

Social Media For Business: Do-It-Yourself-Video (The Basics)



Free Handy Tools

1. Windows Movie Maker (download.live.com/moviemaker)
2. Any Video Converter (www.any-video-converter.com)
3. Free online screen recorder (www.screentoaster.com)
4. Creative Commons music (search.creativecommons.org)
5. Animoto - automatic video/photo production service (animoto.com)
6. Ustream - free live streaming (www.ustream.tv)
7. For adding watermarks and logos (www.easy-video-converter.com)

Where to Share Your Video

Youtube.com - Most eyeballs by far, 10 minute limit

Facebook.com – 1024MB, 20 minutes limit. Facebook owns all content.

Vimeo.com - Great quality, no video length limit, 500MB limit

Blip.tv - No video length limit, 1GB limit, iTunes friendly podcasting features

Viddler.com - No video length limit, 500MB limit

Veoh.com - No length or size limit, uploading application



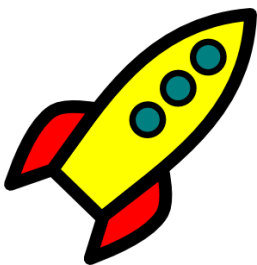
Video Tips, Tricks and Advice

1. Don't over-worry about production value (remember the Blair Witch Project?)
2. Include a link in the description and tag, tag, tag
3. Write a description in the same language your target audience uses
4. Submit the date and location information
5. Video length – shoot for 2 minutes or less
6. Target resolutions: 1280 x 720 for HD, 640x480 for SD
7. Use a tri-pod or uni-pod when possible to reduce motion
8. Consider a plain and simple background
9. Auto-play embedded video - add `&autoplay=1` to the URL in the embed code
10. To link to 1'02" of a video on YouTube add `#t=01m02s` to the end of the URL



Tips for Going Viral

- Hit people on an emotional level
- Go for a sense of wonder, optimism and surprise
- Think about production value
- Have people participate in the things you make
- Make it easy to embed your videos
- Mind your metadata



Reference: <http://smartblogs.com/socialmedia/2010/03/15/live-from-sxsw-viral-video-how-tos-from-the-pros>
From SXSW 2010.

A Few Examples:

Instructional Kayak Rolling by Paul Stivers: <http://vimeo.com/3249539>

Lincoln School fundraising event in Corvallis: <http://www.youtube.com/watch?v=OZtTzCZ2uVY>

Will it Blend: <http://www.youtube.com/watch?v=qg1ckCkm8YI>

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