

Smartphone, Lights, Mic,
Action?

Video Blogging

May 19, 2021

Noon - 1 PM

Digital Storytelling Series with PBS Western Reserve

- Community partners, members, and individuals can learn the tools in creating digital content for effective digital storytelling.
- You will learn about digital content creation through website creation, video, audio podcasting, content strategy, and more.

Questions:

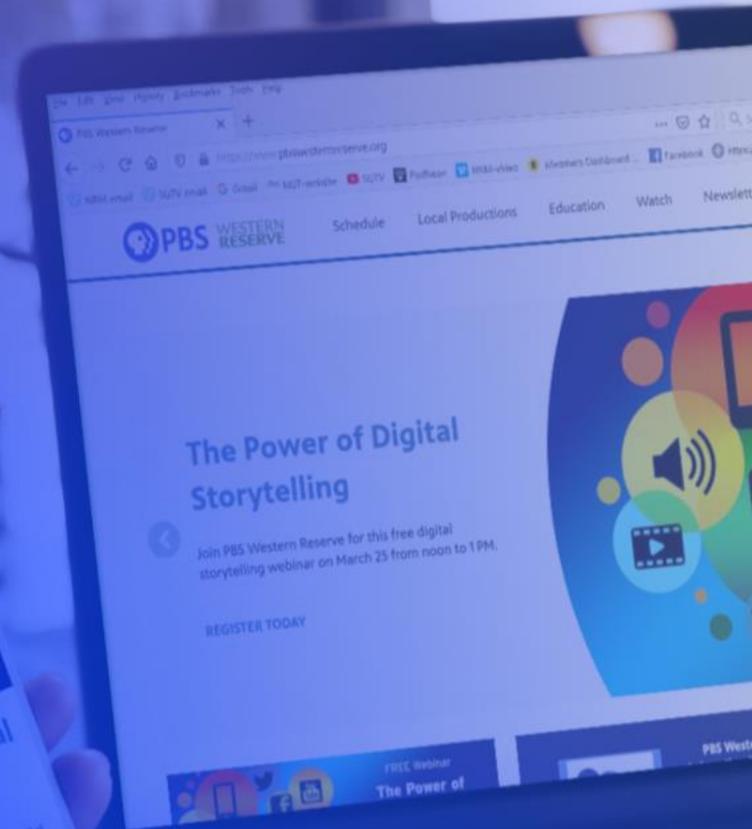
Feel free to submit any questions or comments in the chat box during the presentation.

Topics

- A perspective into video blogging
- What is video blogging?
- Is video blogging right for you?
- Benefits of a video blog?
- Getting Started
- Video Blog Promotion
- Suggested Platforms

*What are your
video blogging goals?*

Video Blogging Perspective



What is Video Blogging? (Vlog)

What is Video Blogging? (Vlog)

- A daily, weekly, or monthly publishing of video content
- A video platform where a person regularly posts short videos.
 - A digital reality series
 - Informational series
- Video blogging can document a person's life or expertise

Is Video Blogging Right For You?

Is Video Blogging Right For You?

- Are you comfortable in front of the camera?
- Do you have a topic that will be of interest to many?
- Do you want to create personal connections with your audience?
- Want to offer a more creative way to provide your topic?

Benefits of a Video Blog

Benefits of Video Blogging

- Provides transparency
- Video blogging builds audience loyalty
 - Bringing people into your world
- Easier to build a personal connection with your audience than it is through writing or audio podcasting
- The difference between video blogs and other video is you are the main subject.

Getting Started

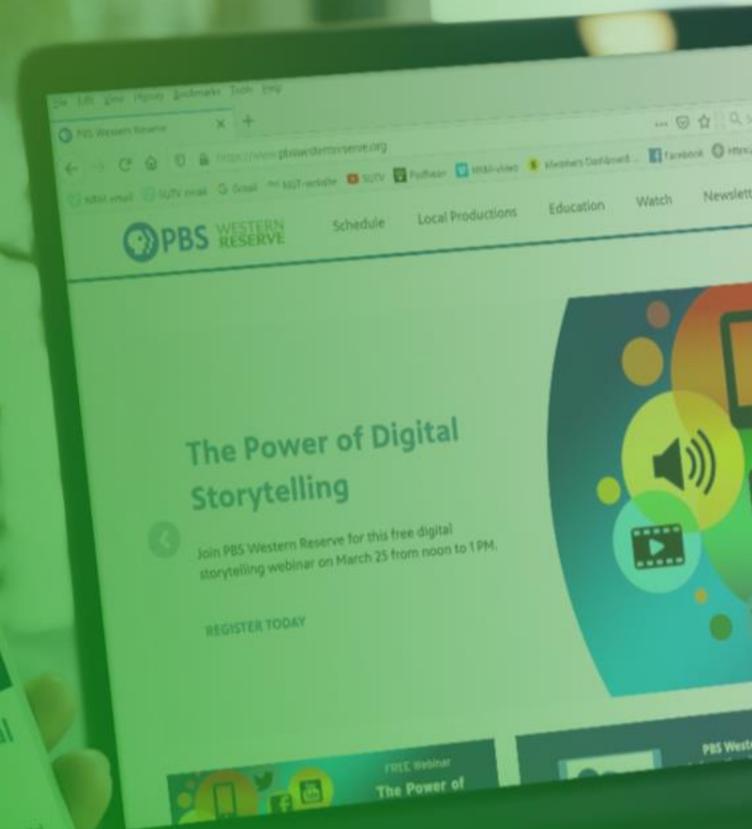
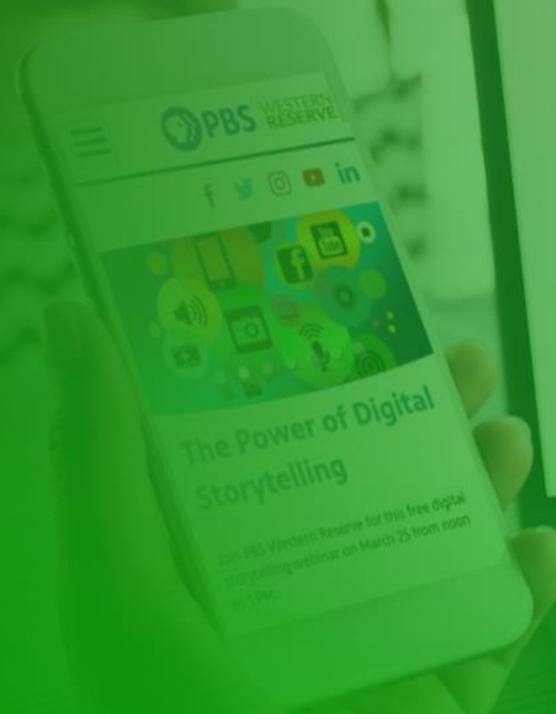
Getting Started

- What camera or phone should I use?
- What light or mic should I buy?
- What editing software do I use?
- What other accessories do I need?
- What do you want your video to accomplish?
- Who is your target audience?

Getting Started, The Better Questions

- What is the purpose to the video blog?
- Why do you want to do it?
- What is your story?
 - Transparency generates connection
- What level of quality are you seeking?
- What style of presentation do you envision?

Video Blog Promotion



Video Blog Promotion

- Ask 10 or more friends to subscribe and share your blog
 - Make a phone call (a personal request)
 - Create a team
 - Organic reach has changed
- Acknowledge supporters/team
- Connect with other community influencers
 - Coaches, local area organizational leaders, etc

Question:

How long is the average attention span according to Microsoft?

Answer:

8 secs.

Question:

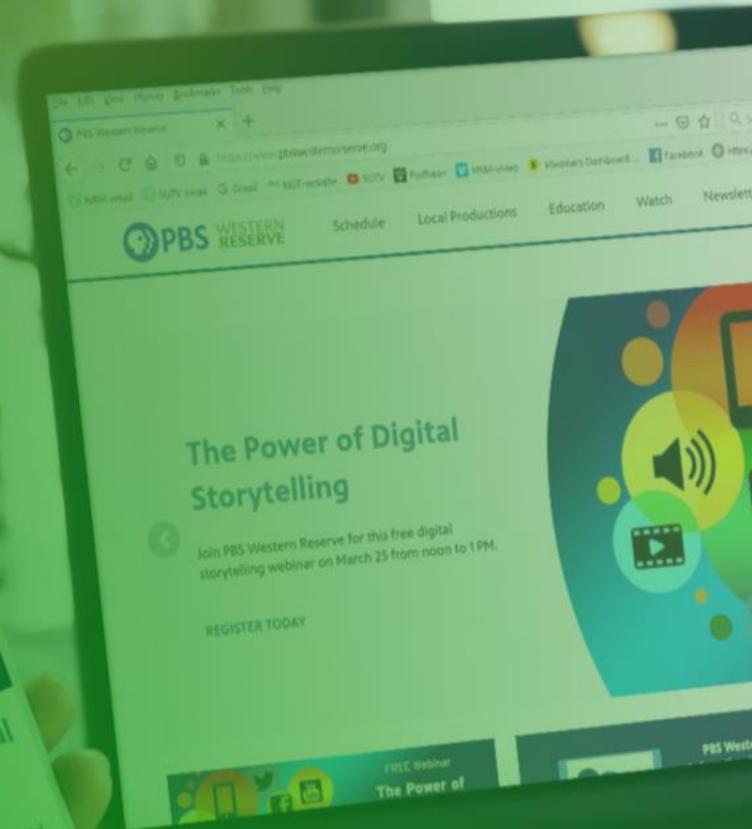
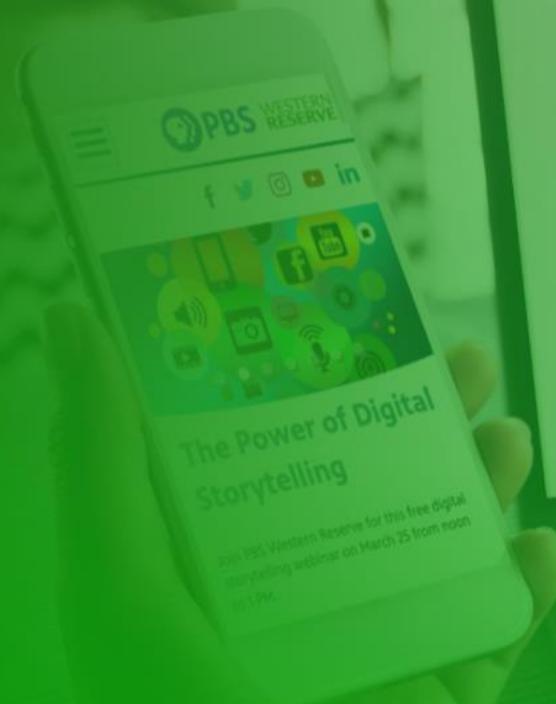
How long should my video be?

The length of vinyl 78rpm and later 45rpm single.

Answer

3-4 mins.

Video Blog Format (Intro/Body/Outro)



Video Blogging Format (**Intro**)

- Introduce the topic(s)
 - “Hello, today we are going to discuss these three things on today’s episode”
- Ask questions the viewer may have based on the topic presented.
 - “Have you ever wondered about these three things? On this episode we will talk about...”
- *You have 8-10 secs to capture the interest of the viewer*

Video Blogging Format (**Body**)

- **Write a script or outline**
 - Keep the presentation succinct
- **Greeting**
 - Introduce yourself and program name
 - “Hello, I am... welcome to (program name)”
- **Topic breakdown**
 - Topic 1
 - Topic 2
 - Topic 3

Video Blogging Format (**Body/Outro**)

- Provide a general overview of what was presentation
 - “So, today we talked about...”
- **Outro**
- Thank the viewers for watching
- Make the ask...
 - Please share, comment, subscribe or follow

Accessories

- Laptop, Smartphone, or video camera
- Smartphone stand
- Video/LED lights (desktop or with light stands)
- USB mic or smartphone mic

Publishing Platforms

- Youtube
- Facebook
- Instagram TV (IGTV)
- Twitter
- LinkedIn
- Vimeo

Graphic Platforms

Create video intros, outros, lower thirds with

- Canva
- Fiverr

Copyright free images, videos and music

- pixabay.com
- pexels.com

PBSWesternReserve.org

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For past presentations scan the QR code or visit:
pbswesternreserve.org/digital-storytelling

Join The Next Power of Digital Storytelling Webinar!

Topic:

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12:00-1:00pm

(US and Canada)

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After registering, you will receive a confirmation email containing information about joining the webinar.

