MONTGOMERY COMMUNITY MEDIA'S

LUNCH & LEARN:
Beyond Television, Creating an Online Video Presence
Presentation Overview

• Evaluate the purpose for your video online
• Distinctions for creating videos for different platforms
• Specifics for uploading video to YouTube
What kind of video are you uploading?

- The entire episode or show program
- Companion content for your show
- Footage left on the cutting room floor
Video Length

- Full length television episode or special
- Companion content (PSA’s & Promo’s)
- Footage left on the cutting room floor

Long form

Short form
Sharing full length shows online

longform content

• MCM Video on Demand
• Vimeo
• YouTube
Schedule - August 5, 2020

12:00 am NASA Channel
06:00 am Yala Fitness
06:30 am Small Business Network: "Special Edition: PPP Loans"
07:27 am Telling Your Story with Terrel and Nic
07:55 am Keeping It Safe: 2020 Student Video Contest Winners
07:56 am Career Choices: "Joe Mornini: Co-founder, Team River Runner"
08:26 am National Gallery of Art: "The Feast of the Gods"
08:56 am National Gallery of Art: "Intro to European Art"
09:29 am National Gallery of Art: "Intro to European Art"
09:59 am Ad Council: Shelter Pet Adoption - Hamilton the Pug :10
10:00 am Destinos: An Introduction to Spanish; "Episodio 19: Por fin"
10:30 am Destinos: An Introduction to Spanish; "Episodio 20: Relaciones estrechas"
11:00 am Yala Fitness
Mymcmedia website: MCM Video on Demand
<table>
<thead>
<tr>
<th></th>
<th>Vimeo</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>Free / Paid</td>
<td>Free</td>
</tr>
<tr>
<td><strong>Advertisements</strong></td>
<td>No Ads</td>
<td>Lots of Ads</td>
</tr>
<tr>
<td><strong>Built in Audience</strong></td>
<td>Small</td>
<td>Large</td>
</tr>
<tr>
<td><strong>Copyright Regulation</strong></td>
<td>None</td>
<td>Regulated</td>
</tr>
<tr>
<td><strong>Video Creators</strong></td>
<td>Video Professionals, Filmmakers &amp; Film artists</td>
<td>Anyone</td>
</tr>
<tr>
<td><strong>Interface</strong></td>
<td>Clean &amp; Simple</td>
<td>Complex</td>
</tr>
<tr>
<td><strong>Size File</strong></td>
<td>Various sizes depending on subscription</td>
<td>128 GB or 12 hours</td>
</tr>
</tbody>
</table>
What type of video viewing experience?

- Do you want ads?
- Do you want exclusive focus?
- Do you want the platform to help you build an audience?
Vimeo vs. YouTube
YouTube Creator Academy

https://creatoracademy.youtube.com
Creating a YouTube Channel

GMAIL

= 

YOUTUBE
What is a YouTube Channel?
YouTube Channel Customization

- Brand Channel with Graphics
- Add Text Description
- Segment Videos
YouTube Customization: Branding Your YouTube Channel

CUSTOM BANNER

CUSTOM ICON

Welcome to Montgomery Community Media

Welcome to Montgomery Community Media and MyMCMedia's official YouTube channel - subscribe for the latest videos from around Montgomery County.

Latest News and Happenings in Montgomery County
Description

A modern cable show addressing the current social, political, economic, and/or cultural climate. Get the latest information affecting our diverse communities. Host is Mariana Cordier.

 Montgomery Community Media (MCM) is the only independent, nonprofit organization providing public access television and broadband media directly to Montgomery County’s residents, resident non-profit organizations, associations and businesses, as well as YouTube viewers. MCM is dedicated to engaging, educating and empowering individuals and the community to express diverse viewpoints.
YouTube Customization: Welcome Video

Welcome to Montgomery Community Media's official YouTube channel - subscribe for the latest videos from around Montgomery County.
YouTube Customization: Segment Videos
What about other social media?
What is the video?

• The entire episode or show program
• Companion content for your show
• Footage left on the cutting room floor
What is your goal for putting videos online?

- Drive people somewhere else
- Keep audience engaged & build following
- Acknowledge & thank sponsors & guests
Montgomery Community Media posted a video to playlist Coronavirus.
Published by Deirdre Byrne 1d · 13h ·

MyMCMedia asked Dr. Katherine Feldman, the Maryland Health Department’s chief public health scientist who heads the state’s contact tracing efforts, about what parents should consider when deciding whether to send their children to in person learning.

Read more: https://bit.ly/3h0xBGB
GOAL:
Keep audience engaged & build following

• Promos
• Extras
• Video clips
• Behind the scene footage
GOAL: Acknowledge & thank sponsors & guests

Special Thanks for Use of Their Facility

Herndon Parks & Recreation
herndon-va.gov/recreation

Get Fit with Jane: Cardio & Strength Intervals

Herndon Community Television (HCTV)

51 views · about 2 years ago

Watch premiere of new #GetFitWithJane today at noon! Jane Nash focuses on Cardio & Strength intervals. Watch weekly - Tuesdays @ noon & Thursdays @ 7 AM!

In this exciting class, we will alternate aerobic and muscular strength/endurance exercises to boost energy and bring variety in muscular strength and endurance training. All equipment is optional and modifications will be demonstrated. Exercise at your own pace and comfort level and have fun! Equipment: Medicine ball, resistance tubing and hand-held weights. Enjoy and Get Fit With Jane!

Special Thanks to Herndon Parks and Recreation Department for use of the @Herndon Community Center to record the show and also to Participating Personal Trainers: Jeniene Nowak!
GOAL: Acknowledge & thank sponsors & guests

Special Thanks for Use of Their Facility
Herndon Parks & Recreation
herndon-va.gov/recreation

Special Thanks to Herndon Parks and Recreation Department for use of the @Herndon Community Center to record the show and also to Participating Personal Trainers: Jenlene Nowak!
What should I change for social media?

- Format of video
- Subtitles
- Aspect Ratio
What should I change?

Video Format

Scripting

- Capture audience in first 3-5 seconds
- Move openers to middle of beginning or end of video
- Footage left on the cutting room floor
Facebook Creator Studio: Audience Retention for Videos

*This feature is only available for Facebook pages as part of the creator studio. You can see when people drop off when watching your video.
What should I change?
and may you find peace and joy

OPEN CAPTIONS

Descriptive Information
What should I change?

Aspect Ratio

1:1 = square
16:9 = hd tv
4:5 = Instagram
<table>
<thead>
<tr>
<th></th>
<th>Instagram</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 seconds</td>
<td>Landscape 16:9</td>
<td>Landscape 16:9</td>
<td>Various dimension 16:9</td>
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<tr>
<td>120 minutes</td>
<td>Landscape 16:9</td>
<td>Portrait 9:16</td>
<td>Square 1:1</td>
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<td>Min. 32 pixels</td>
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<tr>
<td>Min width 600 pixels</td>
<td>Min width 600 pixels</td>
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<td>512 MB</td>
</tr>
<tr>
<td>4 GB</td>
<td>4 GB</td>
<td>4 GB File size Max</td>
<td>512 MB</td>
</tr>
<tr>
<td>30fps (max frames)</td>
<td>30fps (max frames)</td>
<td>30fps (max frames)</td>
<td>40fps (max frames)</td>
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*Information provided by [SproutSocial](https://sproutsocial.com)*
Last Thought: Internet is always changing & Google is your friend to find answers
Watch past episodes of MCM Lunch & Learn online!
MONTGOMERY COMMUNITY MEDIA'S
LUNCH & LEARN
THANK YOU FOR ATTENDING!
Special Thanks:

Nancy Rose
Herndon Community Television

Derek White
Inertia Media Group

David Berman
MCM Post-Production Coordinator