How to Increase Your Online Social Presence With Video Announcements

Sharing personalized, relevant and "fresh" video communications with your online students is an effective way to increase your social presence in their learning experiences and help keep them connected, engaged, and motivated to learn.

"The best part of the class was seeing your face pop up every week."
- Online Student, Fall 2008

What You Need

◆ A webcam

◆ A free account at YouTube.com (there are many options -- this is just one!).

> *Tip!* Video share sites (like YouTube) typically include a maximum time limit for the videos you upload. Be sure to take note of this before you plan your recording.

◆ A transcript of your communication.

> *Tip!* Record "fresh" weekly announcements in your online classes. You will likely have content that you repeat each term (review last week/preview this week) but be sure to weave in "fresh" topics. For example, showcase an outstanding contribution made by a particular student, reference a current news event, encourage students to attend an event on campus, etc.
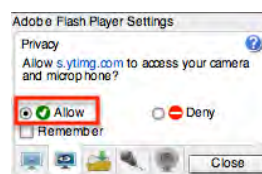
◆ A course management system (Blackboard, Moodle, etc.) or a website that you use to organize and share content with your students.

Step-by-Step Guide:

1. Open your transcript on your desktop in a narrow window, positioned to one side.

2. Log into your free YouTube account.

3. Click on "upload."

4. Click on "Record from webcam
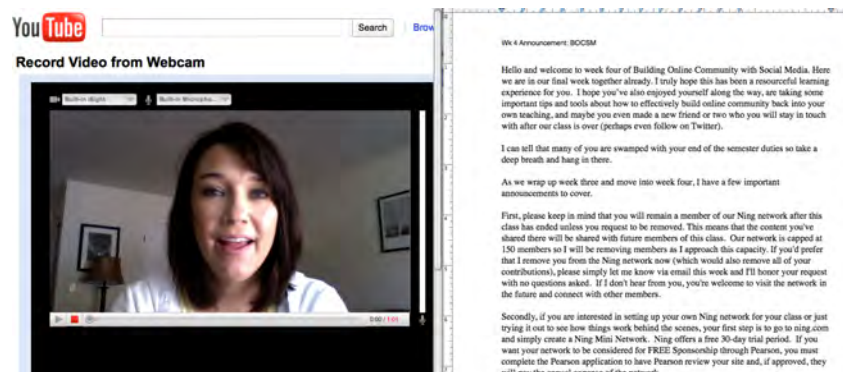
5. If you see a flash settings box, click "Allow."

Attribution: Michelle Pacansky-Brock   5/23/2011

How to Create a Video Announcement
for an Online Class

6. Click on the "Record" icon.

7. Record while reading your transcript from the other window on your desktop.

> Tip! It takes practice to feel comfortable in front of the camera. Try to be as natural as possible and speak using personality. Don't try to be perfect -- just be you. You are what your students want, not a flawless robot.

8. Click "Publish."

9. Edit title, description, tags, and privacy settings.

> *Tip!* When you are sharing your video with your class, it's best to select either "public" (meaning anyone in the world can find and view your video) or "unlisted" (a nice option that allows anyone who has the link to your video to view it but it doesn't appear in web search results).

10. Click "Save changes."

Your video is complete! Now you need to copy the embed code and paste it into your course management system or webpage.

> *"Why embed rather than link?"* Great question! You can easily have your students click on a link to your video but this option requires them to actually go to YouTube to watch it. Now, think about that. If you were an online student, how many times do you think you'd go directly back to that online class? I think those non-related but tempting YouTube videos might grab my attention and distract my focus on my studying.

11. Click the "View on video page" tab.

View on video page »

12. Click "Share."

Like   + Add to   ▼   **Share**

13. Click "Embed. **Embed**

14. From the options **Embed**   Email this video   [f] [t] d size of the embedded video. I recommend a smaller size to be sure it fits within the frame of your course management system or webpage but you need to experiment.
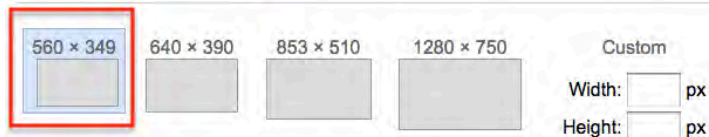
15. Click in the box at the top and highlight all the embed code (it begins with <iframe...).

16. Copy the embed code to your computer's clipboard (Mac users: Command C, PC users: Control C)

```
<iframe width="560" height="349" src="http://www.youtube.com
/embed/R4Rn4uigQHs?rel=0" frameborder="0" allowfullscreen>
</iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

☐ Show suggested videos when the video finishes
☐ Use HTTPS [?]
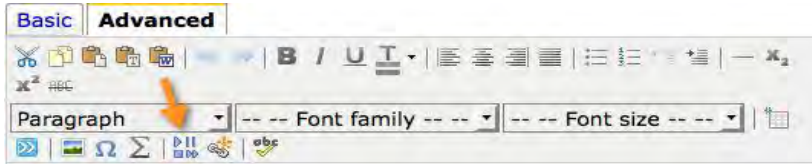☐ Enable privacy-enhanced mode [?]
☐ Use old embed code [?]

560 × 349	640 × 390	853 × 510	1280 × 750	Custom
				Width: ___ px
				Height: ___ px

Now open your course management system or the webpage where you want to embed your video.

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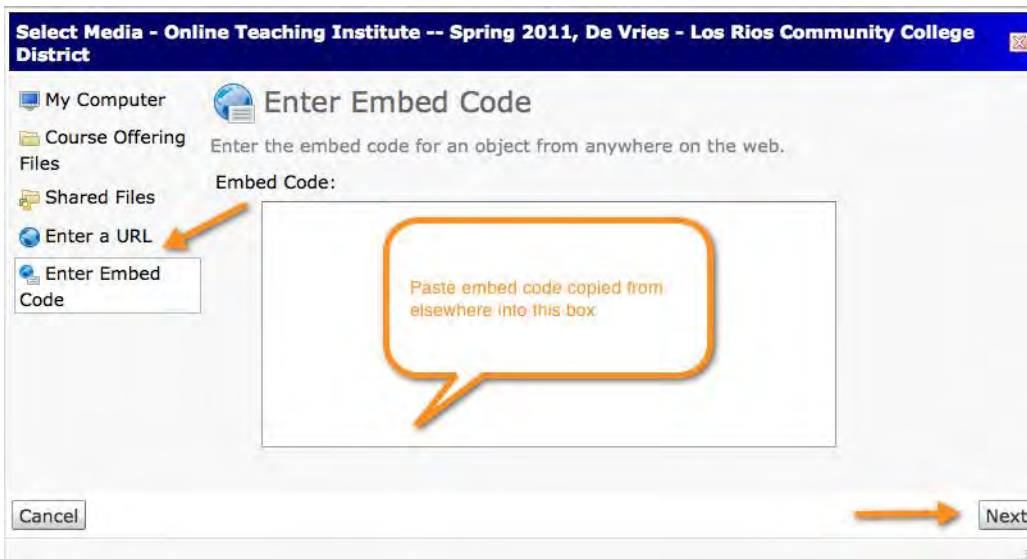Attribution: Michelle Pacansky-Brock   5/23/2011

Add a YouTube Video to Desire2Learn

1. Open a new **News Item** or in Content**,** add **a new topic and Create New File.**

2. Make sure you have selected the "Advanced" tab. Click the **Insert Stuff** icon.

3. Choose to **Enter Embed Code**. After pasting the code in the Content Editor's text box, click **Next**.

4. You will then see a preview of the embedded material in this box. If content is blocked, select "always allow". Click **Insert** and then **Save.**

5. The beginning screenshot of the video will be viewable in the News item. Click on the start arrow to view the video.

Other suggestions:

You can also type instructions in the text box above or below the video   . You may consider including a student learning outcome that will achieve through watching the video.)   ell students how long the video is.

Share the text-based transcript along with the video. This ensures your video announcement is accessible all students. In News, add the transcript as an attachment. In Content, first add the transcript to your course files than add a link to that particular file below the video.

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