905
Have Smartphone, Will Livestream Video

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Welcome!

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Covering 4 Things Today
1. Why you should include live streaming video in your social media and training projects
2. What makes a good streaming video and how to make it even better
3. How to leverage and promote your live streaming video event
4. How to extend the shelf life of your video by incorporating it into your projects
The “Work” Reasons
• Quickly test and/or develop training materials
• Cost of investment is small compared to a full HD Camcorder setup
• Instant peer to peer feedback
• Broader reach of training materials
• 24/7 access to the materials

The “Realistic” Reasons
• 10 minutes to create a short video on the fly v. 60 minutes to record and edit a short video
• I don’t want to mix Work stuff in my Personal Stuff
• I have ZERO SPACE on my phone
The QR Code will take you to an Adobe Spark page that lists Social Media how to and training.


**Social Media Platforms - More Spontaneous**
- Facebook
  - Great for a strong FB following
- Instagram
  - Show what's cool / taking place right now
- Periscope (Twitter)
  - Sharing an experience with followers
- Snapchat
  - One on One Conversations
- YouTube
  - Public Reach, broad audience

**“Internal” Media Platforms**
- Less Spontaneous but great alternative if you need keep things on the Down Low
- Your Webinar Service
  - Have options to record sessions
- Internal Streaming Services
  - Microsoft Azure
  - MediaSite
  - Kaltura
  - Google Hangouts
What Makes A Good Video?

The Basics (DEMO)
• Make sure lens is clean
• Try to have a steady hand
• Outline and review what you are going to say
• If uncomfortable, take a test recording using the default camera app
• LIVE STREAM BABY!
• Be YOURSELF
What Makes A Better Video?

STABILITY Section

QR Code
The QR Code will take you to an Adobe Spark page that lists many of the items demonstrated in the session. You can purchase the times from amazon.com or directly from the manufacture.

The direct link to the QR Code is http://bit.ly/AN-Shopping.
Video

- Video demoing unstable and stable smart phone video recordings
- Can be found at YouTube via http://bit.ly/AN-Demos
- This is the 1st video in the playlist
What Makes A Better Video?

STABILITY SECTION (DEMO)
• Shoot with a Partner
  • Show “Sandwich” camera hold
• On your own?
  • Selfie Stick aka Monopod with Smartphone Adapter
  • Give your Monopod some Tripod Feet
What Makes A GREAT Video?

AUDIO Section

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Video

- Video demoing what happens when you switch from front facing camera to the back facing camera.
- This is the 2nd video in the playlist
What Makes A GREAT Video?

AUDIO SECTION (DEMO)

• Easiest Method
  • Your Smartphone Earbuds
  • Makes a quickie Lav / Lapel Mic
• Use an external Mic
  • 3.5 mm Connection (the Classic headphone connection)
  • Lav
  • Shotgun Mic
• Use an external USB Mic
  • May require an USB adapter
  • Lav Mic
  • Other Mics (i.e. Snowball)
  • May require a power adapter

NOTE FOR DROID USERS

• Support for USB audio is extremely limited
• Best bet is to use the Classic connection if possible or Bluetooth
LIGHTING SECTION

QR Code
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Video
• Video demoing how lighting effects your video live stream.
• Can be found at YouTube via http://bit.ly/AN-Demos
• This is the 3rd video in the playlist
2 What Makes An AWESOME VIDEO?

LIGHTING SECTION (DEMO)
• Control Lighting from the device
• Using Natural Lighting
• The Selfie Right Light
• And sometimes, you can’t control the light
  • This is true, especially when you are streaming from a place that is equally Dark Light and Bright Light
Don’t forget to talk about power and data!
More Things…
Power

QR Code
The QR Code will take you to an Adobe Spark page that shows you how to set up a powered USB hub for use in recording.


More Power - Portable Power & USB Powered Hub (DEMO)
- 3.5 connection, use a Battery Pack
- USB connection, use a USB Powered Hub
  - Require a power outlet
  - Lots of Power
  - Some Microphones need that additional power
    - If your Microphone needs more power, use a USB Hub
QR Code
The QR Code will take you to an Adobe Spark page with tutorials on how to set up a makeshift WiFi connection using your computer.


Cell and WiFi (DEMO)
- Streaming on LTE or cellular data
  - Easy but expensive
- From home
  - Easy but potentially slow
  - Fast down speed, slow up speed
- Enterprise WiFi
  - Awesome!
  - Fast down and up speed!

*DIY WiFi*
- Turn your PC or Mac into a WiFi Router
- Link to how to's accessible from QR Code or link
Ways to Promote

Before an event
- Behind the Scenes
- Guest Speakers
- Gamification (Bosley)

During an event
- Q/A sessions before/after event
- Event Vlog
- Announce Changes to Event schedule

After an Event
- Feedback
- Testimonials
- Recaps

Anytime
- Introductions
- Product Demonstrations
- How to / Just in Time
- How Not To
Video
• Video demoing a behind the scenes, event update, event VLog
• Can be found at YouTube via http://bit.ly/AN-Demos
• This is the 4th video in the playlist
Extend Shelf Life

External
Customer Service
Product / Service Feedback
TBT (Throw Back Thursday)
PLN (Personal Learning Network)
Relevant Hashtags
Social Media Curation

Internal
Customer Service
Feedback
Institutional Knowledge (Evolution)
New Employee On Boarding
Future Refinement & Development
Be Yourself
Stabilize Your Video
Use An External Microphone
(if possible)
Charge Your Stuff
WiFi over Cellular Data

Takeaways

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Thank You!

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The QR Code create a vCard on your mobile device with my Contact Information.