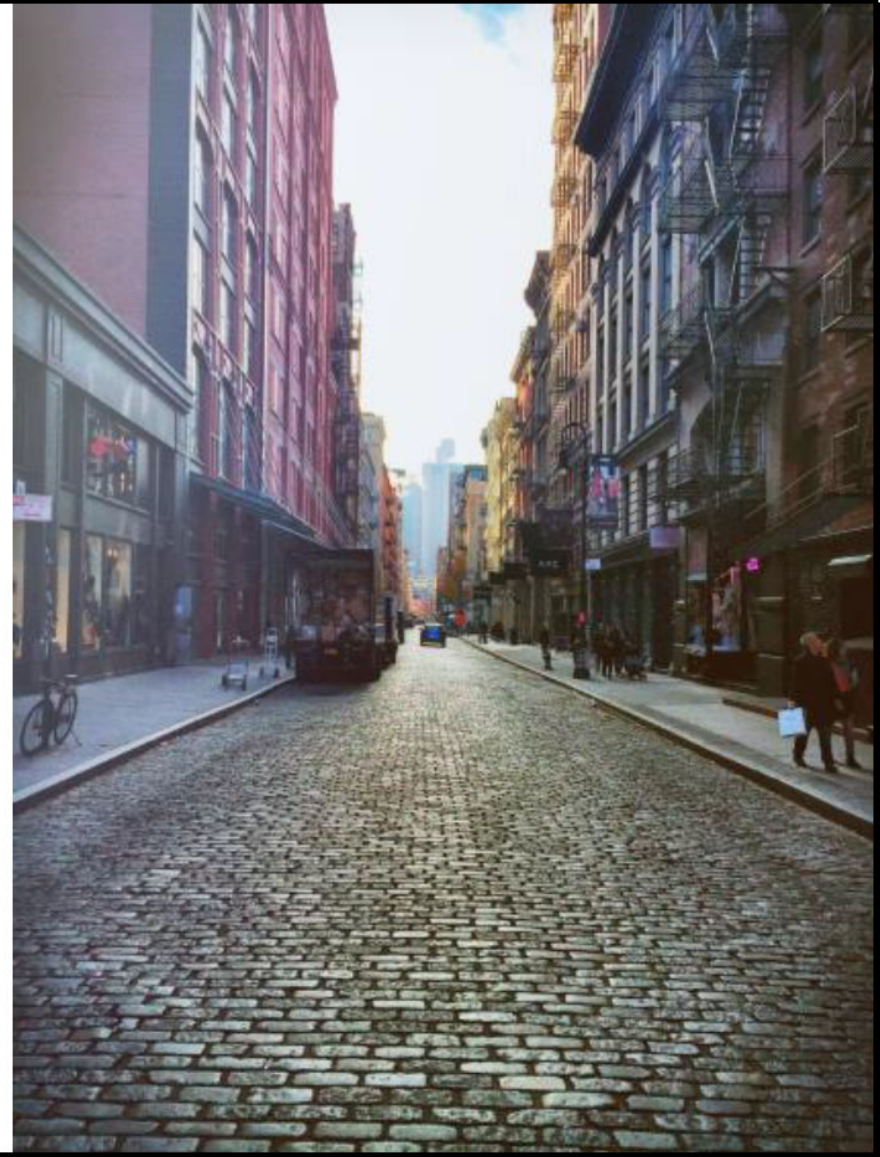
- YouTube has over a billion users, one third of all people on the internet<sup>1</sup>
- Over half of all YouTube video content is viewed on mobile devices<sup>1</sup>
- 8 out of 10, 18-to-49-year-olds watch YouTube in an average month<sup>1</sup>
- Facebook generates 8 billion video views on an average day<sup>2</sup>
- One of every five Facebook videos, is a live broadcast<sup>3</sup>
- 5 Million Videos Posted Within 24 Hours Of The Introduction Of Instagram Videos<sup>4</sup>
- 35% Of Instagram's 700 million users are creating and viewing videos via Stories<sup>4</sup>

[/www.youtube.com/yt/about/press/](http://www.youtube.com/yt/about/press/)  
[/techcrunch.com/2015/11/04/facebook-video-views/](http://techcrunch.com/2015/11/04/facebook-video-views/)  
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[/www.adweek.com/digital/video-on-instagram-5m-uploads/](http://www.adweek.com/digital/video-on-instagram-5m-uploads/)



# Platforms

- Facebook
- YouTube
- Instagram
- Vimeo







# Platforms: Facebook

- Incredible ease of use and vast global audience reach
- Primarily built for live video broadcasting (prerecorded videos can be uploaded)
- Viewer comments appear on the page
- You have the option of saving the video to your page or deleting it
- Select who you want to share the live stream with (public, friends, friends except)
- Extremely easy to block “undesireables/troublemakers” during broadcast
- Remember to follow-up with active and/or curious audience members
- Probably the easiest platform to practice with



# Platforms: YouTube

- Extremely easy to record/edit/upload all in the same app
- YouTube Live requires 24 hours for validation/activation
- From your full YouTube channel web page you can:
  - ✓ Create and maintain playlists
  - ✓ Check Google-based metrics and stats on your channel and videos
  - ✓ Add interactivity to your vids thru call-to-action Cards and End Screens
- Hey, it's Google!
- Live YouTube streams can be viewed on your YouTube channel
- You can share the link to your live broadcast through your social media channels
- Enabling chat provides real time comments/questions from your audience



# Platforms: Instagram

- Incredible ease of use
- Photos are still the primary draw to Instagram but video is rapidly growing
- Viewer comments appear on the page
- You have the option of saving the video to your page or deleting it
- Select who you want to share the live stream with
- Remember to follow-up with active and/or curious audience members
- Emphasis on the visual side with this app
- Brand new Instagram TV:
  - ✓ Long-form (up to an hour)
  - ✓ Vertical (portrait) screen orientation is preferred
  - ✓ Set up your own IGTV channel/ become a creator



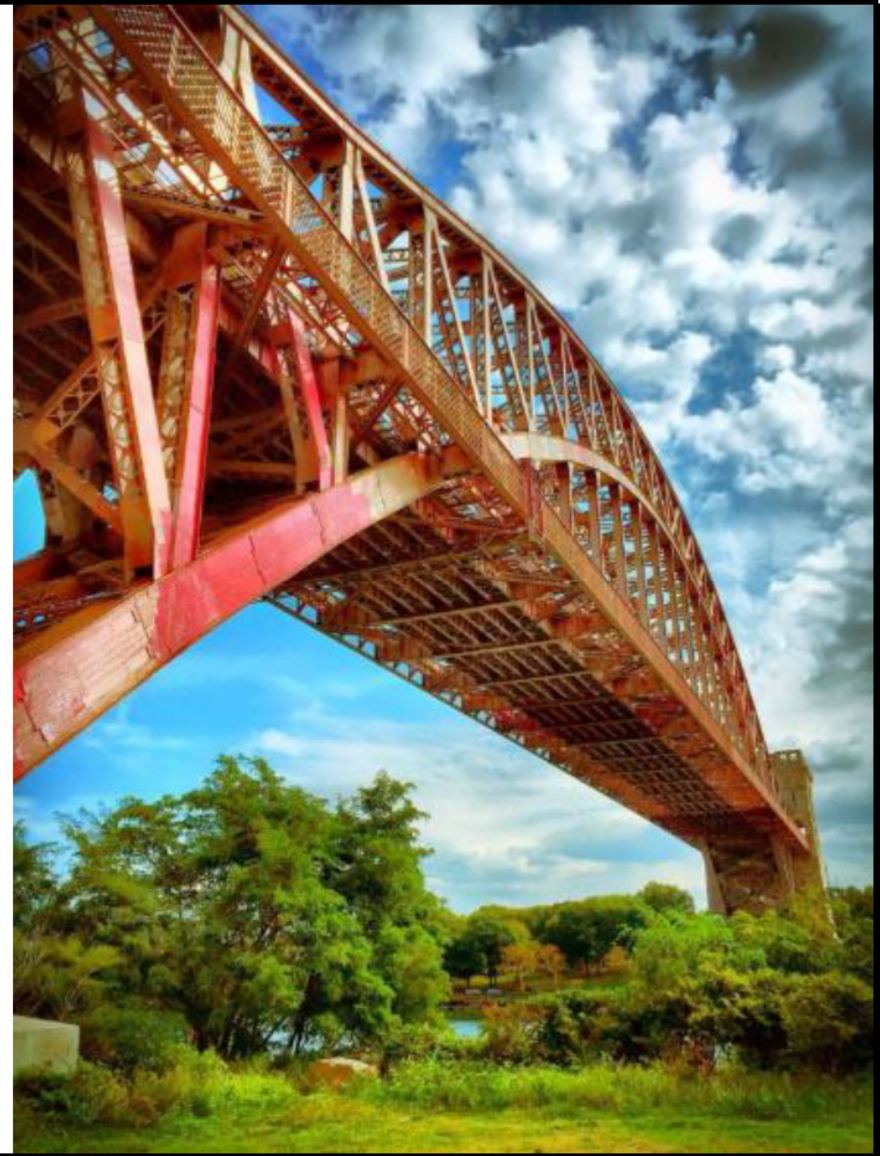
# Platforms: Vimeo

- Where YouTube can be more of a free-for-all, Vimeo is a “gated garden”
- Upload videos/curate content/check viewer metrics
- Vimeo players can be embedded in webpages and linked to social sites
- Vimeo is just about your video or your channel, the universe is kept outside
- You can limit access to individual videos and playlists
- Vimeo is the most popular web video distribution platform for “creatives”
- Free setup is on-demand only, Vimeo Live is primarily a business offering



# Additional Tools/Apps

- Adobe Spark
- iMovie
- Cameo
- OBS Studio



# Tools/Apps: Adobe Spark Video



- Simple, but powerful web video creation tool
- Combine video clips, photos, and icons
- Animated text overlays are very cool
- Either use one of the many prebuilt themes, or create your own template
- Exceptional music library or your own tracks can easily be incorporated/edited
- Adobe Spark Video projects are automatically synched across all of your devices
- Hey, it's Adobe!



## Tools/Apps: iMovie

- Easy to view, edit, and index video clips
- Library of templates for title designs, transitions, and text included
- Professional visual effects: slow-motion, fast-forward, pic-in-pic, split screen
- Seamlessly works with all other Apple built iOS digital media apps
- Hey, it's Apple
- Music and sound-effects library incorporated in app
- Finished videos can be uploaded to Facebook and Vimeo with one click



# Tools/Apps: Cameo

- Vimeo's answer to all-of-the-above
- Easy to use edit, compose interface
- Collection of themes/styles/music available
- Direct upload to Vimeo



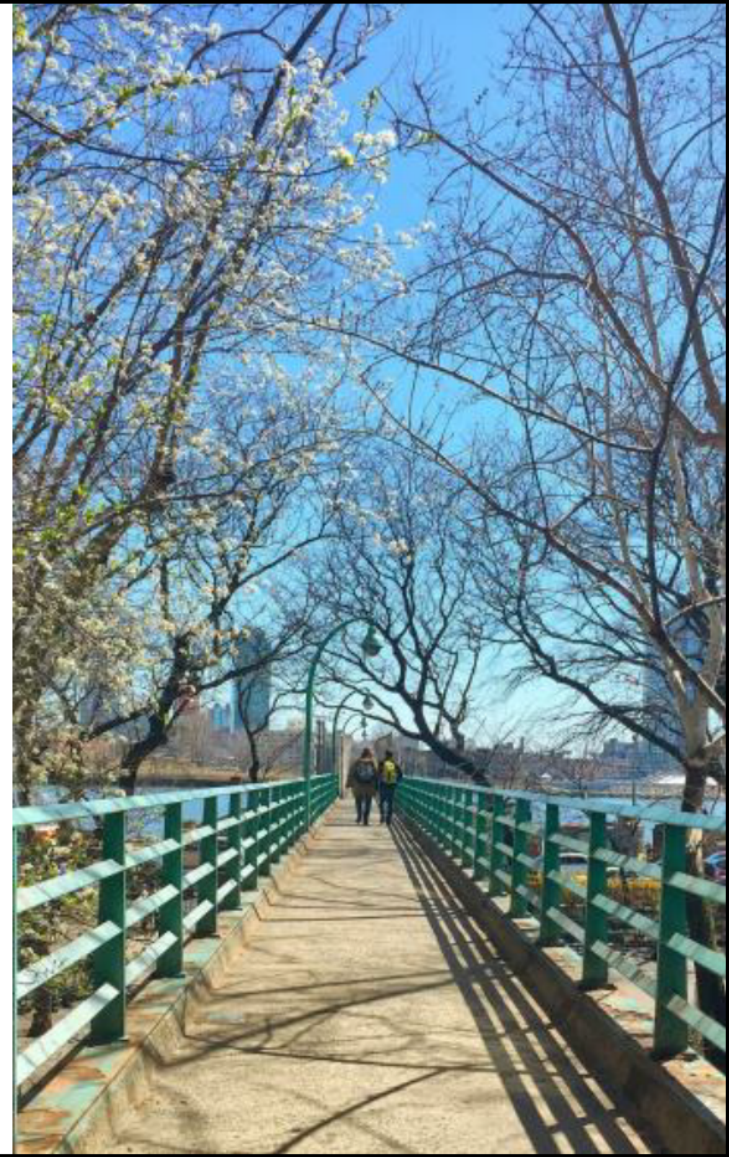


# Tools/Apps: OBS Studio

- Nerd Alert – you have been warned
- Free open source software for video recording and live streaming
- You'll need a personal computer for this bad boy (Windows, Mac, or Linux)
- Don't let deep tech functionality overwhelm you
- If you want your preproduced video to appear as a live stream, this is the ticket
- You can live stream to YouTube, Facebook, and other platforms directly from OBS
- You can incorporate timed playlists and canned transitions

# Best Practices: Advice

- Think Tactical/Practical
- Learn by doing – “make some mistakes”
- Get help, when needed
- Prep matters
- Test everything
- Consider a templated approach
- Lather, Rinse, Repeat



## Best Practices: Gear

- Consider a portable tripod
- Maybe invest in an external mic
- A GoPro is a perfect 2<sup>nd</sup> camera





Questions?

