

NALP CONFERENCE | BOSTON 2016

What's on Demand?

UTILIZING FREE MULTIMEDIA TOOLS TO
CREATE NEXT GENERATION RESOURCES



Mikaela Callahan - GW Law School | Colleen McSherry - Paul Hastings LLP
Meghan Nash - GW Law School | Jennifer Salyers - William & Mary Law School

CONTENTS

What's on Demand?

3 Instructional Guides

 **pg. 3**

animated presentations & videos tool

SCREENCAST  **MATIC** **pg. 7**

screen & webcam recorder

 **pg. 12**

video creation platform

16  **Video Sharing** **pg. 16**

youtube



*"The play button has become the most compelling
call to action on the Web."*

-Andrew Angus, Founder and CEO at Switch Video

POWTOON

Animated Presentations & Videos Tool

It's Free & It's Awesome

Powtoon allows users to create professional-looking animated videos and presentations in minutes. Create your own or use a ready made template to communicate, interact, and inform in an unexpected and refreshing way. It's as easy as making a PowerPoint presentation and as impactful as a viral video.

Creating Your Own Powtoon

Step I – Sign Up

Step II – Choose a Format

On your Dashboard, hover over the "Create" tab. Select one of two options:



Tip:

- Use a ready made Powtoon for your first few creations. This is the best way to get comfortable with the controls, settings, and capabilities of the site before venturing out on your own.

Step III – Select a Ready Made Powtoon

Powtoon a library of ready made videos that take just minutes to customize. Those without a banner denoting a premium option are completely free! Here's just a small sampling:



POWTOON

Animated Presentations & Videos Tool

Step IV – Customize Your Powtoon in Simple Mode

1 Start by playing your Powtoon to see how it looks

2 Next, click on each icon to preview & edit it

3 You're in 'Simple Mode' which means you can customize props and texts in a click. For further customization abilities, slide the button to 'Customize Mode'.

After you've watched the Powtoon all the way through, start adding your content (text, images, backgrounds, etc.) and positioning it in each frame.

Swap out objects

Add a text effect

POWTOON

Animated Presentations & Videos Tool

Tip:

- Don't worry about using all of the frames - you can delete the ones you don't need.
- Save the animated objects for later. Make sure all of your core content is in the video so that your message and intent are clear.

Step V – Customize Mode

Now that you have all of your content in place, select "Customize Mode" on the top right of the screen to begin editing transitions and timing.

When you move from Simple to Customize Mode a timeline will appear under each frame.

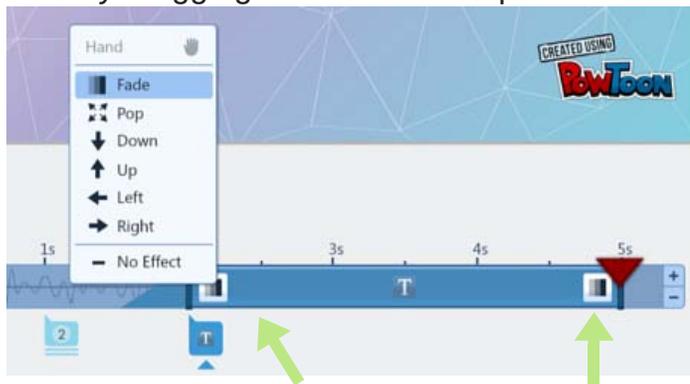


The red triangle denotes your place in the frame

Icons representing various types of content are placed on the timeline at the second or half second they become visible

Increase or decrease the number of seconds in each timeline

To edit individual content, select its icon. When an icon is selected, the length of time it appears in the frame will be highlighted on the time line. From here, you can adjust the time by dragging the start and stop markers to the desired second or half second.



Click these boxes to select a transition in and out for each item

Tip:

- When editing for time, watch each frame individually rather than watching the video as a whole. Segmenting it into frames makes it easier to catch a timing issue.

POWTOON

Animated Presentations & Videos Tool

Step VI – Review & Edit

Once you have each frame formatted and timed, watch the complete video. You can do this by going back to the first slide and clicking on the blue play button in the bottom right. Watch for the transition between slides and the timing of each frame, making edits as needed.

Step VII – Add Sound

Adding sound, whether it be music or a voiceover, keeps viewers engaged and interested. Select from one of these options:



Step VIII – Publish & Share

- When you are finished, select the "Export" button on the top right of the page. Select a "Category" and "Title" and write a description of your video.
- Select "Standard Resolution" - the only option on the free plan.
- Choose whether you would like to upload your video to Vimeo, YouTube, or Wistia and hit "Export." This process usually takes several minutes.
- Once your video is uploaded to an external site, you're done!

Tips & Best Practices

- Save after each frame to avoid losing content.
- Watch each frame and the video as a whole before finalizing. This is especially important with frames that contain text. Keep in mind that we all read at a different speed. It's a good idea to have someone else watch the video before you publish to ensure the timing works.
- Export to YouTube. YouTube is the most accessible and popular video sharing site. It also tracks views, which should help you see your real time impact.
- Animated videos are a great way to share information in a lighthearted way, so have fun!

Looking for ideas to get started? Check out this video created at GW Law School:



Announcing 2016
PSRP Program

SCREENCAST-O-MATIC

Screen & Webcam Recorder

Screencast-O-Matic Overview

Easily record short tutorials, demonstrations, and visual presentations.

Key Features:



Publish to YouTube



Save as a video file

Creating your own Screencast-O-Matic

Step 1 – Download Screencast-O-Matic

- Visit <https://screencast-o-matic.com/home>.
- Click the "Start Recording" button.



- Click "Allow" or "OK" if prompted.

Now that you have downloaded the latest version of Screencast-O-Matic, you can access it again on your computer at any time. Simply click the start menu icon and search for Screencast-O-Matic. Select the "FREE Recorder" option to avoid costs.

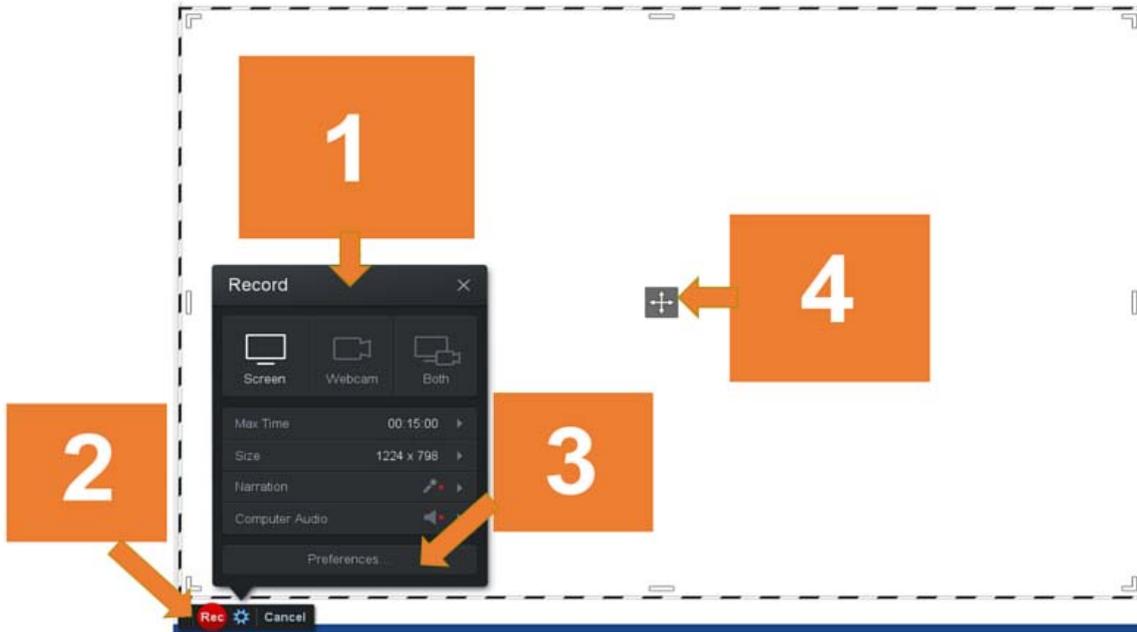
Pro Tip:

Save time and create a shortcut! Find the Screencast-O-Matic program via your start menu, right click the program, and "pin it" to your taskbar or start menu.

SCREENCAST-O-MATIC

Screen & Webcam Recorder

Step II – Record Your Webinar or Video



1 The Recording Control Box

- Choose the type of video or webinar you want to record by selecting a screen recording, webcam recording, or both.
- Size: Choose full screen or select another screen size.
- Narration: You must use a microphone or webcam to record audio. Plug in your device and test the microphone strength.

Pro Tip:

A webcam microphone works well. Avoid changing audio devices within the same recording as the sound quality difference is noticeable. *The option to use computer audio is disabled in the free version; you must use “Narration” to capture audio.

2 Control Bar

- Start, stop, and pause your recording.
- Access the Recording Control Box.
- Close Screencast-O-Matic by clicking “Cancel.”

Pro Tips:

- Wait a few seconds before you begin speaking and try pausing between sections of your recording to make editing easier. The more video you have to work with, the more options you have when cutting, combining, and adding special effects.
- Try Microsoft Movie Maker to edit and further enhance your recorded webinars or videos.

SCREENCAST-O-MATIC

Screen & Webcam Recorder

3 Preferences

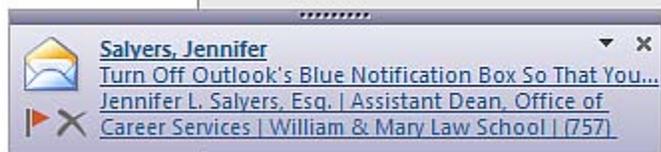
Set a pause hotkey, webcam hotkey, countdown to recording clock, control bar location, webcam preview, and full screen recording control preferences here.

4 Crosshairs

Use the crosshairs to position the black and white frame over the area of your desktop that you want to record. You can resize the frame by using the corners to shrink or increase the frame size.

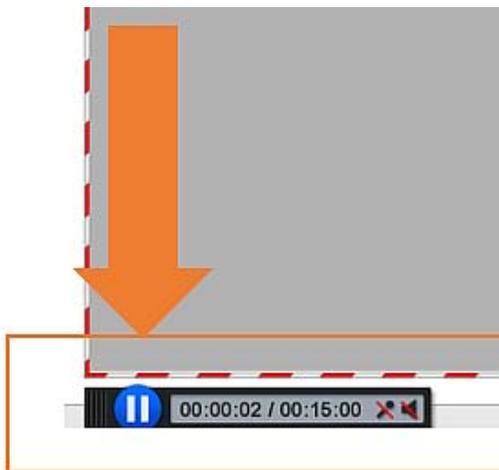
Pro Tips:

- Preserve your privacy and avoid TMI; do not let the viewers see your toolbar at the top of your screen or your taskbar at the bottom.
- Shut down your email – nothing ruins a great webinar quicker than an email alert in the bottom right hand corner of the screen!



Recording

Now, begin your recording by clicking the red "Record" button. You can pause or stop your recording at anytime by clicking the blue pause button.



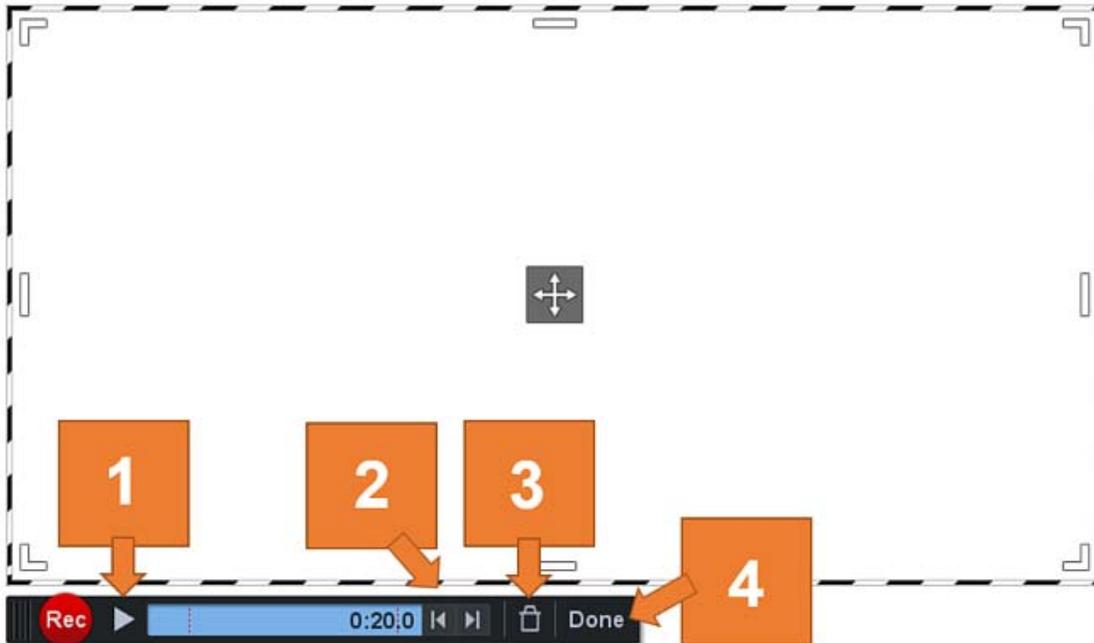
Pro Tip:

Don't move your mouse/cursor too quickly! A webinar with a cursor shooting around the screen is difficult for viewers to follow and can be distracting.

SCREENCAST-O-MATIC

Screen & Webcam Recorder

When your recording is complete, or if you want to take a break, click the blue pause button at the bottom of your screen. Once paused, you will have several options:



1 Preview what you have recorded.

Pro Tips:

- Will your recording stand the test of time? If you wish to avoid re-recording your video or webinar on a yearly or monthly basis, don't mention specific dates!
- Are you zipping through the webinar or video? Watch your pace and speed. Viewers are typically unfamiliar with the content presented, so be mindful of the pace and tone of your webinar demonstration or recorded audio.

2 Seek back or forward to your last pause/record point.

3 Trash it! Use this option to delete your recording and start over.

4 Save it! Click "Done" to complete your video and launch your downloading options.

SCREENCAST-O-MATIC

Screen & Webcam Recorder

Step III – Save Your Webinar or Video



1 Save the recording on your computer.

You have several options available when you choose to save the recording to your computer:

- Choose your file type: MP4, ALV, or FLV.
- Choose a file name and choose where you wish to save your recording on your computer.
- Cursor: Click to choose whether your cursor in the recording should be highlighted or not.
- Captions: Click to choose or add a caption that will appear at the bottom of your recording.
- Publish: Don't let the label fool you; this is your save button!

Pro Tip:

Saving your recording allows you to edit the recording using video-editing software. If you immediately publish to Screencast-O-Matic or YouTube, you are publishing as is.

2 **Upload your video to Screencast-O-Matic.** You can create your own Screencast-O-Matic channel and upload your videos here. [Click for tutorial](#)

3 **Upload your video directly to YouTube.** [Click for tutorial](#)

4 **If you only want to save a portion of your recording, use the sliders at the bottom of the screen to select the portion of the video you wish to save and download.**

W I D E O

Video Creation Platform

So, what exactly is a Wideo?

- Wideo is a web-based tool that allows you to make high-quality, animated videos.
- They are easy to create – you don't have to be a designer!
- They help you to present your content and ideas in a fun, visual way.
- You can share it! Your Wideos are very easy to upload to social media.
- You can download it! It's also easy to link your Wideos to YouTube.

The Price is Right

Free!*	Plus	Pro	Agency
Create Videos up to 30 seconds in length <i>*Recommended for beginners</i>	\$9/month. Videos up to 90 seconds; greater selection of templates, songs, and graphics	\$19/month. Videos up to 180 seconds; unbranded Videos; HD quality	\$39/month. Videos are unlimited in length; full HD quality; unlimited music and graphics

What can Wideo be used for?

- Highlight recruiting initiatives
- Deliver useful information such as helpful tips
- Promote events or new initiatives

Tips & Best Practices:

- Wideo saves automatically, but save your scenes often. Your Wideos are housed in your account library.
- Avoid long blocks of text. Try to streamline words and phrasing, so it is easier for your audience to read.
- Consider adjusting the length of your scene, so that your audience has time to read and absorb the content.
- Use the preview scene feature to watch what you just edited. This is useful in catching small errors or design elements you would like to change.

WIDEO

Video Creation Platform

Creating your own Wideo

Step I – Sign up!

It's a straightforward process that takes less than 30 seconds.

Enter in the following basic information:

- Name
- Email Address
- Password

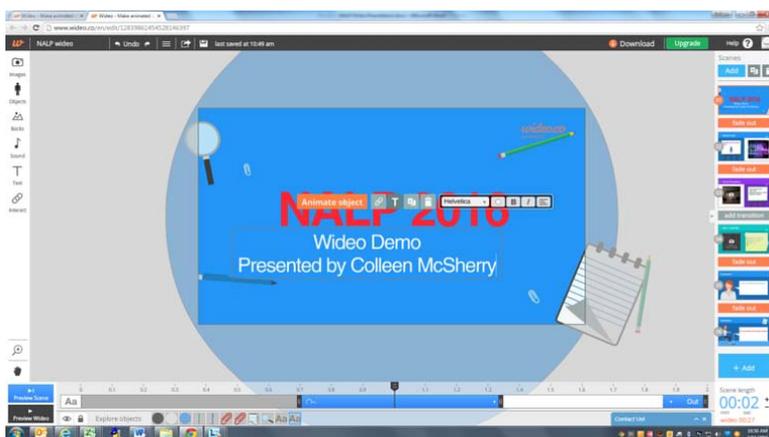
You can select the category that best describes your profession or interest in using Wideo - e.g. Are you a teacher? Avid YouTube user? A corporate professional?

Step II: Choose a Wideo Template

Think about the theme of your Wideo – is it educational? Instructional? An event invitation?

- Compile the content you wish to feature in your Wideo. As a best practice, save your content in a Word Document so that it may be easily accessed.
- Browse through the Wideo pre-made templates library to find one that best suits your message.
- If you feel especially creative, you can use a blank template to create your own!
- Once you select your template, watch a preview of what the Wideo will ultimately look like so that you get a sense of which content should be featured in each scene.

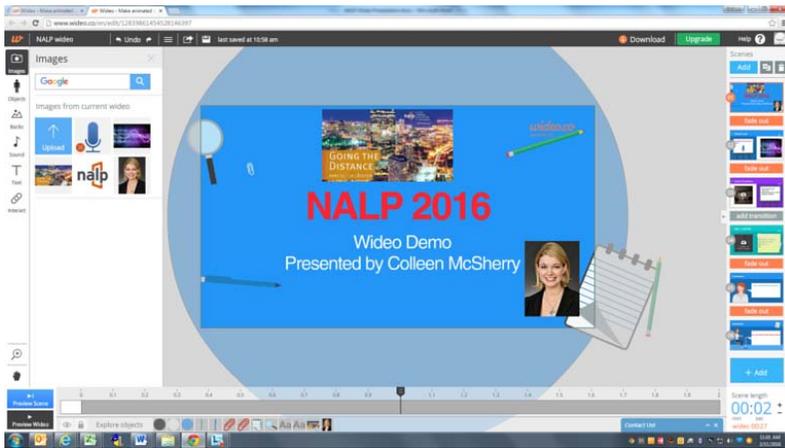
Step III: Editing Your Content



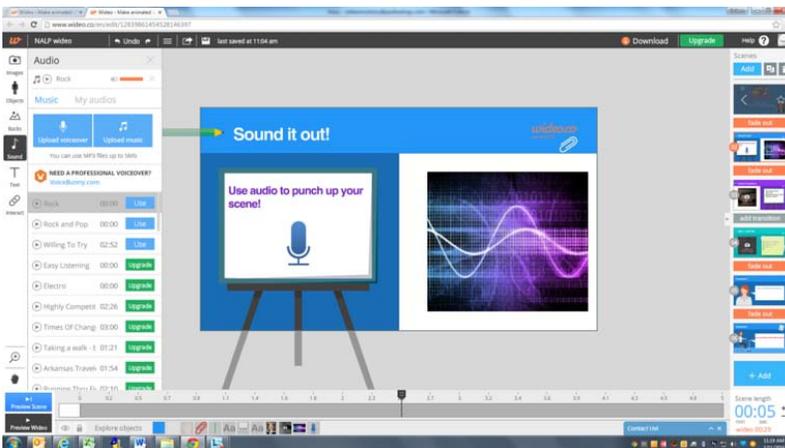
To edit text, click the box where you want to start typing, and click on the T symbol

WIDEO

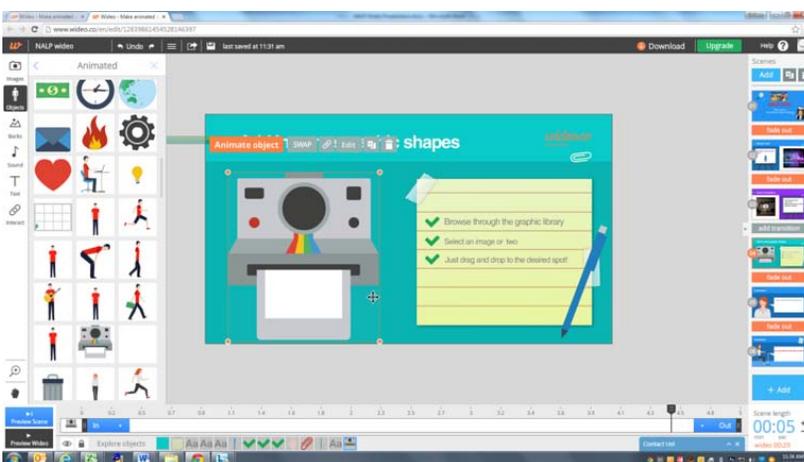
Video Creation Platform



Upload images and photos as desired. Wideo can pull these from your computer's Picture Library



Listen to the various music options, and select one that complements your content

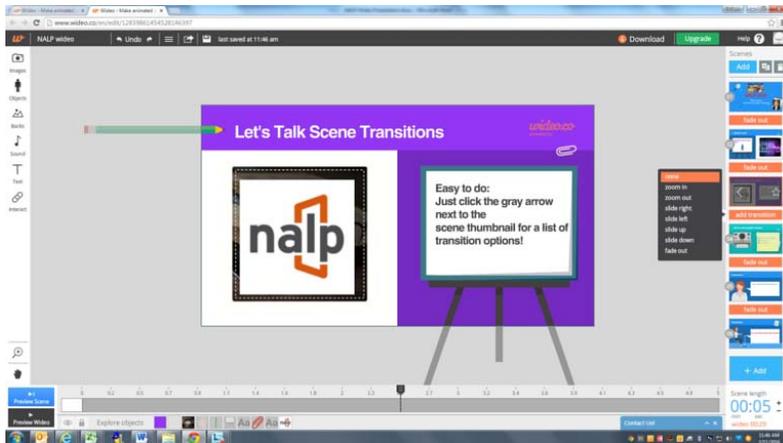


Take a look through the graphic library for additional icons you may want to add to your scene. Drag and drop them in place

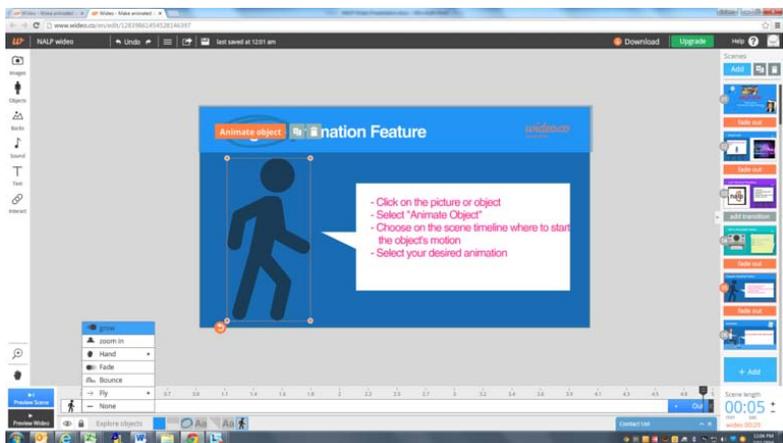
WIDE O

Video Creation Platform

Step IV: Creative Editing Options



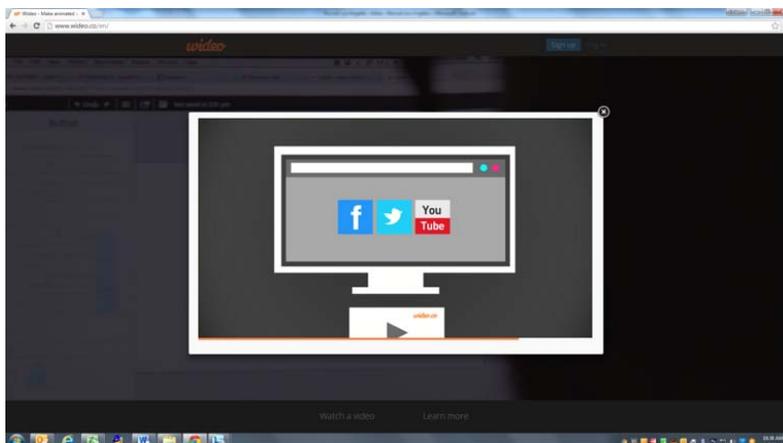
Peruse the list of transitions on the right side of the screen if you'd like to add a bit of variety between scenes. Options include zoom in or out, sliding left or right, etc.



To animate a picture or object in your scene:

- Click on the picture or object
- Select "Animate Object"
- Choose on the scene timeline where to start the object's motion
- Select your desired animation (e.g. fly in, fade, or bounce)

Step V: Share your Wideo!



Once completed, share your Wideo link with your intended audience. You can also upload it to social media and YouTube

Looking for ideas to get started? Check out this video created at Paul Hastings:



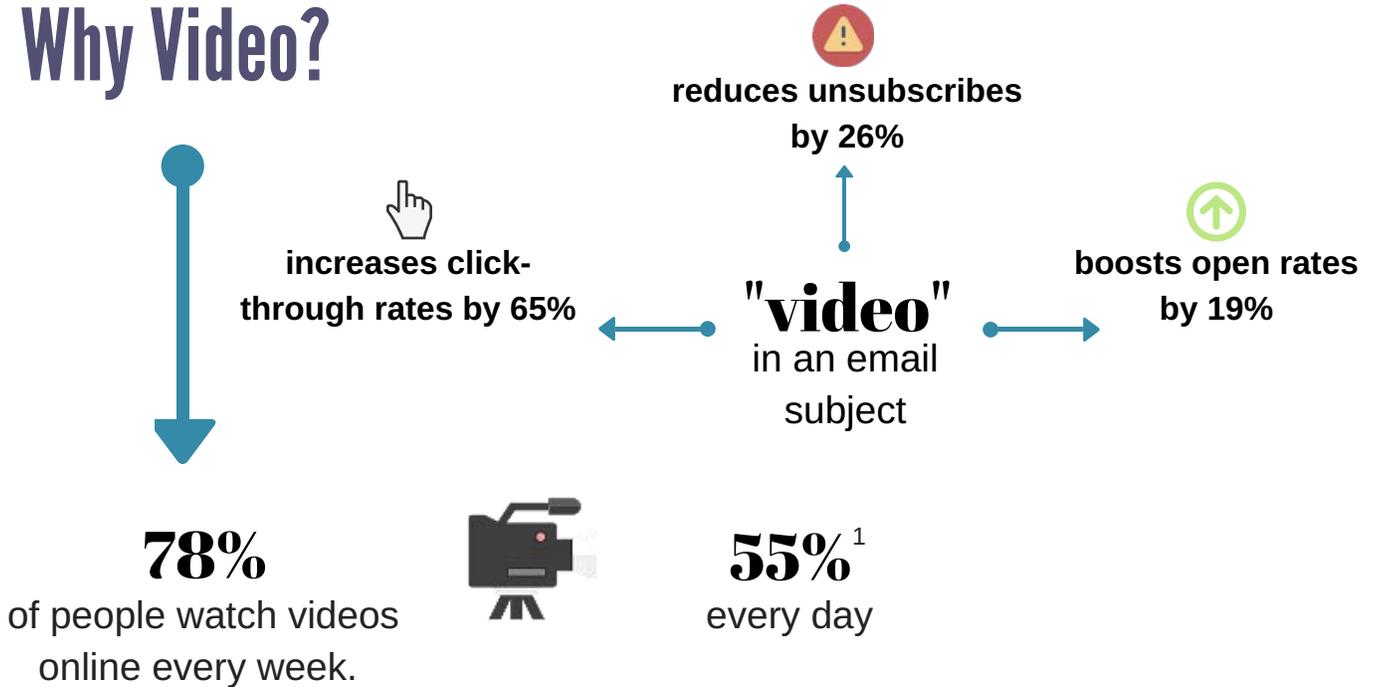
PH Recruiting Wideo Pilot



VIDEO SHARING

YouTube

Why Video?



Why You Should Share Videos on YouTube:

- YouTube reaches more 18-34 and 18-49² year-olds than any cable network in the U.S.
- It's free & easy to use
- Material can be accessed anytime, anywhere
- You can track the impact in number of views in real time
- Videos can be embedded in a website or linked to in an email

Tips & Best Practices:

- Add captions (for silent viewing).
- Comments Section - By default comments are enabled. Engage your marketing team on how to respond to negative or incorrect comments.
- Choose keyword-rich titles, descriptions, and tags for the videos to ensure your video is captured in a search.

1. <http://blog.hubspot.com/marketing/video-marketing-statistics>
 2. <https://www.youtube.com/yt/press/statistics.html>