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

Presented by:
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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.
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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

Channels for disseminating video

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

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.
Thank you!

Tell us what you think:

https://www.surveymonkey.com/r/5tips-create-video