

Video 101



Welcome to 'Video 101', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project.

This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

Why Video?

Video sharing is an incredibly popular way of reaching people whether your goal is to inform, educate, entertain or market. [YouTube](#), the most popular video sharing platform, is also the third-most popular website in the world (Google and Facebook take turns being first and second). In addition, YouTube is the second-most popular search engine tool (after Google).

Engaging and compelling videos are a wonderful way to easily reach a large number of people. Purposes for creating a video include: marketing, training, general information, instruction, or just for entertainment. There is virtually no limit to the type of information you can present via video. Who knows, after reading our Video 101 module, you might just create the next viral video!

While creating a professional video may cost you a pretty penny, amateur videographers, and generally creative types around the world, have had success creating and distributing low-cost videos on a myriad of topics. Thanks to smartphones and tablets, creating a video is easy with the push of a button.

However, for a more professional product – which is necessary for creating videos with a marketing purpose – you need to use proper equipment and editing software. It is also important to have someone with professional experience shoot your video if you require live content! Unless you have a staff person or volunteer with these skills, you will need to set a budget for creating your video.

For some ideas on how to create quality videos on a low budget, check out this [blog post](#) by Peter Gavin.



Video 101



Once your video is created, digital distribution is virtually free, thanks to platforms such as [YouTube](#) and [Vimeo](#). While you may have to spend some money to create your video, actually marketing with video can be a cost-effective means of reaching out to a target audience.

It is also important to note that video doesn't always have to be live-action film. You can create a video using a series of still photos or even web pages, with music added for interest. Here is an [example](#) of a video created by [Community Learning Alternatives](#) for CLO's [Love Letters to Literacy](#) campaign.

When it comes to video, the only limit is your imagination, your willingness to try new things ... and possibly your budget!

How Do I Use Video?

In this section, we will provide some basic information on how to get started with the two most common video-sharing platforms, [YouTube](#) and [Vimeo](#). However, as with all social media tools and technology, there are frequent changes so it is always a good idea to take a look at the "help" pages of each platform for the most up-to-date information.

The [YouTube Help Centre](#) includes information about getting started, watching videos, creating videos, and more.

Similarly, Vimeo has a [help page](#) that features FAQ, uploading basics, Vimeo Video School, and much more.

Both YouTube and Vimeo videos can be directly embedded into your website, shared on your Facebook page, tweeted out to your followers, and shared on other social media platforms such as LinkedIn, blogs, and Pinterest.



Video 101

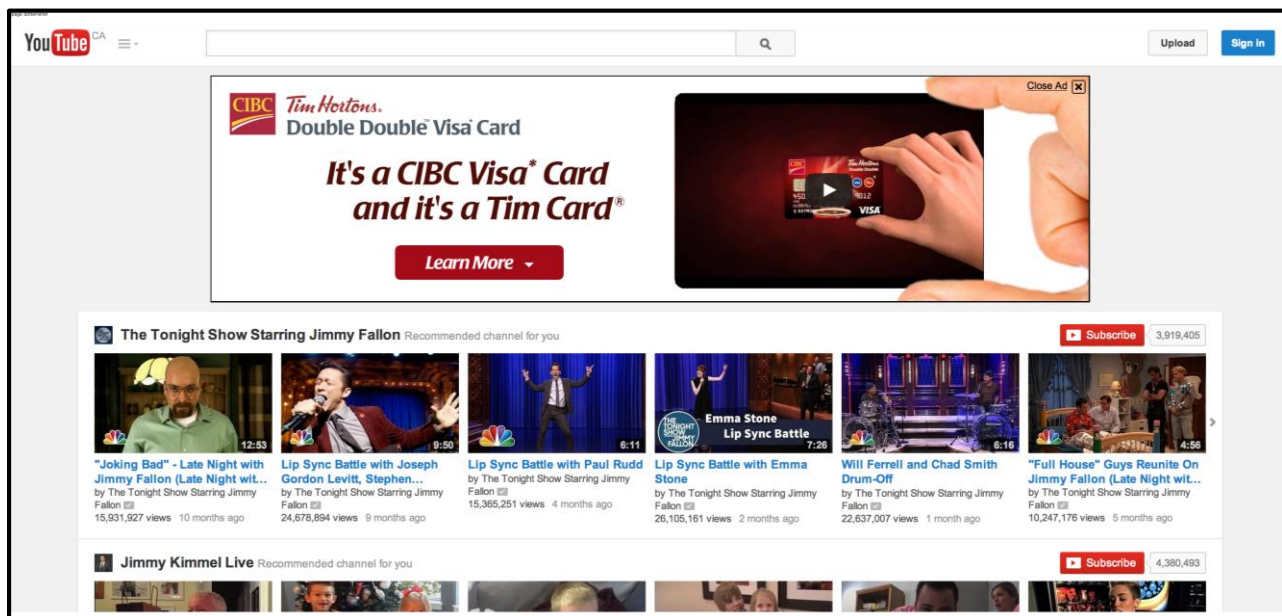


YouTube

The most common method for sharing videos online is through [YouTube](#). You can create your video using anything from professional equipment to a cell phone and then upload it to YouTube to share with others. You'll be in good company if you choose to use YouTube – there is close to 100 hours of content uploaded to YouTube each minute of every day! If you want to know more about YouTube, be sure to watch Corey Vidal's Vlog, "[What is YouTube?](#)"



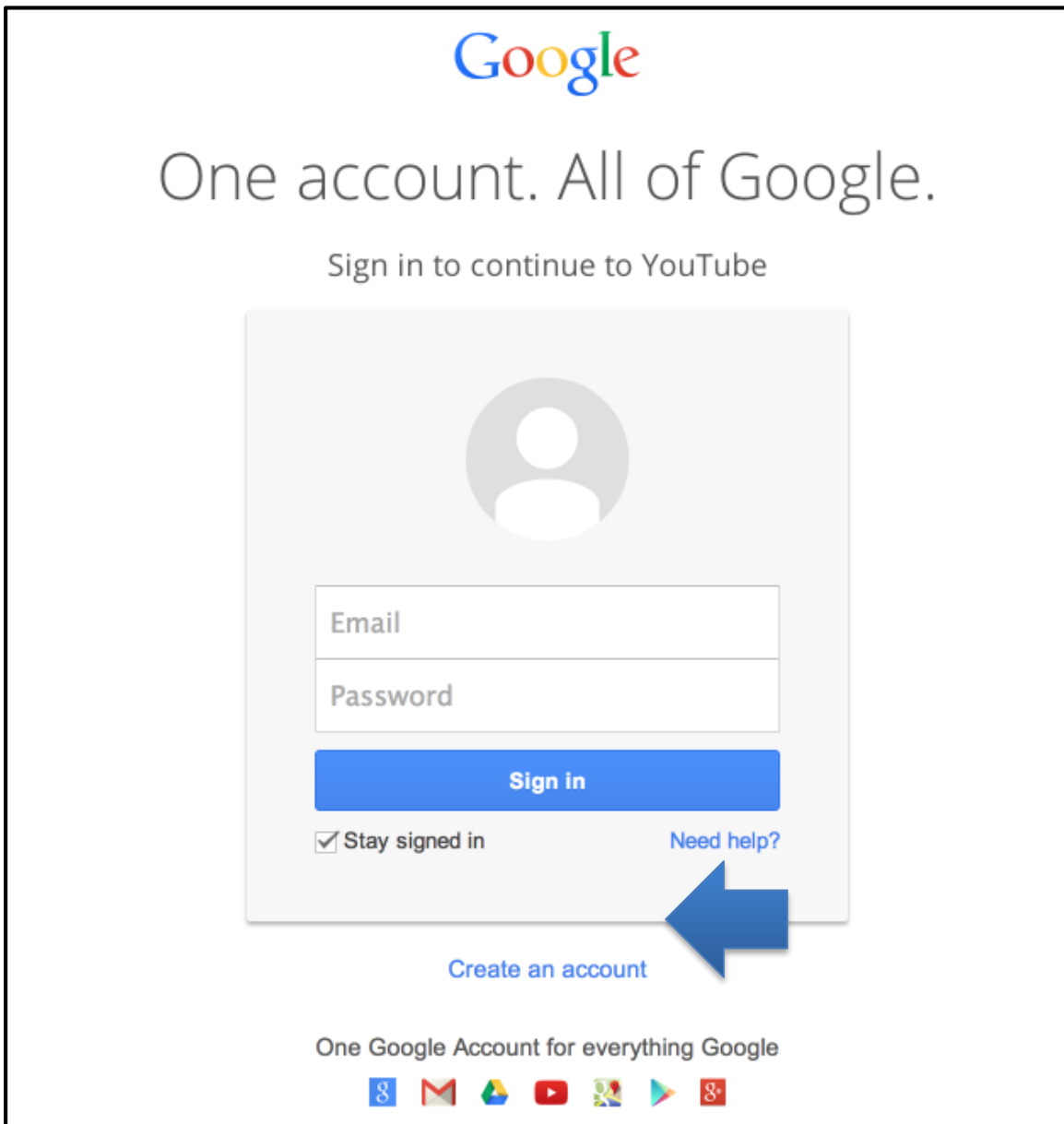
YouTube is part of the Google family, so if you already have a Google account, you can easily sign in to YouTube! If you don't have a Google account, click "sign in" at the top right of the YouTube [home page](#).



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Next, click ""Create an account"".



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Once you have set up your Google account, you can access your YouTube account via the web or via an application on your smartphone or tablet.

If you have a personal Google account but not an organizational one, you may want to take the time to set up an organizational Google account. This way, any YouTube channels that you subscribe to or any videos you post when you are logged in with your organizational account will be identified as being associated with your organization and not with you personally.

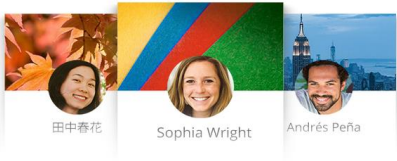
When you create your free Google account, you need to enter both a first and last name, but you can work around this by using, for example, “ABC” as the first name and “Literacy” as the last name. You can link your new Google account to your current email address or you can set up a new Gmail address – it’s up to you. For more detailed information about setting up a Google account, see their [Help page](#).

Create your Google Account

One account is all you need
A single username and password gets you into everything Google.



Make Google yours
Set up your profile and preferences just the way you like.



Name

Your current email address

[I would like a new Gmail address](#)

Create a password

Confirm your password

Birthday

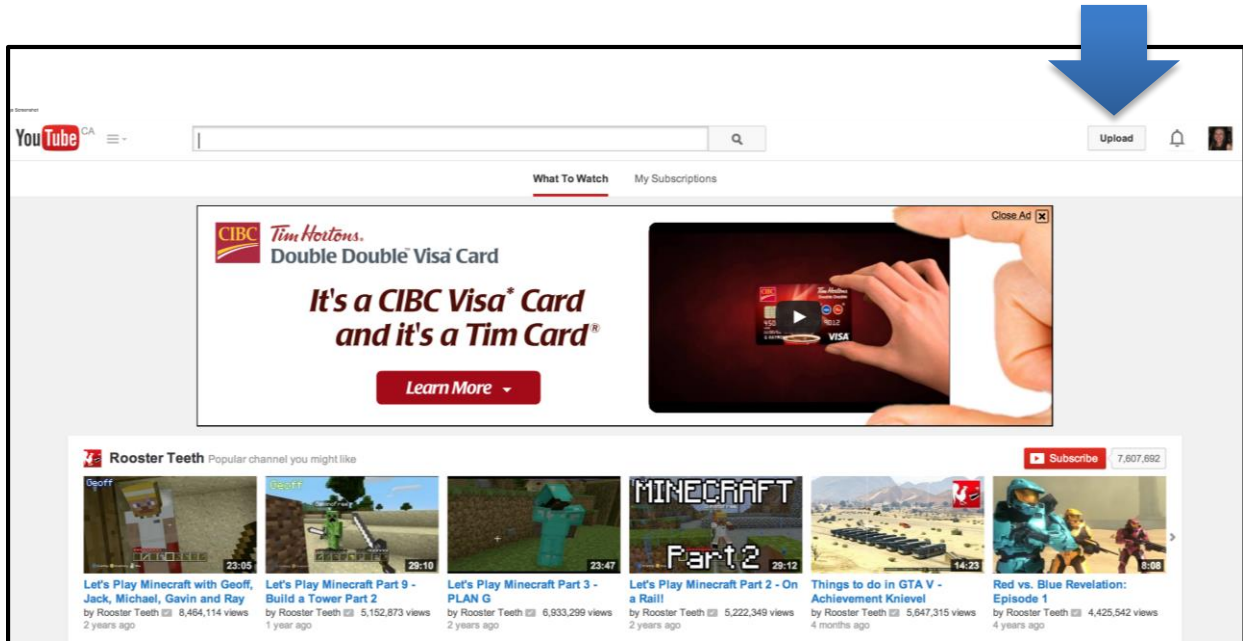
Gender



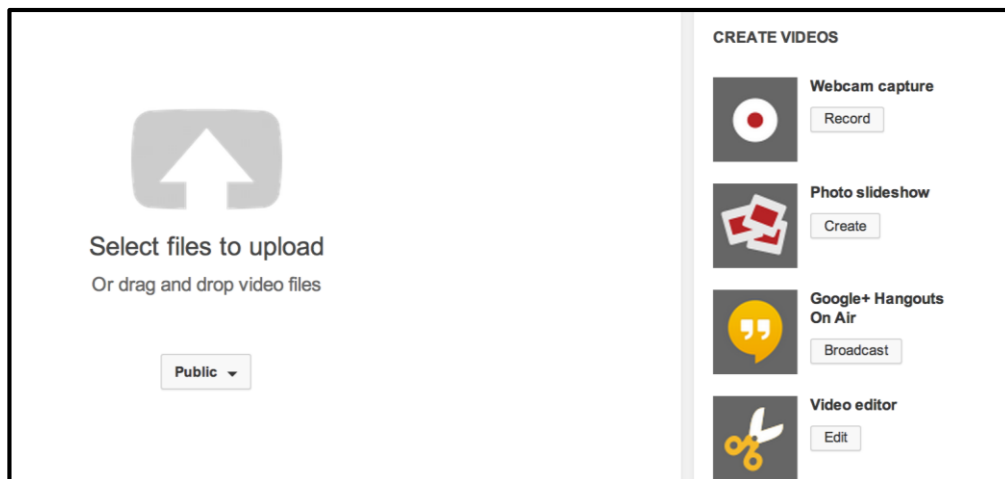
Video 101



Once you are signed in to your YouTube account, all you have to do is click the “upload” button at the top of the YouTube page to load your first video. Then, you simply choose the desired video file from your hard drive.



From the [upload screen that appears](#), you can also create a video through your webcam, edit a video, or create a photo slideshow. (You can find more details at the [Help page](#). Instructions for uploading from various mobile devices can be found [here](#).)

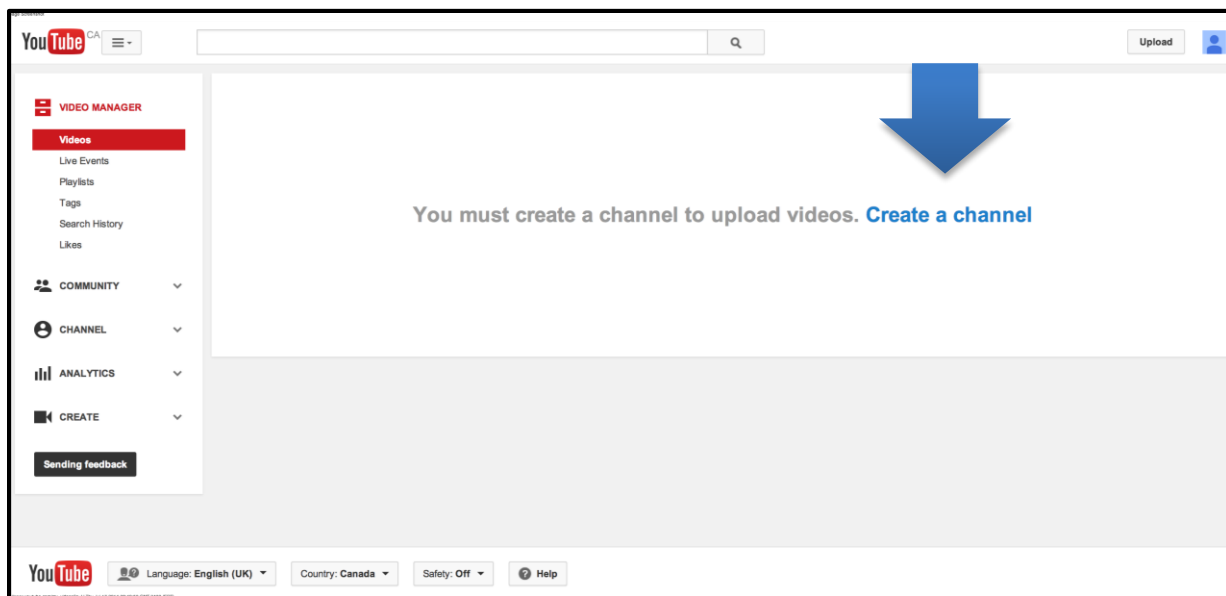


Video 101



Initially, you can only upload videos that are less than 15 minutes in length. If you want to upload longer videos, you will need to verify your account using a mobile phone. You can find instructions to do that [here](#). For promotional or marketing videos, however, 15 minutes is more than enough because those videos should not be more than a couple of minutes in length. People have short attention spans, so you need to grab their attention quickly.

Once you have a YouTube account, you must create a channel in order to upload videos. Simply click on “create a channel” and follow the instructions. (Choose “other” for gender when you set up an organizational channel.)



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YouTube channels allow you to store all of your videos in one place and make it easier for people to find and watch your videos. Other users can subscribe to your channel to be notified when you post a new video.

Here are some examples of YouTube channels from literacy providers:

- [QUILL Learning Network](#)
- [Deaf Literacy Initiative](#)
- [ABC Life Literacy Canada](#)

ABC Life Literacy Canada Subscribe

Home Videos Playlists Channels Discussion About

Celebrating Family Literacy Day with Robert Munsch
317 views 3 months ago
On January 27, 2014 beloved children's author Robert Munsch celebrated #FamilyLiteracyDay alongside thousands of parents and children at the Ontario Science Centre in Toronto, Ontario.
Visit FamilyLiteracyDay.ca for more information.

15 Minutes of Fun
What are your #15MinutesofFun?
by ABC Life Literacy Canada • 8 months ago • 2,946 views
How are you and your family celebrating Family Literacy Day? Tell us online using the hashtag #15MinutesofFun

Related channels on YouTube

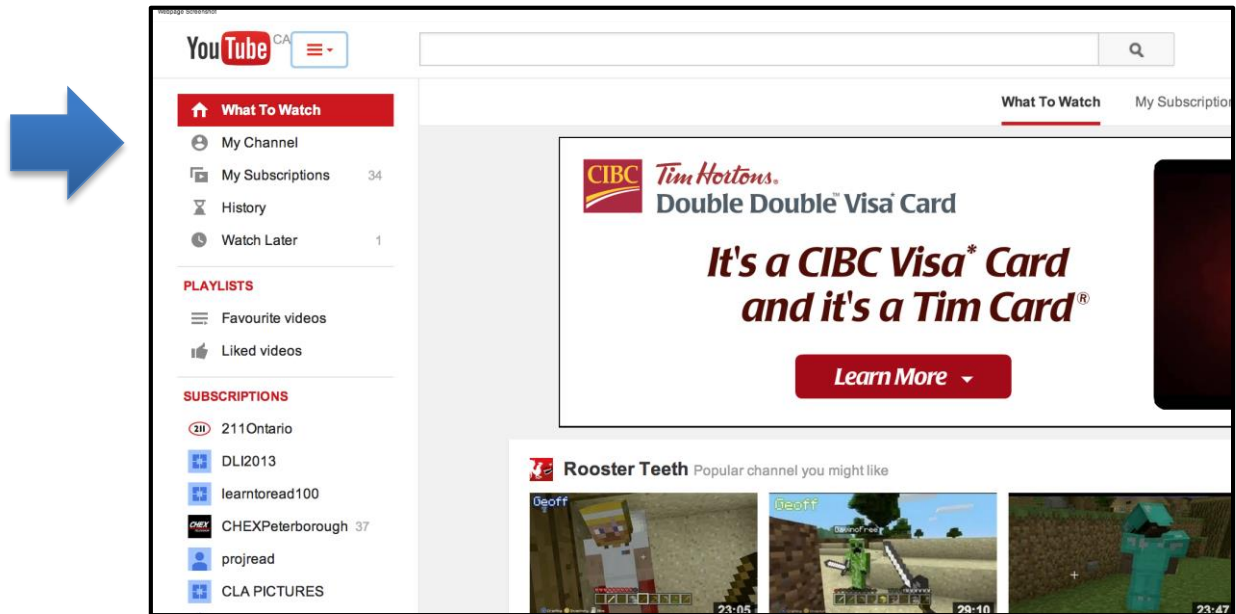
- tvochannel Subscribe
- The Agenda with Stev... Subscribe
- tvoparents Subscribe
- REI Tips Subscribe
- BTLfanatic Subscribe
- torontopubliclibrary Subscribe



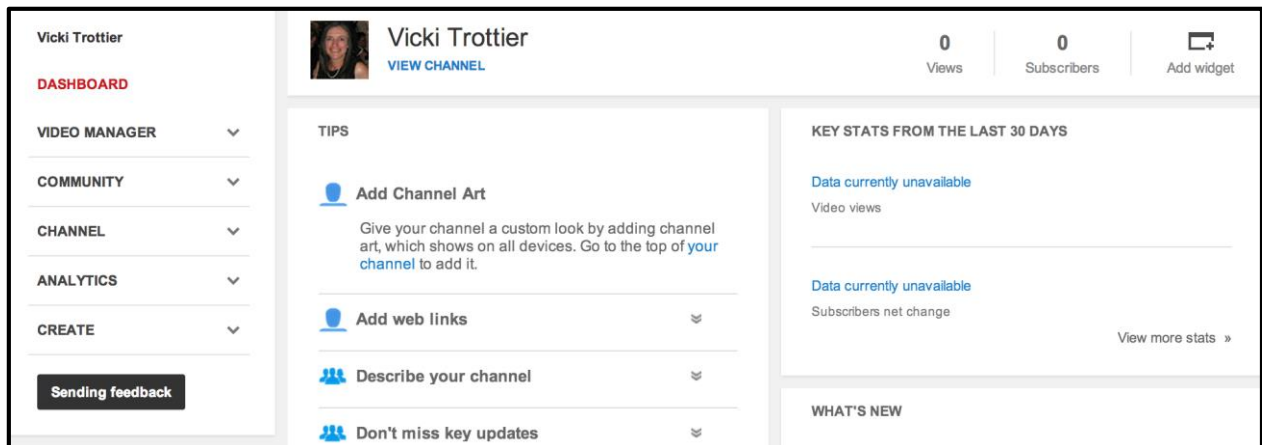
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To set up your YouTube channel, simply click “my channel” from the drop down menu on the left side of the main YouTube page. This will then bring up your dashboard where you can customize your channel with your logo or other picture, add links to your website and other online accounts, and provide a brief description about your YouTube channel.



Once you have set up your channel and uploaded some videos, you will also be able to see statistics about numbers of viewers, new subscribers, and more by going to your YouTube [Dashboard](#).



Video 101

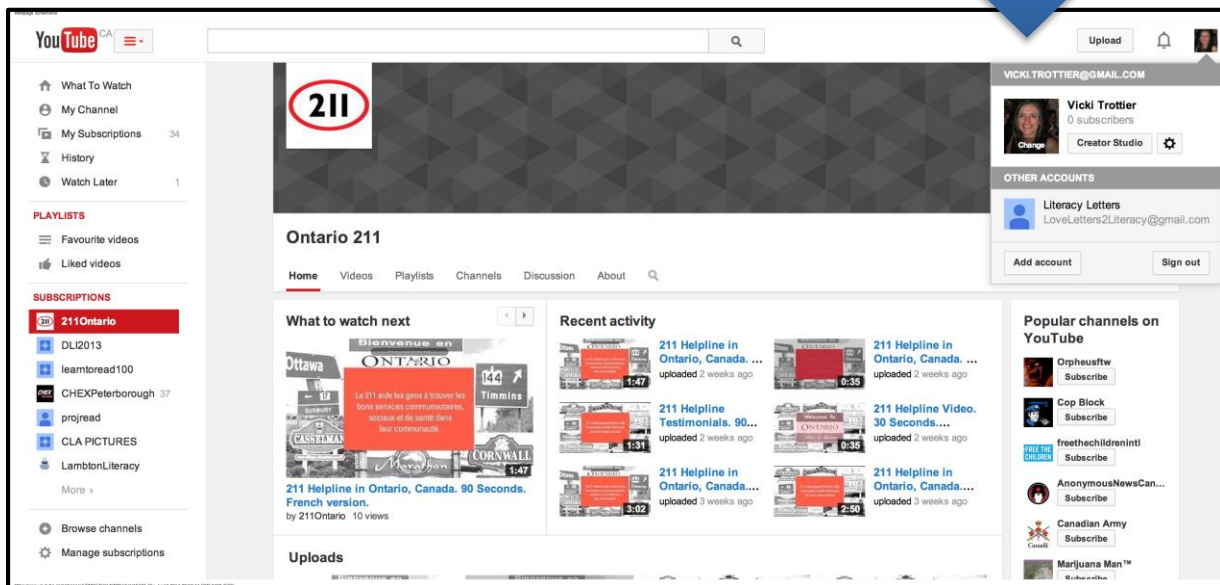


When you watch a video on YouTube that you like, you can subscribe to the channel of the person or organization that created that video to see all of their videos.

You can also “like” a video by giving the thumbs up! Do this to support videos industry-wide. Videos you “like” will appear in the newsfeed of others who subscribe to you!



You can be logged in to YouTube from multiple accounts at the same time (e.g., your personal account and your organizational account), so take note of which account you are subscribing with! You can easily switch back and forth between accounts simply by clicking on the account you want to use from the dropdown list in the top right corner of the YouTube screen. The “active” account will always be the one on the top.

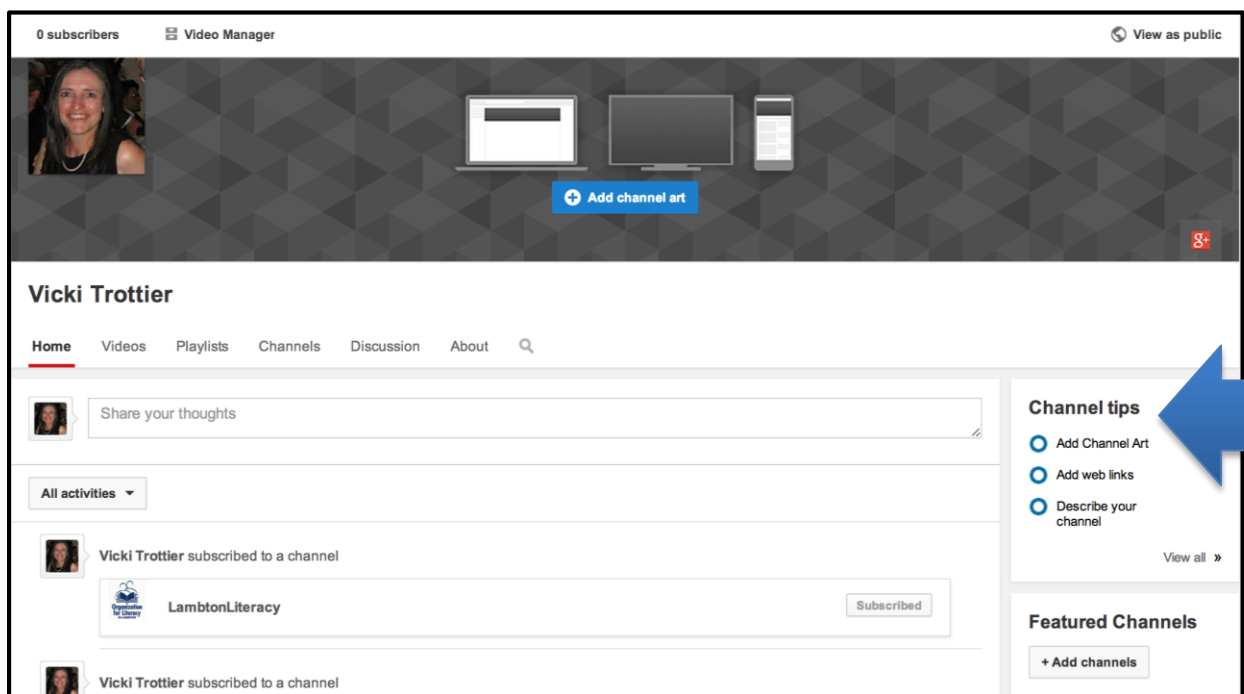


Video 101



After you have done the basic set up for your channel, clicking on the “my channel” link in the left-hand menu will bring you to your channel’s home page where you can track your activity, and manage your subscriptions.

If you didn’t complete the setup for your channel, or you want to make changes, simply click the links in the “Channel tips” box on the right of your home page. You can also see what your channel will look like to other users by clicking on the “view as public” link at the top right of the page.



Vimeo

As we mentioned, YouTube is hugely popular, which means that you can find videos on virtually any subject you are looking for. Because there are so many videos available on the internet, this also means that it can be difficult for your video to stand out. People may find it frustrating to search for a particular video, or may become confused with the sheer volume of content on YouTube. There is simply so much content available on YouTube, from the sublime to the ridiculous, that it can be overwhelming for some. For these people, [Vimeo](#) may be a better choice.



Another reason to choose Vimeo is that there are no advertisements, and there is less clutter in general around your video which can create a better viewing experience for your audience. YouTube includes advertising that can take the form of pop-ups on your video, or commercials that play before your video starts, or links on the page. Less clutter and no advertising can make your video look more professional.

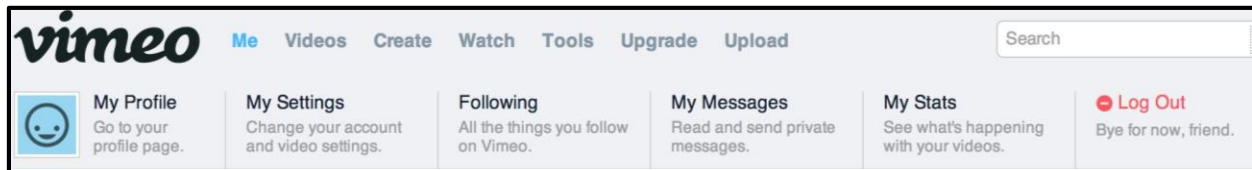
Yet another reason to choose Vimeo is that you can easily password-protect your videos if you are choosing to share them with only a select audience. This is a good feature if you create a series of videos that are accessible only to a select group. This is not a concern, however, for marketing videos which you want people to freely view and share! On the other hand, videos stored on Vimeo will not show up as readily in search engine results. This is because YouTube is part of the Google family!

Like any other social media platform, to begin using Vimeo you will need to set up an account. To do this, fill in your organizational name and email, select a password and click on the “join” button from the [main page](#). This will then take you to a page where you can select whether you want to use the free version (Vimeo Basic) or a paid version. When you start, we recommend starting with the free version. You can always upgrade later.

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You will receive an email asking you to verify that you do indeed want to join Vimeo. Once you have done that, click on “me” and begin setting up your profile.

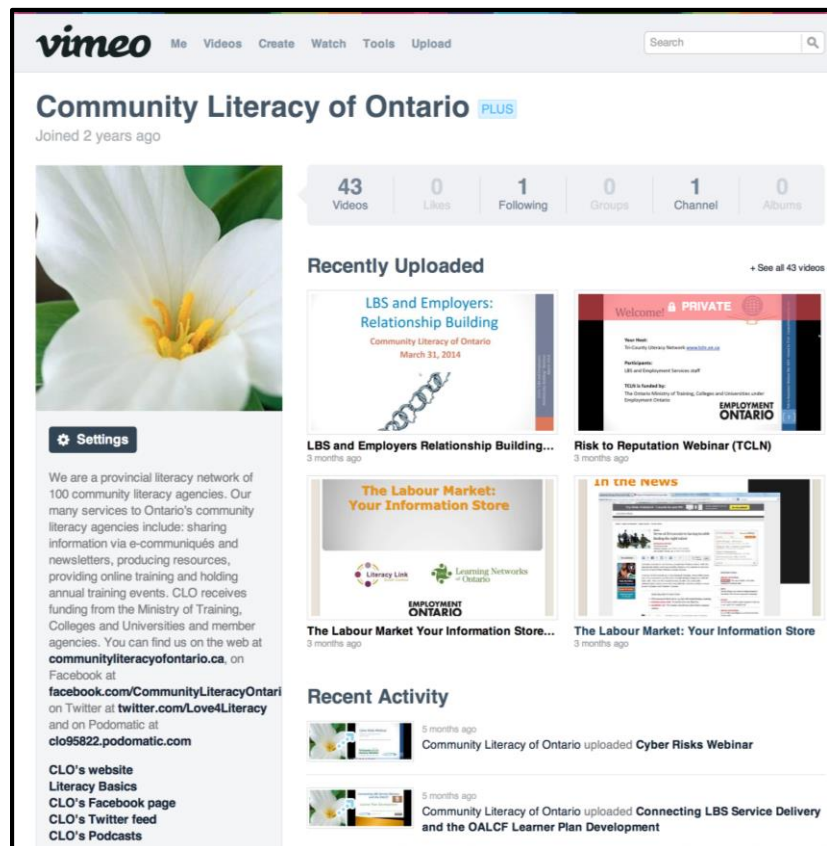


After you have set up your profile, uploading a video is easy. Just click on the “upload a video” button and follow the prompts. You can upload from your hard drive, from Dropbox, or from a mobile device. There are detailed instructions for each method on the [upload page](#).

Channels on Vimeo are somewhat different than they are on YouTube. On YouTube, your “channel” is your organization’s home page where all of your videos are stored. On Vimeo, this is your profile page. Vimeo users can create multiple channels to store their videos by topic, date, or however they choose.

Here is Community Literacy of Ontario’s [Vimeo profile page](#).

In Vimeo, you “follow” other users. In YouTube, you “subscribe”.



Other Video Options

When it comes to sharing your videos with the world, YouTube and Vimeo are the two big players. They are both flexible enough to allow you to share your video within their platforms, via your website or through your social media channels.

When it comes to creating videos, however, there are many options to choose from. There are numerous video-creation and editing programs as well as applications available, some of which are free. You can create, edit and upload via computers, smartphones, or tablets and then upload your finished product to YouTube or Vimeo. While virtually anyone can create a video, it does take some skill and the right equipment to create a professional video. If you are creating a video for fun, you can probably use your smartphone, but if you are creating a video for marketing purposes, you will have to use the right equipment, and the right people with the right skills.

Sometimes you can also share your video creation through a link to the program you created it with. For example, [Animoto](#) lets you create a video using existing photos and video clips which you can then post and share wherever you want. Animoto is available on the web or via mobile applications for tablets and smartphones. Community Literacy of Ontario created this [video](#) on Animoto to promote our Social Media Marketing project!

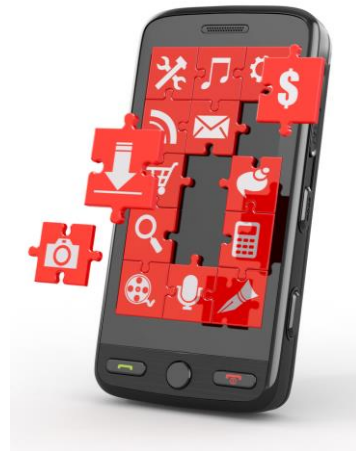


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[igniteCAST](#) lets you create, view, and share videos. Videos are created from what is on your computer screen. This is also known as “screencasting”. Videos are called “ignitables”. You can learn more [here](#).

Apple/Mac users can easily create videos using iMovie, which is free software included with every new Mac computer. These videos can then be uploaded to YouTube or Vimeo for viewing by an audience. You can learn more about iMovie [here](#).



Target Audience

Video is a wonderful way to reach any target audience. Seeing an idea brought to life through video and visual image can be so much more compelling than a printed brochure or a poster. Video is a particularly good way to reach potential learners with limited literacy skills, especially if it includes audio.

Studies show that people remember and engage with visual content more easily. The ability for the general public, or a specific target audience, to quickly view a compelling video greatly increases the chances that your message will be heard. As well, given the prolific use of mobile devices, the fact that people can quickly watch a video “on the go” greatly increases your organization’s chances of getting its message across.

The audience for your video can be your neighbourhood, your closest stakeholders, or the world! A terrific example of this is the Bell’s Whisky advertisement, [The Reader](#), which was released for Superbowl 2014. It quickly went viral and, at the time of writing, had over 2 million views. Who would have thought that an advertisement using literacy as a reason to celebrate would become so popular!

We will explore ways to use video to market your organization in our [Video for Marketing](#) module.



Examples of Videos

We have all seen some amazing videos that have been professionally produced, but there are also many examples of excellent and inspiring promotional videos that have been created by small organizations with minimal or no budgets. Here are just a few examples of how some Ontario literacy agencies and Employment Services agencies are using videos. We will share more examples from literacy, the broader non-profit world, and the for-profit world in our [Video for Marketing](#) module.

Literacy Examples

[Community Learning Alternatives](#) students share their experiences and accomplishments since enrolling in literacy programs. This video was created for CLO's [Love Letters to Literacy](#) campaign.



Video 101



Community Literacy of Ontario delivers numerous webinars on a variety of topics. We often record them and store them on Vimeo for our members to watch. This provides an easily accessible form of self-directed learning for literacy practitioners. [Innovation + LBS = Success](#) is just one example of this.



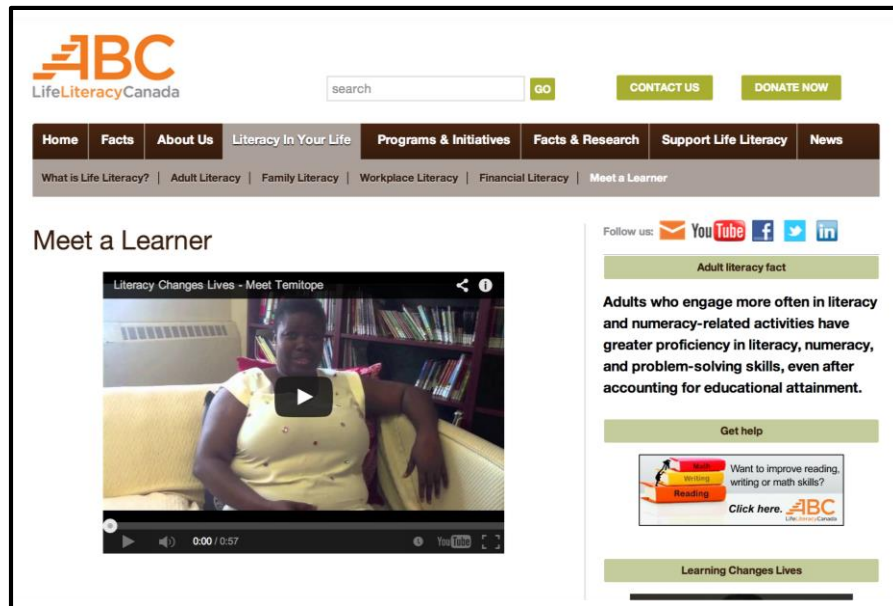
The [Trent Valley Literacy Association](#) created an excellent promotional video with help from the local media.



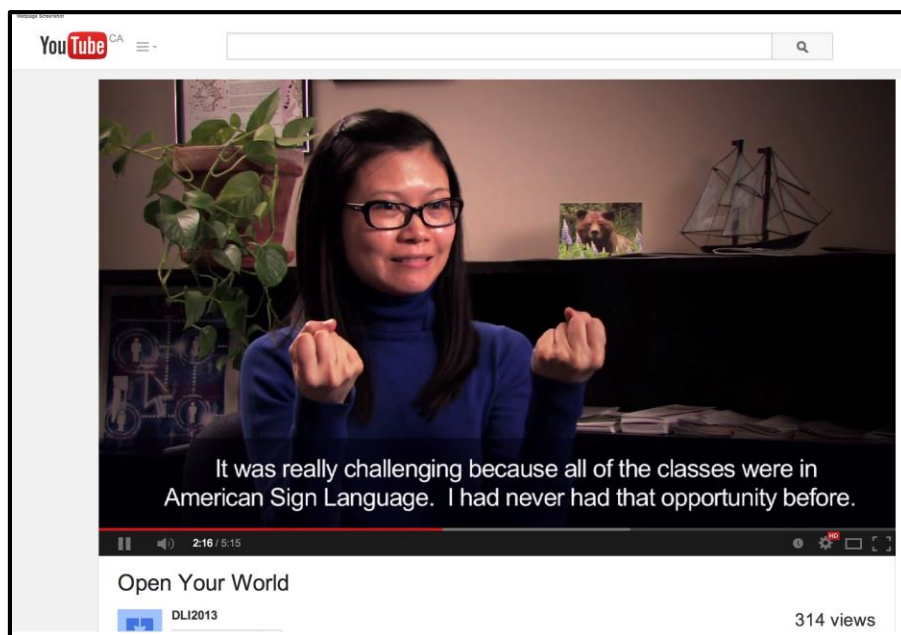
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ABC Life Literacy Canada created a series of videos called “[Meet a Learner](#)” which are featured on their website.



Deaf Literacy Initiative filmed a learner recruitment video called “[Open Your World](#)”.



Video 101



Here is a very short but effective [public service announcement](#) from the Tennessee Literacy Coalition.



Employment Ontario Examples

JVS Toronto has an excellent [promotional video](#) on their YouTube channel that features a well-known news anchor highlighting their achievements.



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Youth Opportunities Unlimited, in London, Ontario, has its own [YouTube channel](#) and sometimes embeds videos on its [homepage](#) as well. For example, at the time of writing, a [video featuring speakers](#) from the 8th Annual Breakfast for YOU was featured on their website.



KEYS Job Centre in Kingston, Ontario has created a short, but effective [promotional video](#). Their [YouTube channel](#) also features a number of other videos promoting their services.



Continuing Your Journey

The best way to get comfortable with using video is to just jump in and have fun. It's not necessary to be a professional videographer to get started – just grab your smartphone and start filming. And remember that one of the great things about today's digital tools is that you can easily delete your efforts and try again until you are satisfied with the end result.



For a more professional video, you will have to spend some money, but the end result will be a promotional tool that you can use in a variety of ways to recruit learners and volunteers, to raise awareness about your program, to fundraise, and more. We'll explore this in our [Video for Marketing](#) module.

Resources to Learn More about Video

- [Five Nonprofits Maximizing YouTube's Nonprofit Program](#) from Nonprofit Tech for Good
- [HOW TO: Create Videos for Your Nonprofit Without a Video Camera, a Budget of \\$0, and Little-to-No Tech Skills](#) from Nonprofit Tech for Good
- [8 Simple Ways to Start Using Video in Your Classroom](#) from Edudemic.
- [How to Create Your Own Promo Video for Under \\$100](#) from KISSmetrics
- [How to Make a Non-Profit Promo Video](#) by Rebecca Tharp in Vimeo's Video School
- [How to Make a Video for Non-Profits: 34 Tips and Examples to Help You Create Better Films](#) by Joe Marine for nofilmschool

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