

What are Five Tips for Creating Videos that Promote Knowledge and Expand My Reach?

Presented by:

Jill Schiefelbein

Owner, The Dynamic Communicator

Jill Schiefelbein is an award-winning author, former professor, and business owner. She taught business communication at Arizona State University for 11 years while being a pioneer in the online education space. Her first business, Impromptu Guru, helped people improve their presentation and public speaking skills. She created a YouTube series that was syndicated by Entrepreneur Network. She's a video partner and a contributor to *Entrepreneur Magazine*, as well as a livestream video personality. Her latest book, *Dynamic Communication: Strategies to Grow, Lead, and Manage Your Business* was published in early 2017.



©2018 Magna Publications Inc.

All rights reserved. It is unlawful to duplicate, transfer, or transmit this program in any manner without written consent from Magna Publications. The information contained in this program is for professional development purposes but does not substitute for legal advice. Specific legal advice should be discussed with a professional attorney. To make this program available to all your faculty and staff, contact Magna's Customer Service department at 1-800-433-0499 Ext. 2 and ask about our Campus Access License.



What are Five Tips for Creating Videos that Promote Knowledge and Expand My Reach?

Presenter

Jill Schiefelbein
Owner, The Dynamic Communicator



Program goals



- Help academics/instructors understand the vast possibilities for video creation and promotion
- Searchability and consumption
- 5 different types of videos to create
- Where to disseminate video



What academic video typically is:



- Online courses
- Hybrid courses
- Lecture supplements
- Recorded lectures
- Microlectures



What academic video can be:



- Establishes and expands your expertise
- Personal brand
- Expand your credentials
- Attract grants and research funding
- Attract publicity and media



And there's proof!



- 5 billion views a day
- 300 million hours uploaded per minute
- "How to" searches on the steady 70% (global trend)
- Over 700M hours of video watched every day; between Facebook and YouTube



Five ways to use video



1. Create a video series around your area of expertise
2. Help people solve a problem
3. Answer questions on discussion forums
4. Describe your research and/or use video to collect data
5. Respond to current events related to your expertise



7

Channels for disseminating video



Institution CMS/LMS/servers
Personal websites
YouTube
Vimeo
Facebook/Instagram/Social
Embedding



8

Be proactive, not just responsive



Creating video only when you have an opportunity you'd like to capitalize on is sometimes too late.
Get started now, establish your video footprint, and then create when appropriate.



9


