

debut atlantic



début atlantique

Debut Atlantic

Personnel/Artist Handbook

For Video Creation, Video Conferencing, and Social Media

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Introduction

This document is intended to help Debut Atlantic artists and personnel use the latest technologies to engage and educate new audiences. This document can be used as a starting point to explore these new opportunities. If you have questions that are not answered in this document please contact Debut Atlantic.

Video Conferencing

Organizing A Videoconferencing Session

The key to a successful videoconferencing session is organization. You need to ensure that all aspects of the session, from the timing to the content, are clearly laid out and not left to chance. While conducting a videoconferencing session is not difficult, it can go poorly if aspects get out of control. This section will help you keep track of these aspects so you can ensure a successful session.



Once a school has requested to have a videoconferencing session with you and you have established what educational content you will be using with students you will need to do some quality control tasks to ensure that the videoconferencing session will be the best educational experience possible.

Contact and Session Information

When a school contacts you to request a videoconferencing session you need to collect some general information to help facilitate the session. The following is a checklist for information you will need to collect from the hosting teacher:

School name:	
School phone number:	
School mailing address:	
Principal name & email:	
Hosting teacher's name & email:	
Direct phone number for teacher:	
Grade levels of students attending:	
Number of students attending:	
Name/type of the presentation:	
Any special student considerations:	

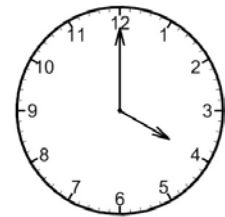
Discuss your videoconferencing session with the hosting teacher to ensure that you will be presenting the specific content that will be of value to his/her students.

Technical Logistics

A typical videoconferencing session will have three technical milestones that will need to be met: 1. Securing videoconferencing call times, 2. Test connections, and 3. Presentation. The following section will step you through these milestones in a thorough and organized fashion to ensure that every detail is covered.

Milestone 1 – Securing Videoconferencing Call Times

Both you and the hosting teacher need to ensure that the videoconferencing systems are reserved for the appropriate times. The hosting teacher needs to reserve the videoconferencing room for two times: 1. To test the connection and equipment, 2. To conduct the actual session.



Please ensure that you will have uninterrupted access to the videoconferencing equipment you will be using at the necessary times.

Milestone 2 – Test connection

A short test needs to be performed to ensure that the equipment and network connection functions properly. This test needs to be done well in advance of the actual presentation session – at least a day or two before. This test should identify any issues that may need to be dealt with before the actual session.

At the mutually agreeable time you will need to connect to the school's videoconferencing system. (See How to Connect)

Things to check during the test connection:

Connection

The first connection needs to be by phone. Call the teacher at the school at the agreed time. Exchange phone numbers in case of problems during the test session and presentation. Ask the teacher if it is possible to stay on the phone during the test session. This will make problem solving infinitely easier.

If you do not already know the school's videoconferencing IP address ask the teacher to tell you over the phone (see IP Addresses). It can be found on the TV screen once the camera has been powered on and is on its home window. If you have not already done so, add the school's IP address to your videoconferencing system's address book. Tell the teacher your IP address and ask him/her to add it to their address book.

In your address book, select the school's IP address and call the school's videoconferencing system.

If you cannot connect to the school's system ask the teacher to ensure that the camera is actually turned on and that all the cables are attached properly. If you still cannot connect ask the teacher to try connecting to your videoconferencing system.

If neither you nor the teacher can connect then the matter needs to be referred to the technical support for the school. For some schools, this will be a person on staff and for others it will be a district person. The participating teacher will know this.

In Newfoundland and Labrador most educational videoconferencing systems are supported by the Centre for Distance Learning and Innovation (CDLI) (See technical support). CDLI may be able to trouble shoot a connection issue quickly or may take several days to resolve the problem. This is why it is important to conduct your test connection well in advance of your presentation session.

Contact number for CDLI technical support team is **(709)256-2488**.

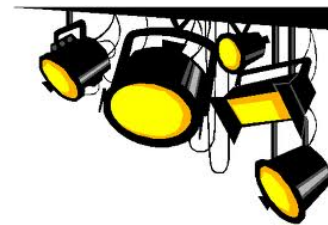


Once you connect to the hosting school you can test the quality of the connection. If the audio or video is interrupted or choppy, you may be experiencing network congestion. Ask the hosting teacher to ensure that no one in the school is using YouTube.com or downloading large files. After doing this if the problem persists the teacher may need to contact technical support for guidance.

Ask the teacher to notify other staff members of the date and time of your session and to ask staff members to refrain from using YouTube.com or downloading large files during that time. This will provide you with the maximum network bandwidth for your presentation.

Lighting

Ensure that there is ample light directly on you and the materials you are presenting - More light is better! Ask the teacher to turn on all available lights in the school's videoconferencing room. If there is a window in the line of sight of the camera as that the curtains be closed. Having a bright window in the view of the camera makes it difficult to see the students. Experiment with the lighting in both the school and your room to ensure the best results.



Sound

On a most videoconferencing systems, when the red light on the microphone is illuminated the microphone is MUTED.

Ensure that your microphone is at least 8-feet from your TV. This will reduce the chance of echoing and feedback. Place your camera within 2-feet of yourself. Ensure that your camera is not close to anything that can make unwanted noise – fan, a clicking mouse, etc. Even though these sounds are quiet they will sound very loud to the students if the microphone is picking it up.

The same caution applies to the students' microphone as with yours. Have the students' microphone placed in a central location so all students can be heard, but not near anything that would cause unwanted noise.

Location of camera and seating

If possible, you should sit during the presentation. This will ensure that you stay in the ideal location during the presentation. Arrange your chair and camera so that your upper body is in the centre of the camera's view. You should try to arrange yourself so your hands are in view of the camera.

Students should be seated comfortably during your presentation. All students need to be in your line of sight during the presentation. You will need to ask the teacher to arrange the chairs so you can see all the students. Adjust the school's camera to allow you to see the students comfortably.



Keep your own background clear and uncluttered. A busy looking background will be distracting for the students.

Content

Briefly review what you are planning to cover during your session with the hosting teacher. Ask if there is any specific content that the teacher would like you to cover or mention during the session. Try to accommodate the hosting teachers needs if possible.

Ask the teacher if he/she would mind introducing you. If this is ok email the teacher a short introduction that he/she can use. You can also put some of your expectations

in that document, such as students need to raise their hands when they have a question and your email address in case there are any follow-up questions.

Verify with the teacher that he/she will be present for supervision during the entire presentation. Ask the teacher for direction in the event that a student is disruptive to the whole class. Ask if there are any special considerations that you need to be aware of, such as hearing impaired students, specific learning needs of any students, etc.

Test Connection Checklist

	School	You
Telephone Connection		
Network Connection		
Lighting		
Sound		
Seating		
Camera Location		
Microphone Location		
Presentation Time		
Presentation Content	-----	
Curriculum Connections	-----	

Milestone 3 - Presentation

On the day of the presentation connect to the school 15 minutes before the scheduled event. If, by 5 minutes before the event, you cannot connect to the schools equipment call the hosting teacher by phone.

Once connected ensure that the lighting, microphones and seating are all in order.

As the students enter the room and get situated you can sit quietly in front of the camera so the students can see you. You can wave to the students as they come in and show a 'shhh' gesture to your lips signal so they know that you will not begin until they are settled and quiet.

Once the students are seated and settled you can begin your presentation.

How to Connect

Making the Call

When making a videoconferencing call to a school you may be able to connect by calling the IP Address of the school. In some cases when you try to call the school you may not be able to get through. In these cases the school may have to call your videoconferencing system instead. If this is the case be sure to confirm with the hosting teacher to have him/her call you 15 minutes before the scheduled presentation.

School IP Addresses (Internet Protocol Addresses)

Each videoconferencing system has a unique IP Address. This functions much like a phone number. An IP Address has four, 1 to 3 digit numbers separated by dots. For example:

142.163.226.130 or 24.222.87.3

When you are ready to call a school you will need to enter the school's IP Address into your videoconferencing system. Each system has a slightly different procedure for entering an IP Address. Look for a window marked IP Address and using your remote, enter the numbers (with the dots) into that window.

You will find your system's IP Address on the 'home' screen of your system when it is running. Make note of this IP Address for future reference. Ask hosting teachers to write your IP Address in a safe place in case they may need to call your videoconferencing system during a presentation.

In Newfoundland and Labrador [CDLI maintains an updated list of all school IP Addresses](#). You can obtain this list by contacting CDLI's technical support team at the following phone number: (709)256-2488.

Calling Multiple School (Videoconferencing Bridge)

A videoconferencing bridge allow several videoconferencing cameras to connect together in real-time. If you are using a bridge for your session you will need to enter the IP address of the bridge into your videoconferencing equipment. The following is the address for CDLI's videoconferencing bridge:

24.222.46.3##5024

Be sure to enter the exact string including the # symbols.

Once you have entered this IP address the bridge will connect you will all the schools automatically.

Your Presentation

The following are some suggestions to help you make your presentation as educationally sound and engaging as possible.

Student Preparation and Print Materials

It is sound educational practice to provide students with a general overview of material to be covered before they attend a videoconferencing session. Students will be much more engaged if they have this background knowledge. Give the hosting teacher any background materials that can be used in the classes leading up to your presentation. This may be in the form of websites or print materials.

A large percentage of students prefer to have visual aids, such as print material in front of them as they learn. While it is not critical that you provide your students with print material to use during your presentation, if you do have materials be sure to get them out to the schools well in advance of your presentation. This will give the hosting teacher time to copy and distribute your resources.

During your presentation it is good practice to refer to the students' print material and draw their attention to specific pages and information. This connection between your presentation and the print material is a powerful teaching technique for visual and literary learners.

Curriculum Connections

All courses being taught in Atlantic Canadian schools are based upon a set of 'Specific Curriculum Outcomes' (SCOs). Students must complete these SCOs in order to successfully graduate from each individual course. There is great value in connecting your video conferencing session with some of these SCOs. When planning a videoconferencing session you can discuss the SCOs with the hosting teacher. He/she will have SCOs that can be satisfied through your presentation. If you are aware of these SCOs you will be able to better address them during your time with the students.



It is a good idea to familiarize yourself with the SCOs for the classes you will be addressing. Each course has a curriculum guide, which contains the SCOs. A complete collection the province's curriculum guides and SCOs can be found at the following web addresses:

Newfoundland and Labrador - www.goo.gl/jkVUD

Nova Scotia - <http://goo.gl/ukmV1n>

New Brunswick Anglophone - <http://goo.gl/I40NAO>

New Brunswick Francophone - <http://goo.gl/sghCi9>

Lesson Plan and Pace

The key to a successful lesson is a good plan. Write down all the things you want to cover during your session, the order in which you want to do each and how long each should take. Make notes to remind yourself to ask students questions and gauge their engagement. Follow your notes when you do your presentation to ensure you stay on track. Give yourself ample time for each topic and leave time for questions and comments. Plan to finish a little early so the students can have some time to give you some feedback.

After the session, spend a few minutes making some notes on how things transpired. Make note of things that worked and those that did not. Make suggestions to yourself on changes that could be made for next time.



Visual Aids

If you have visual aids or items you would like students to see, you need have these items placed in a convenient location before the beginning to the session. It may be convenient to have a low table between you and the camera for these items. Place these items on the table so they can be clearly seen by students.

Camera presets for visuals

You can use your remote control to adjust the angle and zoom of your videoconferencing camera to focus on specific things in your room. You can also set presets for these camera angles. This will allow you to hit one button and have your camera move and zoom to a location you need instantly. This feature can be very useful when you have visual content in various locations around your room.



Each brand of videoconferencing system has a different method for creating preset. Setting your presets is not a difficult task. Refer to your manual for details on how to save your presets.

Below are some suggestions for some preset camera angles:

- Close up on your upper body and face
- A Debut Atlantic logo or poster (good incase you need to step away)
- Items on a table in front of you
- A separate preset for each item
- Wide shot to include the table in front of you and your face
- A place where you can place written notices in case of audio problems (For example, "Ask your teacher to call me at 555-5555.")

Classroom Management Tips

This section provides a collection of tips to help you manage and engage students during your sessions. If you successfully manage the group of students you will be free to deliver your presentation in a controlled and engaging learning environment. These are proven strategies, but you may have your own style and strategies that work better for you. If you find a strategy that works, you should make note of it for use in your next session.

1. Ask the students for input often. Encourage them to ask questions (“Raise hands please.”)
2. Make direct contact with students as if you were in the same room. Ask names when they ask a question or make a comment.
3. Before the session, find out if there are any students who need special attention.
4. Confirm with the hosting teacher that they will be supervising for the entire session and will assist with classroom management.
5. Pay attention to the students. If they seem restless you may need to respond by trying to engage them in a different way. Ask for their input.
6. Try to look at the camera lens as often as possible. To the students this looks as though you are looking directly at them – eye contact.
7. Inform the students that you will only answer questions if their hands are raised. Stick to this! If you allow students to shout out questions they all will.
8. If there are students you cannot see, ask the teacher to move them to a place where you can see them. Wait until this is done so the students know you value each and every one of them.
9. Spend some time at the beginning telling who you are, where you are and what you do. Students need to establish a connection with you.
10. Ask for a volunteer (“Raise hands please.”) to tell you about where they are.
11. Ask questions: Do you like jazz music? Have you seen a concert? Is it snowing where you live today?
12. Connect with each student who is willing to talk with you during the session, but keep it organized. They WILL all talk if you let them.
13. Engage the teacher throughout the session. Ask him/her questions to keep them involved as well.
14. Ask the teacher to suggest helpers for you, especially at the opening minutes of your session.
15. Depending on Internet congestion you may experience some distortion in the audio. If this happens, ask your students to make a visual cue to you if they cannot understand your audio. For example, ask them to point their fingers to their ears if they are having trouble understanding you. You will then know immediately that they cannot understand you. Simply waiting a few seconds will generally clear this up.
16. If you find that the audio/video quality is poor ask the hosting teacher to make sure that no one in the school is using YouTube or downloading large files.

17. Prepare some simple signs on white paper to use in the event that your audio becomes very bad. "I will call you right back." "Ask your teacher to call me on the phone - 555-5555?" You can place these signs in front of the camera in the event that your audio does not work.
18. Watch your time. Before you begin, create a schedule for yourself and try your best to stick to it. If students have too many questions for the session, you can ask their teacher to put them in an email and send them to you after the session.
19. Do not start until the actual session until students are situated and silent.
20. Be always evaluating the students' reactions to your presentation. After the session, make some notes on these reactions to help you improve your next session.

How to shoot great video

Video is a wonderful medium for reaching your audience. With today's technology, it has never been easier to shoot great quality video and make it available to your audiences.

In this section we will go over some techniques for making effective video.



Tripod

Use a tripod for your camera. If you do not have a tripod then place your camera on something solid rather than holding it in your hand. Even the steadiest hand is too shaky.

Picture Composition

Adjust the placement of your camera so you are prominent on the screen. You should be the biggest thing on the screen. Make sure that your background is uncluttered. If there are things behind you that you do not want in the video then tidy them up. Try to keep your background simple and clean.

Lighting

Make sure that you get as much light as possible on you and your instrument. Turn on all the lights in the room. If you have extra lights bring them into the room and turn them on. Keep lights 6 feet or more away from you so they do not cause glare.

Try not to have any bright lights behind you or in the camera's view. For example, do not have a bright window behind you or a bright desk lamp beside you as you make your video. If the camera can see the light bulb or the bright window it will make your face look very dark.

Do a test video to see how your lighting looks. You may need to move around lights a couple of times to get rid of shadows and glares. Taking the time to get just the right lighting will mean the difference between an average video and a fantastic video!!

Sound

Make your video in a quiet room. Turn off any noisy devices, such as computers, fans and TV's. Assuming that the microphone is built into your camera, having your camera close to you will give you clearer audio. Rather than having your camera far away and zooming in, move your camera as close to you as you can. This will let



your microphone pick up your playing and speaking very clearly.

Video Content

Every video must have a reason for existing. Think about what your intention is with your video. Is it a performance of a piece, or perhaps you want to tell your audience something. Know the goal of the video before you start.

If you do not feel comfortable improvising your speech then script what you plan to say. Print out your script in a font and read it during your video. If you like to improvise then have points you plan to address figured out before you start. Don't ramble on – keep your talking concise.

Know what you would like to say and do before you hit the record button. Practice what you plan to do to make sure it runs smoothly.

Be yourself on your videos. Relax and enjoy the process. Your audience loves to hear from you so speak and act as you would normally. Try to speak slowly, there is no rush. Look directly at the camera lens as you talk. If you can see yourself in the camera's viewfinder try not to look at it while you are speaking – speak to the lens.

If you are answering questions posed by your audience or students your answers can be as short or as long as you like – there are no rules.

Debut Atlantic Videos

If you are creating videos to be submitted to Debut Atlantic then the videos will be professionally edited by Debut Atlantic. So if you make a little mistake it can be edited out later.



Use the highest quality (resolution) camera setting available.

Let Debut Atlantic know what type of camera you have used to make your video and they will let you know the best way to get send the video footage. Keep the original video footage on your camera or phone until Debut Atlantic lets you know what to do with it.

Social Media

Twitter

Twitter can be a great way to reach your audience. Twitter is a text-based social media service, which lets you to post short pieces of text that all your followers will see. It is unique in that you can only make postings or 'tweets' with no more than 140 characters. So your tweets must be short and to the point.



Twitter is very simple and quick to use. It is excellent for getting time sensitive information out to your audience. Twitter lets you communicate with your audience in more of a real-time basis than Facebook or YouTube. It is great for events such as concerts or appearances. You can tweet updates to an event regularly to increase the engagement and interest of your audience.

Some examples:

“I just arrived in St. John’s. Looking forward to a great show tonight at the Arts & Culture Centre.”

“Practice for the show tonight was great. We have a few surprises in store.”

“Playing the Mozart tonight. Who has heard @janlisiecki version?? Love it!! #mozart”

“Had a wonderful time in St. John’s last night. Thank you all for coming to the show.”

Tweeting Photos, Video and Websites

Even though Twitter is text-based you can share all sorts of media. When tweeting from mobile phone you can easily share your photos. As you take a photo with your phone you will be given a share icon to tap. This will provide you with an option to share on Twitter. You can also share existing photos on your phone by tapping the share icon as you view the image. Refer to your phone’s Twitter app for specific details on how to do this. Video can be shared the same as you share photos. Webpages can also be shared. To do this just copy the URL address of the webpage and paste it into your tweet.

Hashtags

A ‘hashtag’ is a way tweets are organized and searched in Twitter. It is a series of characters that begin with a ‘#’ symbol. For example, #music, #jazzpiano, and #greatconcert. Hashtags are used to organize tweets with similar topics. When you place a hashtag in a tweet anyone following or searching for that hashtag will find your tweet easily.

You can make your own hashtag that your audience can follow, but there are a couple of considerations. Make your hashtags short because they take up some of your 140 character count. #myatlanticcanadatour is too long. Be creative. Also make sure the hashtag you are thinking of using is not already used. Again, be creative.

Getting Followers

To make Twitter really work for you, you need to get as many followers as you can. You need to get your Twitter account (@yourname) out there. Place it on all your other social media sites and ASK PEOPLE TO FOLLOW YOU. When you ask people to follow they often will. Also mention your Twitter account in interviews and during shows. Place your account information in all your print material and again, ASK PEOPLE TO FOLLOW YOU – they will.

A nice way to gather new followers is through FollowFridays. Every Friday people share lists of their Twittering favorites. They do this by posting #FF in a tweet along with the names of their favorites. For example, “#FF @buckydurddle @debutatlantic @janlisiecki.” This does three things: 1. It lets all your followers know about these interesting people they should follow. 2. It lets the individuals you have listed know that you have recommended them. 3. Any person using Twitter in the world searching the #FF hashtag will see your recommendations. Oftentimes when you list an individual in your #FF as a sign of appreciation they will follow you.

When a person ‘mentions’ you on Twitter and it includes your Twitter handle (@yourname) then all their followers will see their tweet. This is great for your exposure. You need to write tweets that mention the account of individuals you like. In turn they may follow and mention you as well.

When someone mentions you in their tweet it is good practice to create a thank you tweet and include their Twitter name - @username. People love to be mentioned on Twitter by a person they admire. If you mention their name then they will be more likely to mention you again in the future.

Be Consistent

Don’t leave Twitter to chance. You need to check Twitter often to respond to any tweets about you. You also need to create a schedule of when you will be tweeting. It is a good idea to post at least five tweets per day. These should be spread out through the day. Your followers will want a steady stream of tweets to keep their interest in you and your work.

What to Tweet About

You need to decide what you are going to be tweeting about. Some ideas are, what you are working on, where you are touring, what you are listening to, music you like, interesting things related to your music and work. Give your audience some information to help them get to know you and your work. If they make a personal connection with you as an artist then they will be more likely to invest in you and your music.



Keeping up on Your Tweets

During busy times it can be a challenge to keep your tweets up to date. When you get some spare time write a few generic tweets and keep them in a file on your computer or phone. If the time arrives for you to make a tweet, but you can not think of anything to write or you do not have time then go to your prewritten tweets and choose one to post. Always keep a collection of these tweets on hand to ensure that you do not fall behind on your social media.

Connecting to Other Social Media

Twitter is a great way to promote your other social media activities, such as Facebook, your website and YouTube. You can easily tweet with a link to a posting

on another of your social media sites. All you need to do is copy and paste the URL address for the site into your tweet.

Your Own Style

As you use Twitter more you will find your own style for tweets. As you develop this style follow some other artists and follow what they are saying on Twitter for an extended period. You will quickly see artists who are using Twitter well and others who are not. Be yourself on Twitter. You are a very interesting person. People would love to hear things from you. Be yourself and be consistent and Twitter will be a great way to reach your audience.

Twitter can be very effective in building audience engagement and not take up very much of your time. Remember, do not leave Twitter to chance. You need to be organized with the time, frequency and content of your tweets. As you build up a good following you will see that Twitter is an excellent way to connect with your audience.

YouTube

YouTube is one of the most powerful social media services available to us. If you use YouTube effectively it can be a great way to get high quality content to your audience with very little effort.



YouTube is a free video hosting service owned by Google. To begin using YouTube you first need to create Google account. You can do this by going to YouTube or Google and follow the instructions there.

Once you have created your YouTube account you can login to YouTube.com and start exploring. On the top right of your YouTube screen you will see your name. Click your name and choose 'Video Manager.' This will be the location of all the videos you will upload. You will spend more time here managing your videos than anywhere else.

Verifying your account

To get the most out of YouTube you need verify your YouTube account. This is an easy process. Go to your Video Manager page. Click the link on the left margin called "Channel Settings." Here you will see a link to "Verify Account." Click that link and follow the instructions. You may find that the easiest way to verify your account is to have YouTube text your mobile phone a code.

Now that your account is verified you can give your videos custom thumbnail images, upload longer videos and other useful features.

Quality

Video and audio quality is very important when uploading videos to YouTube. Your audience is much more likely to watch your videos if the production quality is high. When you create your videos take the time to make them the best quality you can. Refer to the session of this handbook on how to shoot great video.

Uploading video

Uploading your videos to YouTube is very easy. At the top of each page in YouTube is an 'Upload' button. Simply click this button and you can drag-and-drop your video to your browser window to upload.

Video Information

To make YouTube work best for you need to ensure that all the necessary information is entered

Privacy Settings

YouTube has 3 privacy settings for your videos:

1. Public – Anyone can view your video and it can be found by searching YouTube or any search engine.
2. Unlisted – The only way someone can find and watch this video is if you provide them with the URL link to your video.
3. Private – The video can only be viewed by people your select.



For most cases you will want to choose public for your privacy setting.

Title

Your video needs a title. Choose a title that is specific to your video. Be clear and give the details that you think your audience will be looking for.

“Beethoven Op 131 by Cecilia String Quartet with Debut Atlantic”

Description

Obviously you need to write a good description of your video. Be clear and use words that your audience will be searching for. The first couple of sentences are the most important because these will show up in Facebook, search engines and other locations. Spend a little time making sure your first couple of sentences really grab your audience.

It is important to use words from your title and tags in your description as well. YouTube provides you will a approximately 1000 characters for your description so try and use as much of that space as you can. You may want to copy and paste some text you have already written for a brochure or a program.

Tags

Tags are keywords that YouTube uses to help make your videos searchable. Coming up with effective tags is not difficult. You need to choose tags that best describe your video so anyone using those keywords in their search will find you. Some of the same words you used in your title and description should be used in your tags as well. Keep the most important words at the beginning of your tags list.

Tags can be single words or a series of words. You separate your tags with commas. For example, “Mozart, piano, piano duet,” will give us three tags: 1. Mozart, 2. piano, and 3. piano duet.

As you choose tags, think about what people would be searching for to find your video. Try to make your tags specific to your video. Do not use generic tags like “great music,” or “amazing.” Try to make your tags specific: Your name, descriptors of you, instrument or voice, ensemble, piece’s name, composer, location, etc.

Custom Thumbnails

When you upload a video to YouTube, YouTube takes an image from your video to use as a preview image or thumbnail. When your video shows up on Facebook, webpages, or in a search this thumbnail will be shown. To make your video attractive to your audience you want a nice exciting thumbnail.

Adding a custom thumbnail is quite easy. Find an image on your computer that you wish to use as your custom thumbnail. In your Video Manager click the EDIT button for one of your videos. Next fine and click the button labeled “Customised thumbnail...” Find and select the image on your computer for your custom thumbnail. This image will be uploaded into YouTube and used as your custom thumbnail. Now whenever someone sees your video listed in Facebook, a website, or in a search they will see your new thumbnail image.

Closed Captions

If you have spoken word in your video then you may want to enable Closed Captions. This is an automatic feature in YouTube and it can be found on the video edit windows for each of your videos in your Video Manager. YouTube will automatically analyze your speech and create text. There may be some mistake which you can easily fix in the Closed Captions window.



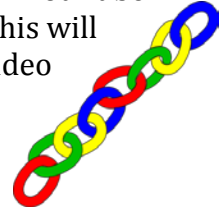
Sharing

Sharing your videos from YouTube is very easy. We will look at two ways to share: Linking and Embedding.

Linking

Every YouTube video has a unique web address or URL. This is an example of a YouTube video URL - <http://youtu.be/oXwrPbixMII>

You can find the video URL for any of your video by first going to your YouTube Video Manager window and clicking the EDIT button for the video. This will give you the information and settings for your video. Look for the “Video URL” little window. You can copy this link and use it in a variety of places, Facebook, email, webpages, Twitter, etc.



Embedding and Social Media

To share your video on social media sites or embed your video in your own website you need to first go to your video URL page. This is the YouTube page where anyone would view your video. In the middle of the page you will see “About Share Add to” - Click on ‘Share.’

Next you are given several options for sharing your video – Facebook, Twitter, Google+, and more. If you have accounts with any of these social media services you can use these buttons to share your video there.

You are also given an option to ‘embed.’ Embedding is a little more advanced and can be great for you if you edit your own website. If you do not know how to edit your own website then you may not need to use embedding.

If you would like to place one of your videos into your webpage you can ‘embed’ the video. This will create a window on your webpage in which the video will play. When you click the Embed link on your YouTube video window it will give you some code. Copy this code and place it in your website. Your video will now show up in your website in its own neat window. Visitors to your site can view the video with having to leave your site.

Connecting with other Social media

Once you have placed videos in YouTube you can easily share them using a variety of social media services. For more social media sites you just need to post the video URL for your video for others to see it. Most social media sites also let you post some text with your video. Be sure to provide a little information for your audience to encourage them to watch your video.

Linkedin

Linkedin is a social media service that is focused on creating connections between professions in common professions. Linkedin may be a great way for you to meet new people in your field of work.



To get started in LinkedIn you need to create an account. Go to www.linkedin.com and follow the instructions to create your account. Include details about your work and LinkedIn will make some suggestion of people who share the same profession and who may be appropriate for you to connect with.

Making connections with people with similar professionals is a great way to expand your network of contacts in the real world. Many opportunities can come from your LinkedIn connections.

LinkedIn also has a variety of 'groups' that you can join. These groups are collections of like-minded people with whom you may share interests. Explore these groups and choose to join some that are of interest to you.

Facebook

Overview

Facebook is a very powerful social media tool. When used effectively Facebook can disseminate information to your followers amazingly well. Take the time to carefully set up your Facebook presence so your followers can engage with you and other followers.

To begin using Facebook you must create an account. Your Facebook account will be your home-base for all your Facebook activities. You can choose to make your account private or public by using the Facebook's privacy options. It is probably a good idea to keep your Facebook presence private until you figure out things work. Once you have created your basic account click the 'gear' icon in top right of Facebook and choose 'Privacy Settings.' Review the settings here to choose the level of privacy you would like to have. You can always come back to these settings and make changes.

Finding Friends

Once you have created an account in Facebook you can connect with some 'Friends.' In the search window at the top of Facebook type in the full name of someone you know. If they have a Facebook account and their account is open to the public then they should show up in the search results. Click on their name and you will be shown their basic profile. If you would like to add this person as a friend click the 'Add Friend' button. A friend request will be sent to the person. If they would like to connect with you in Facebook then they can accept your friend request.

Once a person has accepted your friend request you will see the posts they make to Facebook. Likewise, your friends will see your postings as well, assuming you have chosen your privacy settings to allow your friends to see your postings. As an example, when you post a photo of your cat to Facebook all your friends will see the photo. They can choose to 'like' your photo and even share it if they like.

Spreading the Word

Facebook gives you a couple of ways to present artists like yourself to your Facebook followers. The first is your personal Facebook 'timeline' and the second is a 'page.'

Personal 'Timeline'

At the top right of Facebook you can click on the word 'Home.' This will show you your own timeline or news feed. It shows all the things that you and your friends have been posting lately.

It is easy for you to post text and images on your own timeline. At the top of your timeline you will see a window containing the text, "What's on your mind." You can type in text and links to content, such as websites and YouTube videos. You can also click the link marked, "Add Photos/Videos." This will allow you to upload images and video to your own personal account.

Facebook Fan Page or 'Page'

Creating a Facebook 'page' is an excellent way to connect with your followers. A Facebook page gives you a place to provide your fans with information and content in a very organized way. If used effectively, your Facebook page can be the best place to engage with your fans. Facebook also provides you with statistics on how often your postings are viewed and shared.

Creating a page in Facebook is easy. Click the little gear icon in the top right of your Facebook screen and choose 'Create Page.' You will be asked some basic information about your page. Once you answer the questions Facebook will create a new page dedicated to your work and your followers.

It is a good idea to make your page private until you are happy with the content you have in it. You can do this by going to the Edit Page pull-down menu at the top of your new Facebook page and choosing Edit Settings. Next click Edit for Page Visibility can check Unpublish.

Once you have gotten everything the way you like it then you can go back into your page settings and make the page available to the public.

Preparing your page

It is a good idea to make some postings to your page before you open it up to the public. This way when people come to your page for the first time there will be some content there for them to engage with. They will then be more likely to 'like' the page if there is interesting content. If you have any performance videos in YouTube or somewhere else on the Internet, share this content on your page. Make some postings about you and what you are up to. Images are always great for engaging followers. Feel free to post some images of you doing what you do.

The next step is to get followers on your Facebook page. The best way to start is to invite all your Facebook friends to come and check it out. You can do this by using the 'invite' feature found on your page. Once you have found the invite feature window on your page choose 'see all.' This will allow you to invite whomever you like from the list of all your Facebook friends. Encourage your close friends to invite

their friends to join as well. Before you know it you will have many followers on your page.

Once 40 people have liked your page Facebook will provide you with some tools to track how many people engage with your content. You can explore these basic tools when you have exceeded 40 followers. These are very straightforward and useful. If you find that a certain type of posting results in a higher level of engagement than others then you may want to create more of the more engaging posts.

When you first create your page it will have a long URL (web address) with numbers and letters. It is not the type of URL that is easy to share with people. Once 25 people have 'liked' your page Facebook allows you to create a unique URL for your page. You can create a unique web address for your page by clicking Edit Page at the top of your Facebook page and choosing Edit Settings. Next click Page Info and click Edit for Facebook Web Address.

Sharing

Sharing is the most powerful technique available to you through Facebook. When a Facebook user shares something, such as posting or video, it shows up on their own timeline for all their friends to see. Facebook allows you to share content from inside Facebook, such as a friends posting, photo or video. You can also share content from other sources around the Internet, such as a YouTube video, an image or a link to a website.

Sharing content in Facebook can be very powerful. When you make a posting on Facebook ideally you would want as many people to share it as possible. You will notice on any posting you make or see there will be a 'share' link to allow other to share it on their timelines. As more and more people share your content it can spread through Facebook virally.

The best way to get your followers to share your content is to ask them. When you make a posting put "Please Share" somewhere in the text. You will be surprised how many people will share when asked.

Linking to YouTube

In a previous section you learned how to use YouTube to publish your own videos. You can display these videos in Facebook by placing the web address of your video in a Facebook posting. This is a very simple process. First go to YouTube and open the video you want to share. Click in the address bar of your browser and select the URL (web address) of the video. Go back to Facebook and paste this URL into a Facebook posting. The video will automatically show up in your Facebook page. You should also post some text related to the video to attract your Facebook followers to watch the video.

Being Active

It is a good idea to respond to the postings of your Facebook followers and friends. If someone mentions you in a posting or shares some of your content, such as a video, you should post a thank you or an appropriate response. Your followers want to engage with you so taking the time to respond to their postings will increase their loyalty and interest in you and your work.

NOTES:

Glossary

IP Address (Internet Protocol Address) – Much like a phone number, each videoconferencing system has a unique set of numbers. An IP Address is a set of four numbers separated by dots. Each of the four numbers can have one to three digits. For example, 142.163.226.130

When calling a videoconferencing system you need to enter in the exact IP Address for that system. Like a telephone number, if you enter a wrong digit the call will not go through. If you have trouble connecting to another system the IP Address is a good thing to check.

Polycom – This is a brand of videoconferencing equipment. Most of the equipment in Newfoundland and Labrador schools is Polycom. Polycom equipment is compatible with other brands, such as Tandberg. www.polycom.com

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Microphone – The microphone is the part of the videoconferencing system that captures your sound. Keep your microphone approximately two feet from you for best results. Keep your microphone away from your television's speakers. Having your microphone too close to the speakers will cause echoing and a whistling sounds known as 'feedback.'

CDLI (Centre for Distance Learning and Innovation) – This is a division of Newfoundland and Labrador's Department of Education. CDLI employs teachers throughout the province to deliver high school curriculum to students in rural and isolated communities. CDLI maintains the provinces educational videoconferencing systems.

Mute – Muting will temporary turn off your microphone. You can do this by clicking mute on your remote control or by clicking the button on the top of your microphone.

Network congestion – This is when there is too much computer traffic on the school's Internet connection to allow for clear video and audio. This can be resolved by having the host teacher ensure that no one is using YouTube.com or downloading large files in the school.