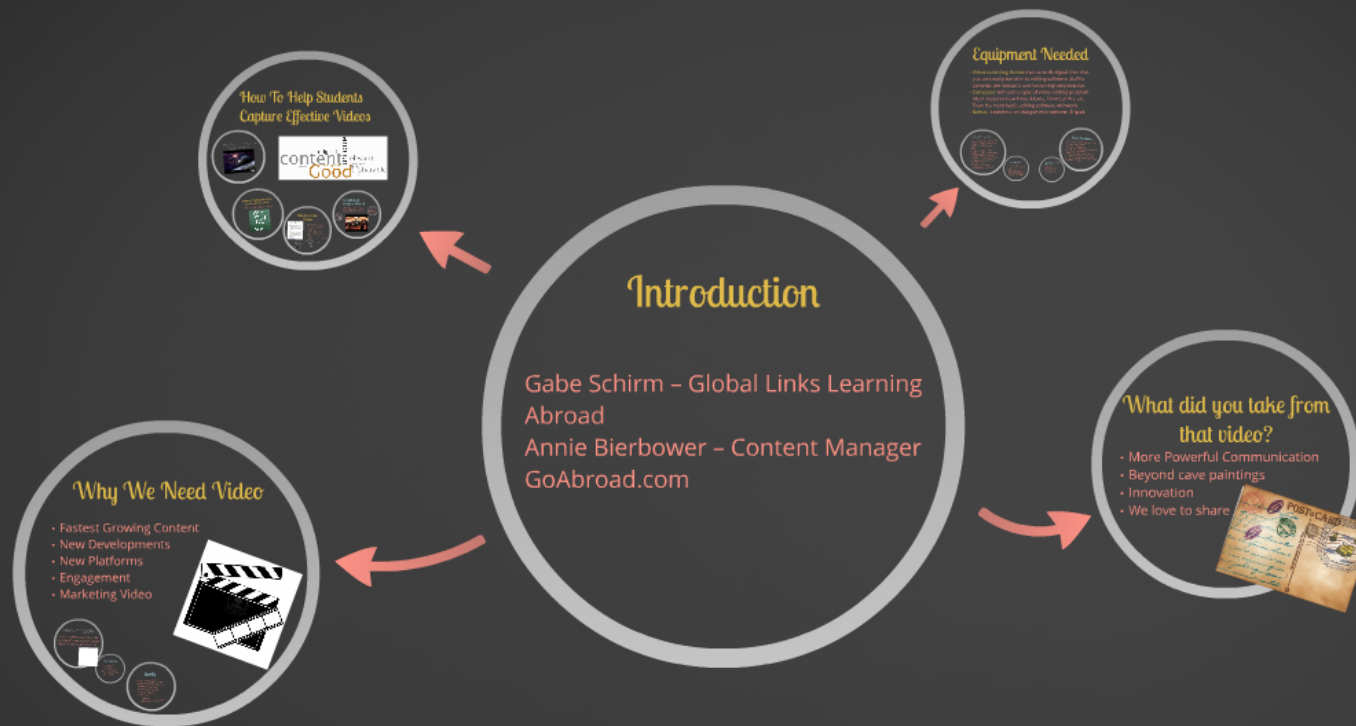


Utilizing Video for Study Abroad



Utilizing Video for Study Abroad

Introduction

Gabe Schirm – Global Links Learning
Abroad
Annie Bierbower – Content Manager
GoAbroad.com

Why We Need Video

- Fastest Growing Content
- New Developments
- New Platforms
- Engagement
- Marketing Video



Attention Spans

In 2012, studies showed that the average attention span dropped to nine seconds, the equivalent of ...



You're To Get Video

- You have that question for getting the video
- You're not sure what you want from the video
- You're not sure what you want from the video
- You're not sure what you want from the video

Clarity

- For you and your users
- Students won't give you what you want unless you ask for it clearly and specifically
- In-class content outreach
- Specific guidelines
- Time Limit
- Viewpoint
- Area of Focus or purpose

Attention Spans

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How To G

- The hardest part
- getting the video
- Decide what qu



How To Get Video

- The hardest part can be
- getting the video
- Decide what questions you want your videos to answer
- Inspire and motivate students
- Contests, engagement, exposure, vouchers

Clarity

- For you and your users
- Students won't give you what you want unless you ask for it clearly and specifically
- Initial content outreach
- Specific guidelines
 - Time Limit
 - Viewpoint
 - Area of focus or purpose

How To Help Students Capture Effective Videos

The Social Revolution - Remember Me



original
unique
relevant
comprehensive
timely
sharable
useful
accessible
accurate
prominent
content
Good

Guidelines: Helping study abroad students create better video...
What makes a good video?



Guidelines to Give Students



This year we launched our brand new Correspondent Program to apply these practices. This is an attempt to drastically improve the video content from our students overseas.

Correspondent Program: Video #1

Video McCall Bliss from Tufts University - Our First Trained Student



The Social Revolution – Remember Me





YouTube

What did you take from that video?

- More Powerful Communication
- Beyond cave paintings
- Innovation
- We love to share



Guidelines: Helping study abroad students create better video...

What makes a good video?



10000 N. Heron St. Suite 200
Waco, Texas, TX 76798 USA
www.globetrotterschool.org

I
Hello,

Congratulations on being selected for
contest to see your perspective on our
here are some guidelines to remember

- **Short is good**, whether it better
than 2 minutes. When editing a
footage.
- **Make it great but try to create
real from to use narration to help
more interesting.**
- **Keep it simple**: a video about the
your topic and story.
- **Have a hook**. Start out differently
going to start with them. For our
known to most, "immediately as a
foot in the world is.
- **Show not tell**. Do you want to watch
each video should be kept focused,
out and the "lower third" text can
help set stage.

Don't

- Show footage of alcohol, final struggle
and if ask you to re-edit if you include a
Just get into the camera while doing it.
- Constantly pan from side to side or zoom
for the one moment that's really enjoy
movement.

Some additional reasons...

Equipment Needed

- **Video recording device** that records digital files that you can easily transfer to editing software. GoPro cameras are fantastic and becoming very popular.
- **Computer** with some type of video editing program. Most students now have iMovie, Final Cut Pro etc. Even the most basic editing software will work.
- **Bonus:** A wireless or shotgun microphone. Tripod.

When Shooting

- 1.) Hold Your Shots - 10 seconds
- 2.) Keep it Steady - Pretend the camera is a boiling hot cup of coffee.
- 3.) Vary your Shots - angles
- 4.) What's so special? What makes travel destinations different
- 5.) Get in front of the camera and pretend like you are talking to your best friend.
- 6.) Tell us YOUR story.
- 7.) Easy way to meet locals!

More Than Footage

- Can get new or edited
- Video becomes your new equipment
- Needs to find all aspects of online
- Research
- Add to program pages and expand
- Give a student every reason to share which makes more about them
- Caption overwrites are the best advertisements

Expand On the Creator

- Make an interview
- Interview
- Feature with written content
- Gathered Author Page
- Features: Author
- <http://www.gowat.com/watfoc/>
- kelly@watfoc.com

5 Steps To A Share

1. Give them something immediately (badges, weekly feature)
2. Make them look good
3. Show how it works (pose the video as the answer to a question)
4. Make sure share widgets are on a sidebar or on video (below the fold)
5. Have an internal standard operating procedure for shares

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More T

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- Video become
- Needs to feed presence
- Add to program
- Give a student which means m

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n the Creator

rview

Expand On the Creator

- Make an interview
- Biography
- Feature with written content
- GoAbroad Author Page
- Equipment Advice
- <http://www.goabroad.com/author/kelli-mutchler>

Guidelines to Give Students

12050 N. Peoria St., Suite 330
Westminster, CO 80234 USA
www.globalinksonline.org

GLOBALINKS
LEARNING ABROAD

Toll Free: 1-800-980-0033
Telephone: 1-303-446-2214
Fax: 1-303-446-5955

hello,

Congratulations on being selected for the GlobalLinks Learning Abroad correspondent program! We are excited to see your perspective on our programs. Effective video blogging is definitely an art form and here are some guidelines to remember when creating a video blog:

- **Short is good, shorter is better.** Videos should be 1 1/2 minutes – 2 minutes in length, no longer than 2 minutes. When editing a video only include the most important and exciting parts of your footage.
- **Musik is great but try to create a story through video.** Think about the theme of your video. Feel free to use narration to explain to the viewer what is happening and to make your video more interesting.
- **Keep it simple.** A video about many things is confusing. Keep your videos simple and focused on your topic and story.
- **Have a hook.** Start out differently with every video if you can. Draw people into what you're going to share with them, for example: "today we are going to discover the greatest food known to man." Immediately as a viewer I want to keep watching to find out what the greatest food in the world is.
- **Stay on topic.** Do you want to watch a video of random ramblings? Neither does your audience, each video should be laser focused.
- **Use text over your video footage to let your viewer know where you are.** For example in final cut pro use the "lower third" text option. You could use text like "Arabic Bath", "Seville", "Spain" to help set the scene.

Don't...

- show footage of alcohol, foul language, drugs, disrespectful behavior, revealing attire, etc. – we'll ask you to re-edit if you include inappropriate images
- just talk into the camera while sitting in front of the camera – the audience will lose interest
- constantly pan from side to side or zoom in and out with the camera. Hold your shots and look for the one moment that's really captivating. It's hard to watch a video with too much movement.

Some additional resources for effective video making:

- <http://vimeo.com/videoachool101>
- <http://vimeo.com/videoachool101/ski/shooting>
- <http://www.tripfilms.com/filmmaker749>
- <http://www.socmedexaminer.com/10-steps-to-successful-video-blogging/>

-This year we launched our brand new Correspondent Program to apply these practices.

- This is an attempt to drastically improve the video content from our students overseas.

#5 - Have a Hook

Hook your audience right away with an interesting question or statement that will make them want to watch the video.

#6 - What NOT to do.

1. Don't forget to smile. You are the star of the show. Don't forget to smile. You are the star of the show. Don't forget to smile. You are the star of the show.
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#7 Stop talking - Use the B-roll

Use B-roll to show the viewer what you are talking about. It's a great way to show the viewer what you are talking about. It's a great way to show the viewer what you are talking about.

Guideline #1: Short is good, shorter is better.

Videos should be 1 1/2 minutes – 2 minutes in length, no longer than 2 minutes. When editing a video only include the most important and exciting parts of your footage.



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<http://www.tripfilms.com/filmmaker749>
<http://www.socmedexaminer.com/10-steps-to-successful-video-blogging/>



Guideline #1: Short is good, shorter is better.

Student Videos should be :30 – 2 minutes in length. No longer than 2 minutes. When editing a video only include the most important and exciting parts of your footage.

EXPERIMENT: I'm going to play a video from one of our Australia study abroad students and ask the audience to raise their hands when they get bored, want to do something else or would have stopped watching



#3 Music create a st

Think about the th
use narration to e
happening and to
interesting. Do you
slideshows?



Guideline #2: Keep the AUDIENCE and compel them to SHARE

If the whole point is that someone watches your video. It needs to be short enough and compelling enough to keep the audience and compel them to share.



#3 Music is great but try to create a story through video.

Think about the theme of your video. Feel free to use narration to explain to the viewer what is happening and to make your video more interesting. Do you love watching strangers slideshows?

#4 Keep it Simple - Stay on Topic

- A video about many things is confusing. Keep your videos simple and focused on your topic and story. Unless you are a professional video editor videos should be about one thing and thought of as a long moving photo.
- Do you want to watch a video of random ramblings? Neither does your audience. Each video should be laser focused.

#5 - Have a Hook

Start out differently with every video if you can. Draw people into what you're going to share with them.

For example: "Today we are going to discover the greatest food known to man." Immediately as a viewer I want to keep watching to find out what the greatest food in the world is.

#6 What NOT to do.

1.) Show footage of alcohol, foul language, drugs, disrespectful behavior, revealing attire, etc. – we'll ask you to re-edit if you include inappropriate images.

2.) Make us seasick. DO NOT TOUCH YOUR ZOOM! Constantly pan from side to side or zoom in and out with the camera. Hold your shots and look for the one moment that's really captivating. It's hard to watch a video with too much movement.



During training with the Travel Channel the first thing they taught us was DO NOT TOUCH THE ZOOM. Ever. Period. The #1 mistake amateur videographers make is trying to get too "artsy."

British Academia: Good or Bad?



British Academics: Good or Bad?



Correspondent Program: Video #1

Video McCall Bliss from Tufts University - Our First Trained Student

Statistics: Think About It

- 89 million people in the United States are going to watch 1.2 billion online videos today. (ComScore)
- Students give up on an online video if it doesn't load in two seconds. (University of Missouri-Jackson, Winkeft and Akense)
- Technological GROWTH IS GOOD, SHORTER IS BETTER.
- Globally, online video traffic will be 55 percent of all consumer internet traffic in 2016. (Cisco)
- 92 percent of mobile video viewers share videos with others. (InVivo)
- More than 1 billion unique users visit YouTube each month, spending more than 4 billion hours watching videos. (YouTube)

Additional Resources

<http://www.tufts.edu/correspondent/>
<http://www.tufts.edu/correspondent/about/>
<http://www.tufts.edu/correspondent/faq/>
<http://www.tufts.edu/correspondent/submit/>



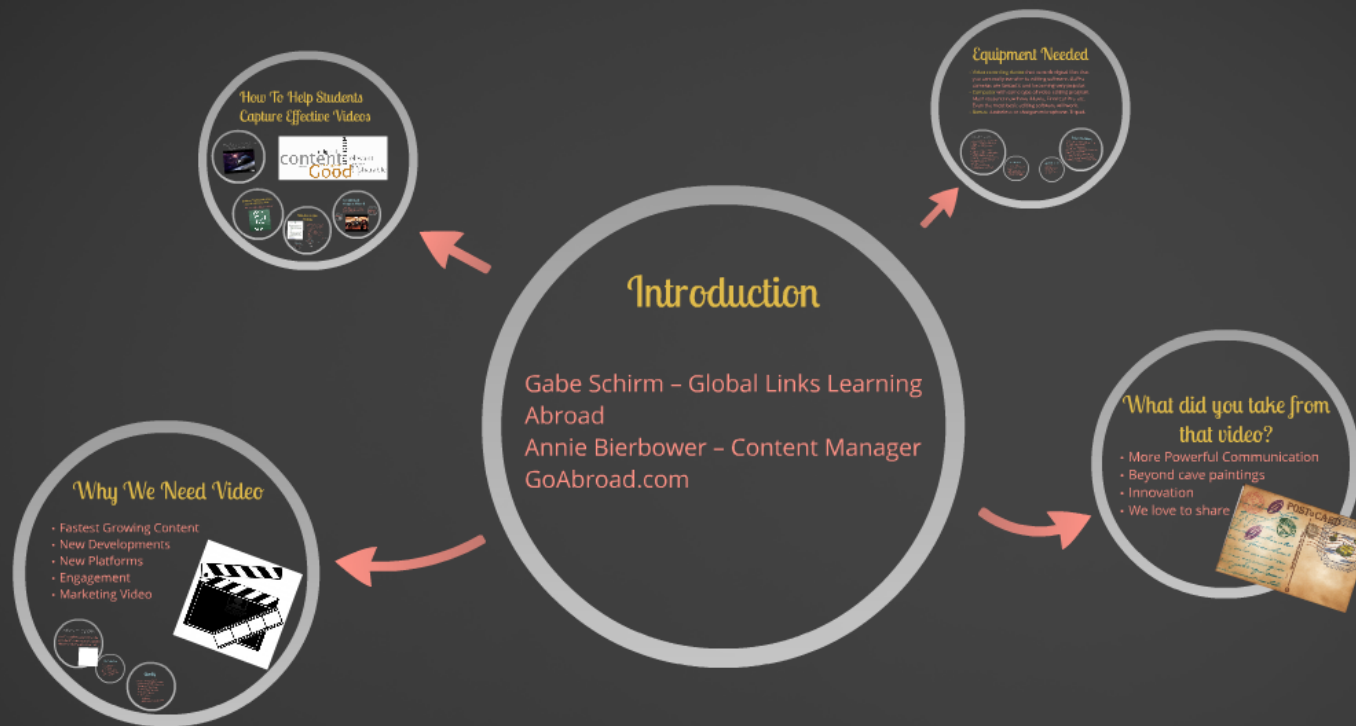
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Additional Resources

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