

SHARING VIDEO ONLINE



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Fundamentals of sharing video online

By Misha Antonich

Not too long ago, those people working in video were mainly concerned with 3 big steps of the process: Pre-production (planning), Production (shooting) and Post-production (Video & Audio Editing + Graphics). There was an expectation that distribution would have been settled before starting a production, ie. TV/Cable, DVD, theatrical. As of [2005 with Youtube's launch](#), there's an important question to consider: where and how (maybe if, too) should you publish your videos? This concerns all type of video content: personal, commercial,

non-profit, narrative, educational, etc.

For the purpose of our course, the idea is to upload your final edit to 1 of 2 video sharing platform, Youtube or Vimeo and to document your work as well as add [metatags](#). Finally, as an optional step (and for extra credit) consider [promoting](#) your video via social media channels such as Facebook, LinkedIn, Tumblr, Twitter, and others as [video + social media enhance engagement](#).

Which Platform?

☒ **Consider Audience, Tools**

A lot of folks see Vimeo as the “artistic” or “professional” destination for web videos, but that site is tiny (roughly 2.5%) compared to the 2nd biggest search engine (US), yes - Youtube. Consider your audience's preference, [your own profile](#).

☒ **Quality**

How you compress your video and upload it to the various sites can definitely impact it quality. Here are guidelines for Vimeo and Youtube:

[Vimeo](#), [YouTube 1](#), [2](#), [3](#), [4](#)

☑ **Consider the “visibility” of your video.**

Your video might be private, a test, a rough draft or simply not ready for primetime. In both Vimeo and Youtube you have the option of restricting who can see you posting and how it can be found. Consider these options and choose: [Privacy \(Vimeo\)](#) [Private/Unlisted/Public \(Youtube\)](#)

☑ **Add (a good) title, description to your video. Good tags too.**

Title and description and tags are important information about your video that will let others find it. [What you write and the words you submit are important.](#)

☑ **What happens after you’ve uploaded your video?** This phase is just as important as any of the others, so don’t slack off. Now that your video has been uploaded you need to get the word out using social media, subscriptions and friends.

Brand your channel

Here are tips on how to create a more engaging experience for users that come your way - [brand and optimize your channel.](#)

Here are some common ways to promote your video:

1. Embed it in a free blog you have (or start), such as [wordpress.com](#) or [wix.com](#)
2. Announce via [Twitter](#) (and [retweet](#))
3. Link to in Facebook (and thus embed)
4. Create a [Tumblr](#) account and share there
5. With autoshare, you can do all of the above automatically.

Here’s a good overview all all the steps: [The YT experience from plan to completion.](#)

Break a leg. Good luck.

