

ABC's of Media Mojo

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Abstract

Most businesses recognize the importance of having a website. In the rapidly evolving world of the internet, having a static website is not enough. Today's websites must be interesting, dynamic and easy to find. There are eleven key elements of social media you can use to get your website noticed. This presentation will focus on the four basic building blocks – audio, video, blogs, and micro-blogs – with the emphasis on how you can create a video using only a digital camera and a free video production site called Animoto.

Introduction

I'm going to take a few minutes to establish a timeline because I think it's important you understand how quickly the internet has evolved, and that it is still evolving.

Think of this timeline as a highway, with each entrance ramp being a specific year. At some point, everyone listening to this presentation drove onto this information highway and become part of the traffic.

Where were you in 1962?

I know, that sounds like a long time ago, but that's generally accepted to be the year the internet was born as researchers at MIT began to work on a concept to connect computers using the telephone infrastructure that existed at the time. Soon, military applications became evident, and the government entered the picture.

Where were you in 1972? I ask because that was the year the first email was sent. It was also the year of Watergate, and the attack on Israeli athletes at the Olympics. The average cost of a new house was \$27,550. Average income? \$11,800. Gas was 55 cents per gallon.

In 2009, there were 90 trillion emails sent on the internet. It is estimated that there are 247 billion, give or take a few, emails sent every day, including 200 billion considered spam. Research indicates more than 1.5 billion people use email on a regular basis.

Throughout the 70s and 80s, educational institutions worked on the process of sending information over phone lines, but it wasn't until 1991 that a hypertext linking system was developed.

In 1993, a company called Netscape developed the first graphical browser. The following year, they began to market it.

In 1994, the World Wide Web Consortium was formed to provide common standards for all browsers because it was apparent the Internet was going to be important and standardization would assure access to a wide range of people.

AOL, Prodigy, and CompuServe began in 1995 as the Internet moved from the support of educational institutions and the government to commercialization. Instant Messaging began in 1996. Microsoft introduced Windows in 1998.

It's generally accepted that social media (interactive communication) began with Classmates in 1995. Six Degrees, debuted in 1997, but failed in 2000. This interactivity became known as WEB 2.0, the second generation, and expanded with StumbleUpon in 2001, Friendster in 2002, MySpace and Linkdin in 2003, Flickr and Facebook in 2004. As the speed of the internet increased from a basic telephone line to broadband, the concept of a website began to change. No longer was it sufficient to have a brochure as your website, sitting there passively, waiting for someone to stop by.

While various forms of search engine technology were available in 80s, the turning point was 1996 when two Stanford University students began the process that would be incorporated as Google in 1998. At its peak in 2004, Google handled 84% of all search inquiries. Today, it's the dominant player with over 50% of the search market. The remaining 50% is shared by Yahoo!, Bing/MSN and dozens of others.

YouTube began in 2005 by a couple of college students. It was acquired by Google in 2006 for 1.6 billion dollars. That was the year the social news revolution began with Digg, Reddit, Delicious, a bookmarking site and Twitter, which created a new category called micro-blogs. A micro-blog has a maximum character limit of 140.

In 2009, Foursquare became the first location-based website using a geo-targeting application.

The current trend continues to move away from static website pages and into the realm of real-time streaming and status updates – generally speaking, what's happening now.

According to the PEW Research Center's most recent survey, 14% of adult internet users have uploaded a video to the internet, a significant increase over the 8% estimate of 2007.

Today, one goal of a business is to have its website indexed by a search engine, most notably Google, and rank on the first page for relevant keywords. Having a website is not an option - it's a necessity.

As of December 2009, there were nearly 234 million websites, which included 47 million new ones since the 2008 study. There are more than 130 million blogs. Internet users, estimated at 360 million at the end of 2000 were expected to top 2 billion by the end of 2010. In November of 2009, the number of Tweets exceeded 27.9 million per day. Remember, Twitter began in 2006.

Facebook now serves more than 260 billion page views per month, that's over 6 million per minute or 37 trillion in a year. Facebook has more than 30,000 servers online, and is adding more. It now has 500 million registered users.

YouTube serves more than 1 billion videos per day. At the end of 2009, more than 12 billion videos were viewed on YouTube each month in the United States. The average internet viewer in the U.S. watches nearly 200 videos per month. More than 80% of internet users in the U.S. watch online video. According to a YouTube blog post on 10 November 2010, 35 hours of video are uploaded every minute.

A static website is not enough. It has to be dynamic, meaning content changes, frequently. A search engine algorithm seeks out new and relevant information. If information on a website hasn't changed in 30 days, it is not considered new, although it would still be relevant. Search engine optimization is a combination of keyword density in the body, keyword use in the title and dynamic activity such as text, pictures, audio and video.

The **ABCs of Media Mojo** are the fundamental elements that will help your website be indexed quickly and ranked for longer periods of time. It's not unusual to appear on Google's first page, then be gone the next day.

There are eleven key elements of social media you can use to get your mojo working online. This presentation will focus on the four basic building blocks – audio, video, blogs and micro-blogs – but there are also online PR, article marketing, teleseminars, webinars, mobile and email marketing, which includes using an autoresponder, and something new called widgets.

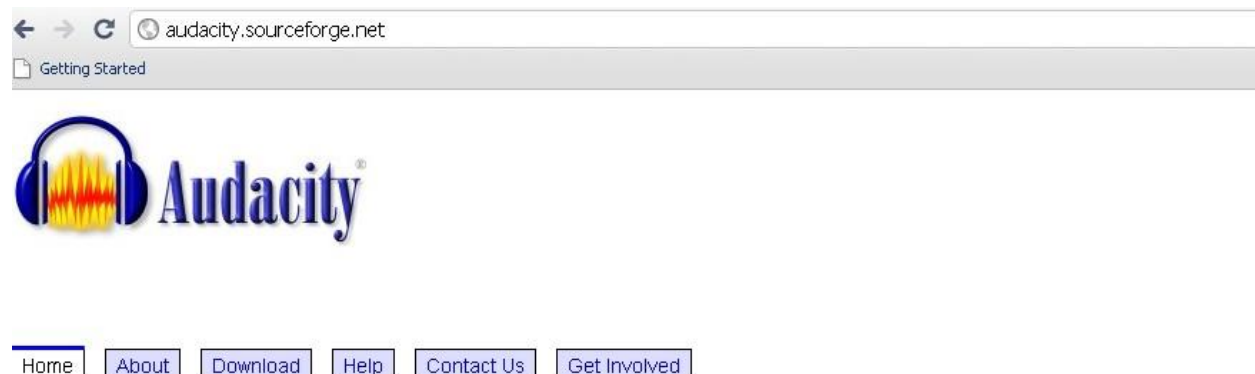
The emphasis of this presentation will now be on how you can create a video using only a digital camera and a free video production site called Animoto.

During the presentation, I'll introduce you to several free online services (they all have paid upgrade options) that will help you position yourself as an expert in your field. You begin by investing your time to understand how they work, then expand the options as you learn more about each service.

Remember, these are simply tools. They do nothing by themselves. Used in combination, they will result in better indexing and improved ranking of your website. Are you ready? Let's go...

Discussion

A is for *Audacity*, an audio editor (www.audacity.sourceforge.net).

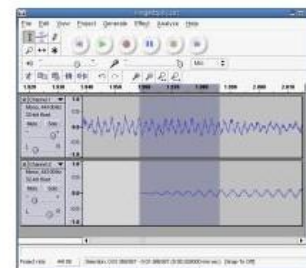


The Free, Cross-Platform Sound Editor

Audacity® is free, open source software for recording and editing sounds. It is available for Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems. [Learn more about Audacity...](#) Also check our [Wiki](#) and [Forum](#) for more information.

The latest release of Audacity is [1.3.12 \(Beta\)](#). This is our active "work in progress" version with our latest features. Documentation and translations into different languages are not quite complete. We recommend this version for more advanced users, and for everyone on Windows 7, Windows Vista and Mac OS X 10.6. See [New Features in 1.3](#) for more information about the 1.3 Beta series.

[Audacity 1.2.6](#) is our main release, complete and fully documented, but no longer under development. You may install Audacity 1.2.6 and 1.3.12 on the same machine.



[Download Audacity 1.2.6](#)

for Windows® 98/ME/2000/XP/Vista

About Audacity

Audacity is a free, easy-to-use and multilingual audio editor and recorder for Windows, Mac OS X, GNU/Linux and other operating systems. You can use Audacity to:

- Record live audio
- Convert tapes and records into digital recordings or CDs
- Edit Ogg Vorbis, MP3, WAV or AIFF sound files
- Cut, copy, splice or mix sounds together
- Change the speed or pitch of a recording
- And more! See the complete list of features

About Free Software

Audacity is free software, developed by a group of volunteers and distributed under the [GNU General Public License \(GPL\)](#).

Free software is not just free of cost (like "free beer"). It is **free as in freedom** (like "free speech"). Free software gives you the freedom to use a program, study how it works, improve it and share it with others. For more information, visit the [Free Software Foundation](#).

Programs like Audacity are also called **open source software**, because their source code is available for anyone to study or use. There are thousands of other free and open source programs, including the [Firefox](#) web browser, the [OpenOffice.org](#) office suite and entire Linux-based operating systems such as [Ubuntu](#).

We welcome [donations](#) to support Audacity development. Anyone can [contribute](#) to Audacity by helping us with Beta [documentation](#), [translations](#), user [support](#) and by [testing](#) our latest code.

[Ohloh](#) has statistics on the value of Audacity development. The Ohloh "badge" at the bottom of each page on this site shows updated summary values. We set up the Ohloh pages about Audacity so the statistics show only the values of Audacity-specific development, excluding the third-party code libraries Audacity uses.

Animoto is a video maker (www.budurl.com/animoto). It has an upgrade option to produce video longer than 30 seconds, as well as exclude their branding, but you don't have to pay to play as you learn how it works. I'll go into detail on this platform in a few minutes.

animoto Sign In or Sign Up

We make killer video from your images automatically.
Get Started

Featured in: *The New York Times*, *SUSA TODAY*, *NATIONAL GEOGRAPHIC*, *CNN*, *BBC*, *TechCrunch*, *WALL STREET JOURNAL*, *Forbes*

Learn More in 60 sec

Turn your photos & videos into pure amazing.
Animoto automatically produces beautifully orchestrated, completely unique video pieces from your photos, video clips and music. **Fast, free and shockingly easy.**

Holiday greeting cards!
Animoto's beautiful new styles are the holiday greetings people will remember. Poignant, personal, and paperless — get started.

Example Videos
See the many ways people are using Animoto to impress. [View videos >](#)

Animoto Pro
Create unlimited, unbranded, high-resolution videos licensed for commercial use. Find out how Animoto Pro can help grow your business.

Amplify (www.amplify.com) is a social media site that enables the user to expand on various topics.

About Join Log In

amplify

A smarter way to share.

Amplify gives you the easiest way to clip, share and spark conversation about articles, blog posts or anything else you read on the web. [Learn more](#)

Sign in with Twitter Connect with Facebook

Or [Sign up](#) for a free Amplify account. Already have one? [Log in](#).

What people are talking about right now... Find Conversations

? Eric Snyder? **North American English Dialects**

Alison Knowlton **Imagine: life with seven 13 year olds. #OMG**
I can't imagine how surreal life must have been for this family when their kids

"Amplify - The web's best place for conversation."
- Robert Scoble

"Twitter may be the firehose, but Amplify is the conversation."

Amplify FAQ

What is Amplify? Amplify is a service for engaging in conversation about news, thoughts and ideas people share. Not all conversations can be had in fewer than 140 characters, so while Twitter is an amazing place for keeping up with what's going on, Amplify is the place to talk about it.

Can I use Amplify to autopost to other services? Yes. Amplify's list of supported sites includes social networks Twitter, Facebook, Google Buzz and Friendfeed; blogging services WordPress, Tumblr, Blogger and Posterous; as well as other services including Ping.fm, delicious, diigo and Plurk.

How can I use Amplify to curate and share news, images or videos I find on the web? Instead of just shortening URLs, Amplify gives you the easiest, most powerful way to clip, share and spark conversation around things you find on the web. You can use the [Amplify bookmarklet](#) in Firefox, Chrome, Safari, Opera and Internet Explorer. We also have a [Firefox add-on](#) and a [Google Chrome extension](#).

Can I use Amplify to clip and share what I'm reading on my iPhone, iPad or Android phone? Yep. To use Amplify on your iPhone, iPad or Android phone, visit <http://amplify.com/m-bookmarklet> and follow the instructions.

Can I use Amplify to post by email? Yes, every user is given a unique email address they can use to post things on Amplify (users with multiple Amplogs will be given a unique email address for each one). Whatever you provide as the email's subject will become the post's title. If you want to microblog, simply leave the subject line of your email blank. The body of your email will become the post's content. Photos that are included (either inline or as attachments) will be included in your Amp (support for video will be added). Like all content shared on Amplify, anything posted by email can simultaneously be auto-posted to Twitter, Facebook, Google Buzz, FriendFeed, Tumblr, Blogger, Posterous, WordPress or any of our other supported services. However, if you want to turn autoposting off for a particular post, simply add "autopost off" in the first line of your email. Also, if you just want to exclude specific services from auto-posting for a particular post, add "autopost" followed by the specific services you wish to post to in the first line of your email. After your email has been posted on Amplify, you will get an email confirmation letting you know. To get your unique Amplify email address and see more complete instructions, visit Post By Email under Settings.

Why would I use Amplify if I'm already using other services like Twitter, Posterous, Buzz and Friendfeed? Funny you should ask. We've added our perspective on that [here](#).

Can I setup Amplify to post to multiple Twitter accounts? Yep. Visit Settings >> Autopost and click Twitter on the left side of the page.

Can I setup Amplify to post to Facebook Pages (in addition to my personal Facebook profile)? Yep. Visit Settings >> Autopost and click Facebook on the left side of the page. You will then see the option to enable Facebook Pages on the right side of the page.

I want to post from Amplify to a Facebook Page using my Facebook Page name, not my personal Facebook name. Can I do that? After you click the check box to enable a Facebook Page, a Facebook dialog opens up asking if you want to allow Publishing to the Page. If you click Allow Publishing, all posts will be made as the Page Name. If you don't allow publishing, the post will be made as your personal Facebook name.

Can I use Bit.ly for shortening URLs I share via Amplify? Yes, to set up Bit.ly on Amplify, visit your Settings page and under "More Settings" click Enable Bit.ly URLs.

How can I use Amplify to curate, share and discuss specific Tweets from twitter.com? From any feed on Twitter.com, click the Amplify button in your browser and then choose "Clip This Page" in the menu that opens. The orange Amplify lines will now easily surround any Tweet that you scroll your mouse over. Click inside the orange lines to select any Tweet(s) you want to Amplify. The formatting of the Tweet, including the user's profile picture on the left, will be preserved in your Amp.

Can I use Amplify to clip and share things I read in Google Reader? Yes, Amplify supports clipping and sharing from Google Reader. Also, please note that when you clip something from Google Reader, the source URL of your post on Amplify will link directly to the original source, not Google Reader.

How can I set up Google Buzz to scrape my Amplify page? If you want the full content and formatting of all your Amps to be posted to Google Buzz, instead of using Amplify's auto-post feature, you can set up Buzz to scrape your Amplify page. To do that, on Amplify go to Settings >> Customize Your Sidebar and then activate the Where to Find Me widget and add Google Buzz as an item. Then add a link to your Amplify page on your Google profile and then add Amplify as a Connected Site in Buzz (for instructions [click here](#)). From then on, when Google recrawls your Amplify page it will include your latest posts on Buzz.

If I have multiple Google Buzz accounts, how can I choose which one to link with Amplify? When linking Google Buzz, Google will use whichever Google account you are currently logged into. If you are not logged into Google, you will get a Google login screen, where you can chose whichever Buzz account you like. If you are logged into Google, the user/email of the account will appear in the upper right hand corner of the Google page you get redirected to when linking Buzz to Google. There is a sign out link right next to it, if you would want to link a different account.

I see that I can write microblog posts on Amplify that exceed 140 characters. What happens if I post them to Twitter? When you write a microblog post on Amplify that exceeds 140 characters and post it to Twitter, we automatically truncate your Tweet and add “(cont)” plus a link to your full post at the end. If your post is under 140 characters, then it gets posted to Twitter exactly as is.

Do I need to create an account to use Amplify? Yes, but you can by signing in via a Facebook or Twitter account. All you’ll be asked to do is choose a URL of your Amplify page and supply a valid email address. If you don’t want to sign up with your Facebook or Twitter account, you can easily create a free Amplify account. [Join now](#)

The Amplify Firefox extension seems to have disappeared from my browser. What can I do to get it back? To get the Amplify button back in Firefox, click View >> Toolbar >> Customize. Then, in the window that opens scroll to the bottom and look for the Amplify icon. If you see it, drag it from the window back to the top of Firefox wherever you want it located. We’re looking into a more permanent solution to preventing this from happening, but this should restore it.

Can I use Amplify to share videos I find on the web? Yes. With the Amplify [bookmarklet](#), you can Amplify online video from sites including YouTube, CNN, WSJ, Reuters, CBSNews, The Daily Show, CNet, Ted.com, Blip.tv, Vimeo and many others.

I have edited my Amplify Profile but it keeps changing or disappearing. If you signed up for Amplify using a Twitter account, your profile information and photo are automatically pulled from Twitter each time you login to Amplify. If you want to override this, you can visit Settings >> Edit Your Profile and provide new profile information. Just be sure to check the box at the bottom of the page that says “Use the profile info above instead of automatically pulling from my Twitter profile”.

Can I approve new followers on Amplify? Sure, if you want to approve who can follow you on Amplify, visit Settings >> Privacy and check the box that says “Yes, I want to approve who can follow me”.

How can I block people from following me on Amplify or commenting on my Amps? To block someone from following you or commenting on your Amps, visit their Amplify page and click the “block” link in their profile widget.

What’s the difference between a Direct Message and a general comment on Amplify? General comments are public for anyone to see while Direct Messages let you engage in private conversations with other users on Amplify. You can only send direct messages to users who follow you.

Is Amplify free? Yes, all aspects of Amplify are free. .

I see that Amplify also supports groups. Explain. Amplify can be used by businesses, organizations, classrooms or any other group to create a community web site for members to share and discuss what they're reading on the web. Amplify groups can be synced with Twitter and Facebook as a way for organizations to have a meaningful presence on the social web or they can be kept private within the enterprise to facilitate shared knowledge and communication around what members are reading on the web.

How can I remove myself from a Group Amplify that I've joined? To remove yourself from a group go to Settings => Start a New Amplify. On that page, you will see a list of Amplify groups that you're a part of with a Remove link next to each one.

B is for *BlogTalkRadio*, a podcasting system that began in 2006 (www.blogtalkradio.com).

BTR is considered by search engines as an authority site, which means content is indexed quickly, because independent producers generate more than 1000 shows per day.

BTR also provides a blogging element which helps with promotion, along with a widget that can be placed on different websites and blogs, which helps to develop listeners. It's free to setup and do a 30 minute internet radio show each day, talking about your product, service or favorite cause. A free account is restricted to non-prime time – 7 PM to 11 PM – but you have the rest of the day, seven days a week to choose from.

The screenshot shows the BlogTalkRadio website interface. At the top, there's a navigation bar with the logo and links for 'On Air', 'Featured', 'Popular', and 'Stations'. A search bar and a 'Create My Talk Show' button are also visible. Below the navigation, there are several promotional banners and a grid of featured internet radio shows. The 'Featured Internet Radio' section includes shows like 'Charice Fan Talk - Episode 33', 'Boycrazy Radio' with Alexi Wasser, 'Congressman-EI...', 'Sports and Manhood with...', 'Dealing with a Psychopath in...', and 'PWTorch Livecast'. A 'Today's Picks' section highlights 'Paula Begoun' from 'The Cosmetics Cop'.

When you visit the website, scroll to the bottom of the page and click on the FAQ link and you will likely find the answer to any questions you may have.

Overview | Recent

New FAQ Knowledge Base »

Announcements (3) »

- Welcome!
- UPDATE: Skype Having Issues Connecting - RESOLVED
- Customer Support Closed For the Holiday

My Account and Settings: Customizing ... (12) »

- What is My Account?
- What's my Host ID?
- Profile Picture: How do I add my own?

Scheduling My Show (17) »

- How do I get my shows on the On Air guide?
- How do I schedule a show?
- How do I edit my show times or descriptions?

Hosting My Show, My Switchboard & Skype (25) »

- What's the difference between Guest call-in number and Host Dial-In number?
- Can I use Skype to Host My Show?
- How can I bring my Guests on air?

Premium Services (21) »

- Where do I go to register for Premium Hosting if I already have the basic free?
- What are the basic differences between Premium and Premium Plus?
- Are Pro Accounts different than Premium or Premium Plus Packages?

My Chat Room (6) »

- How do I moderate my chat room?
- How do I open my chat room?
- How far in advance should I open my chat room before my show starts?

Uploading My Audio Files (11) »

- What is Startup Audio?
- How do I set my start-up audio for my show?
- What File Formats are accepted by BlogTalkRadio?

Sharing and Promoting My Show (11) »

- How many listeners will I have?
- How do I invite people to listen to my shows?
- How do I give the player code to a guest?

Blogs are text-based services that enable you to tell your story, a little at a time, in words, pictures, video and audio. Wordpress (www.wordpress.com) and Blogger (www.blogger.com) are free platforms, with Wordpress being more involved and offering expanded elements, such as unique themes for a price and a wide range of plug-ins.

WordPress.com

Language: English

Express yourself. Start a blog.

[Sign up now](#)

Nervous? Technically challenged? Go from zero to hero with our 10-step walk-through guide.

In seconds, you'll have a blog with amazing **free** features like...

Stats to obsess over

Our stats are designed to give you up-to-the-minute data about your visitors: how many there are, where they're coming from, which posts are most popular, and which search engine terms are sending visitors to your blog.

Gorgeous themes

You can change the look of your blog with over 100 attractive themes ranging from professional to fun to crazy, and you can switch themes with one click.

Widgets galore

Freshly Pressed:

The best of 341,018 bloggers, 419,344 new posts, 371,037 comments, & 89,352,478 words today on WordPress.com.

[Subscribe](#)

I am grammar nazi cat.

Defending good grammar, sort of

Down the Road

[Posts about writing →](#)

FOOD PRESS

Serving up the hottest dishes on WordPress.com

FoodPress.com →

Sleep A Bit Less, Live A Bit Longer, Or So They Say

ANIMAL

[Posts about nature →](#)

City of Dreams Pavilion Competition

The Dirt

Breathe In... Breathe Out

Dawn's Blog

[Posts about humor →](#)

please, do not step on the law. where is acacia?

[Posts about photography →](#)

December 13, 1957 - The Last Two-Seat Ford Thunderbirds

A Side of Portobello lists in my pocket

[Posts about recipes →](#)

Blogger is easy to use, and since it's owned by Google, some people feel it has a better shot at being indexed. Both work extremely well. The key, of course, is content. Remember, someone has to produce text, pictures, audio and video.

Create a blog. It's free. [Get started](#)

Beautiful, customizable templates and layouts. [Try the template designer](#)

Up to the minute stats Make money with AdSense Explore [Blogs of Note](#)

Want to learn more? Take a [quick tour](#), watch a [video tutorial](#) or read [Blogger Buzz](#).

[Features](#) | [Buzz](#) | [Help Center](#) | [Developers](#) · [Terms of Service](#) | [Privacy](#) | [Content Policy](#)
Copyright © 1999 - 2010 Google

Also in the blogging category are micro-blogs, such as Twitter (www.twitter.com).

Have an account? [Sign in](#)

twitter Search

The best way to discover what's new in your world.

VENEZUELA LIBRE Escarra Blake Edwards Teague QUAZIGGYZIGGYZAM Mara Maraviha Niners TRENDING

See who's here

Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

Top Tweets [View all >](#)

Michael Pollan Provocative piece on cheap food and quality of life, from Tom Philpott. Don't miss the graphics! <http://p2.to/15c6> 24 minutes ago

Asher Roth "Don't get distracted. Stick with the music. It's gonna save the world." - Doris 3 hours ago

CNN CNN did not report Morgan Freeman death. Rumor is false. CNN will aggressively investigate this hoax. <http://on.cnn.com/gEMUjMy> 3 hours ago

ihatequotes Don't get twisted! It's okay to wait for the right person.

New to Twitter?
Easy, free, and instant updates. Get access to the information that interests you most.

[Sign Up >](#)

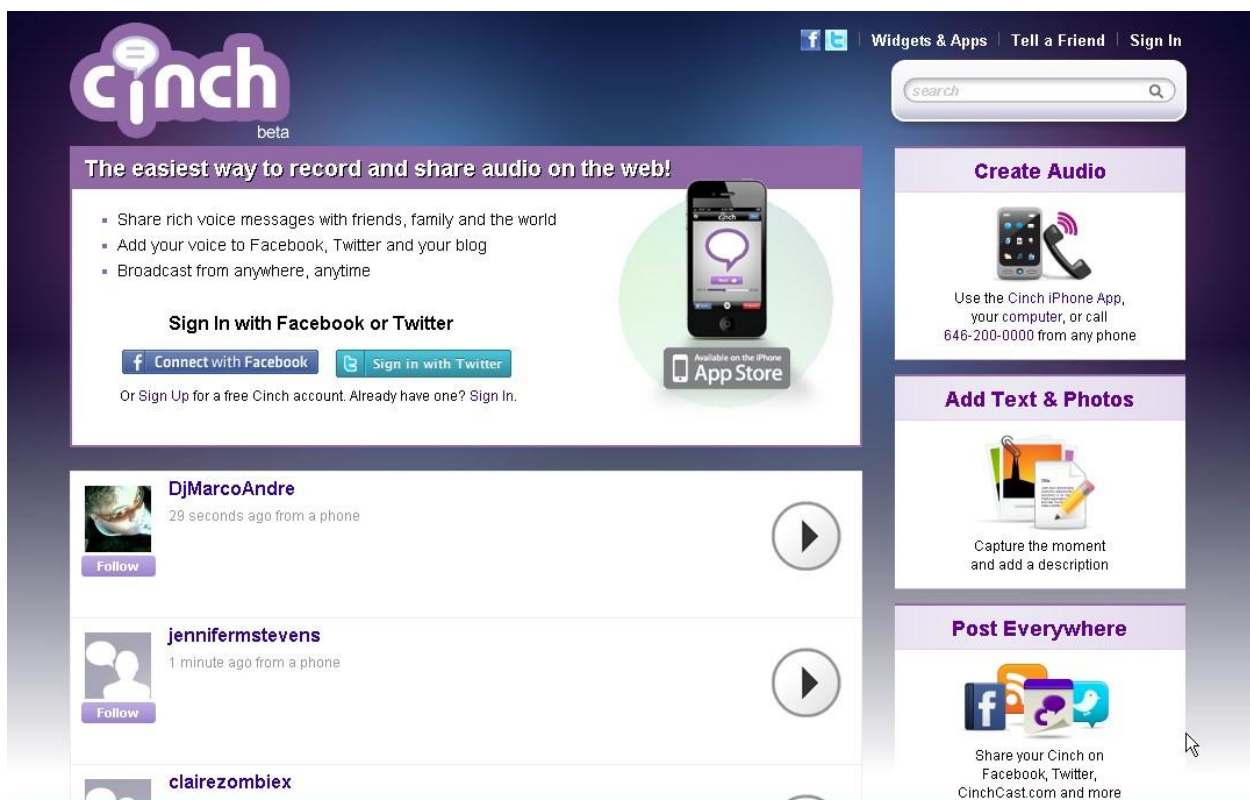
#NewTwitter
Catch a glimpse of the new Twitter.com.



and Cinchcast (www.cinchcast.com).

Each has a 140-character limit to each post, but Cinchcast is based on audio, so the text is used to tell people that you have said something, and encourage them to listen.

C is for *Cinchcast* (www.cinchcast.com), a micro-blog with an audio element.



Cinchcast is a free audio blogging system from BlogTalkRadio. You sign up by registering a phone number, then call a computer in New York City and record a message. The message is converted to a mp3 audio file, which is first heard on

Cinchcast.com. Similar to Twitter, people follow you, so they are notified when you post a message. You can download and edit the file with Audacity, or any audio editor. Then upload and use it as part of a BlogTalkRadio show, or as the soundtrack for an Animoto video. Capturing your screen is one way to create a video or produce a PowerPoint presentation.



After recording, add a description, include a full URL to create a hyper-link. The file is played by clicking the arrow, or you can link or embed by placing your mouse over the image. From inside the account, you can download and edit the file for use as part of a video, or BTR show.

CamStudio (www.camstudio.org).

CamStudio™
OPEN SOURCE

Free Streaming Video Software

Screen Recorder Software www.nchsoftware.com/capti
Download easy to use software to record PC screen to video quickly.

Free, Recordable Webinars www.iiinc.com/trial
Fast, easy web conferences Try it Free today!

Ads by Google

Other screen capture systems include: Jing (www.jingproject.com),

The screenshot shows the Jing website homepage. At the top, there is a navigation bar with the 'Jing' logo, 'Overview' (selected), 'Free Version', 'Jing Pro', 'Download' (with Windows and Apple icons), and 'Buy Jing Pro' buttons. The main content area features three key points: 'Take a picture or make a short video of what you see on your computer monitor.', 'Share it instantly via web, email, IM, Twitter or your blog.', and 'Simple and free, Jing is the perfect way to enhance your fast-paced online conversations.' Below this is a yellow banner with 'Jing: instant screenshots and screencasts', an 'Overview Video' button, a 'Download' button, and social media icons for Facebook, Twitter, and LinkedIn. A quote from Jason Sherrill of InetSolutions, Inc. is on the left. On the right, a section titled 'How you might use Jing' lists various applications like collaborating on design projects, sharing documents, narrating photos, and capturing bugs. At the bottom right, there are links for 'Get more with Jing Pro', 'YouTube', 'MP4', and 'Jing Pro vs. Free comparison'.

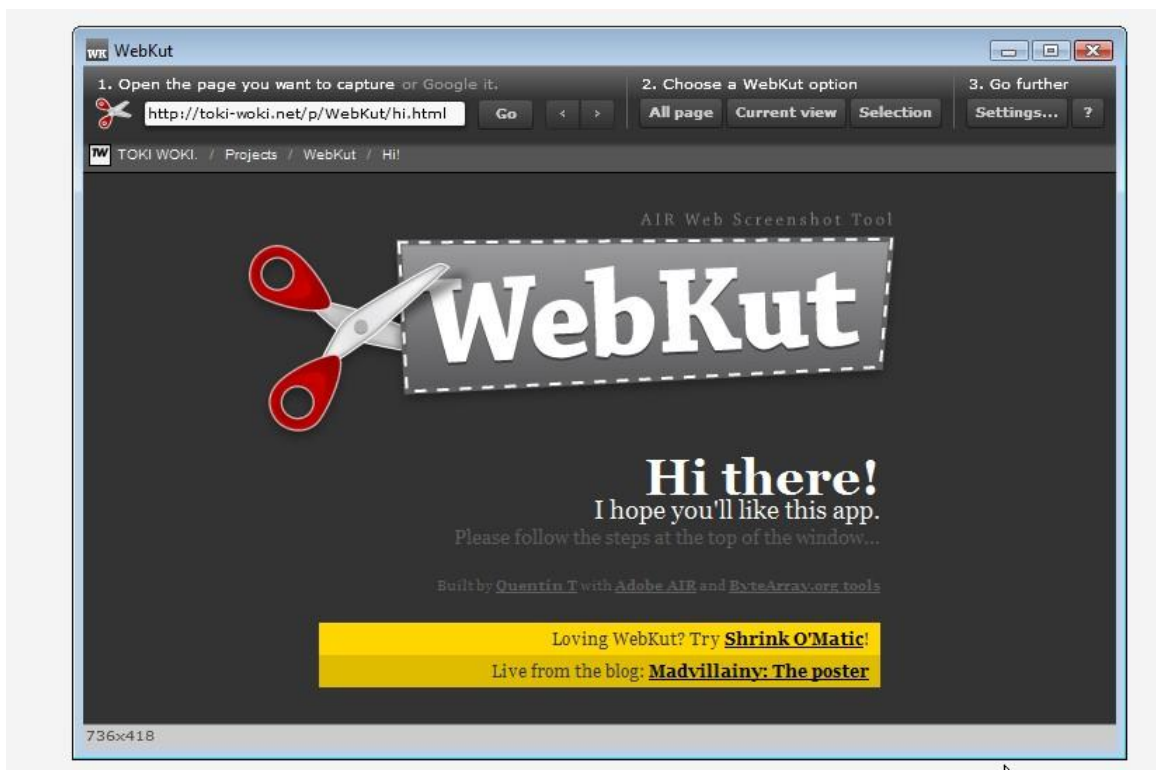
CaptureFox (www.capturefox.com)

The screenshot shows the CaptureFox website. The header includes the 'CaptureFOX' logo and the tagline 'Capture your screen, record your voice! A Firefox Add-On'. A left sidebar contains navigation links: HOME, HOW TO USE, FAQ, SUPPORT, ROAD MAP, BLOG, and HELP. The main content area is titled 'CAPTURE FOX (Firefox add-on)' and describes the tool as a Firefox add-on for creating tutorials. It lists features such as capturing screen and sound, adjusting video quality, and being easy to use. A 'LATEST VERSION' section mentions version 0.3.5.081007b. On the right, there is a video player titled 'A Tutorial From a Capture Fox User' showing a 'Capture Fox - Firefox Screen Recorder' video. Below the video, there is a 'LINKS' section with references to Wikipedia, YouTube reviews, and a tool review.

Screen Hunter (www.screenhunter.com).



WebKut is useful for capture All of the Page, as well as smaller portions (www.toki-woki.net/p/WebKut/). When you see a tall screenshot (like the YouTube one you will see in a moment), this was the tool that was used.



While audio and text are indexed, video is the most powerful social media element.

Video is more effective because it involves more senses, but it also looks and sounds like TV, a communication element that people are familiar with.

Remember, visual quality is a function of the viewer's monitor resolution and bandwidth, but the ease of use and variety of content appeal to people of all ages.

YouTube is the dominant general interest user-generated video platform, but there are dozens of others serving special-interest niches, from How-to videos to music, travel and adult themes.

To name a few:

- www.dailymotion.com
- www.metacafe.com
- www.vimeo.com
- www.viddler.com
- www.blip.tv

MiniVision [Subscribe](#) [All](#) [Uploads](#) [Favorites](#) [Playlists](#)

Uploads (41)

- Merry Christmas from IRINFO 2011 (Jim Seffrin)** 3 views - 3 days ago
- Merry Christmas from the Food City Tamale** 5 views - 5 days ago
- Rose Bowl Parade 2011 - Tommie Turvey** 4 views - 5 days ago

Favorites (6)

- Operatighlights - 3 & 5 June 2010 - Miami** 10 views
- Elvis - Randy Elvis Walker, Elvis Tribute** 638 views
- School of Social Marketing - Elsom** 573 views

Merry Christmas from IRINFO 2011 (Jim Seffrin)

From minivision | December 24, 2010 | 3 views

The 2011 conference is 9 to 12 January @ the Disney Boardwalk Conference Center in Orlando, Florida. These pictures are from 2010 - created at <http://minivision.com>

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minivision
Your channel viewers will see links here, including "subscribe" and "add as friend".

Profile [edit](#)

Name: Ken English

Channel Views: 3,873

Total Upload Views: 145,232

Age: 62

Joined: July 14, 2007

Last Visit Date: 3 days ago

Subscribers: 80

Website: <http://www.KenEnglish.com>

Video production for non-profits, special events and commercial business, using a variety of applications, including digital images, motion and audio editing.

About Me:
Online audio and video marketing consultant. Level 4 MediaMojomaster - audio, video, blogs and micro-blogs. Tourism and public relations experience.

Hometown: Miami, Florida

Country: United States

Occupation: Online Public Relations & Marketing

Companies: Ski Areas, Cruise Lines, Travel Companies, Radio Host & Event Producer

Schools: McClure Senior H.S., Community College of Morris, Newark State College

Interests: scuba diving, snow skiing, online video

Music: reggae, rock, classical

Subscriptions (24) [edit](#)

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[minivision](#) [minivision](#) [minivision](#)

[LocalM...](#) [logia](#) [freeso...](#)

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minivision ... [post bulletin](#)

[attach a video](#)

- Merry Christmas from IRINFO 2011 (Jim Seffrin)** (4 days ago)
The 2011 conference is 9 to 12 January @ the Disney Boardwalk Conference Center in Orlando, Florida. These pictures are from 2010 - created at <http://minivision.com>
- minivision subscribed to videomarketingmarts** (5 days ago)
- minivision liked a video** (5 days ago)
How To Embed Your Youtube Videos For A Sales Presentation
<http://www.domaingids.com>
Mark Dullisse shows you a cool trick to get your videos online and looking like a pro using the free youtube service [more](#)
- Merry Christmas from the Food City Tamale Festival in Pho...** (5 days ago)
<http://zooemation.com> - The 10th edition of the Tamale Festival in Phoenix took place on December 12. This is the first in a series of reports by... [more](#)
- Rose Bowl Parade 2011 - Tommie Turvey** (5 days ago)
Peter Hopkins of EquineR will be in the Rose Bowl Parade on 1 January 2011 with Tommie Turvey, the Equine Extremist. Distributed by Tubemogul.

Other Channels [edit](#)

- MediaMojomaster**
Eclectic mix of art, entertainment and business.
Videos: 108
Channel Views: 527
Subscribers: 18
- OceanRealmMedia**
The BlueGreen Network has a waterside philosophy: one foot in the water, one foot in th...
Videos: 142
Channel Views: 3,805
Subscribers: 72
- scubaPiken**
Recent Video: Aquariums Rock
Videos: 27
Channel Views: 744
Subscribers: 17
- Art & Entertainment in Miami**
Recent Video: Art Fusion Gallery: Gallery...
Videos: 59
Channel Views: 1,814
Subscribers: 65
- Tropicool Music**
Miami area music, including Coral Gables Opera.
Videos: 21
Channel Views: 380
Subscribers: 12
- Art, Music, Tourism**
The BlueGreen Network provides Entertainment and Eco-Tourism coverage via internet radi...
Videos: 126
Channel Views: 1,891
Subscribers: 19
- United Infrared**
Information about infrared thermography training and marketing for specific modules for...
Videos: 148
Channel Views: 2,124
Subscribers: 27
- Miami Lyric Opera**
Videos: 32
Channel Views: 381
Subscribers: 20

Subscribers (80) [edit](#)

[fgay23](#) [sdrk22](#) [jmyyavs](#) [eyesbluff](#) [l0stagen](#) [alphatick...](#) [yanusico...](#)

[see all](#)

Friends (195) [edit](#)

[RedCoutRM](#) [Lilith](#) [LushProg...](#) [zomyatem...](#) [isabelpt...](#) [lflguy...](#) [normhdt...](#)

[see all](#)

Channel Comments (10) [edit](#)

jimmeylax (1 year ago) [Remove](#) | [Block User](#) | [Spam](#)
Thanks for sharing and inspiring your excitement through your channel.
Keep up the great videos!
cheers,
jimmey

scrantonoux (2 years ago) [Remove](#) | [Block User](#) | [Spam](#)
lux the mount any vid

Add Comment

[Post Comment](#)

There are sites that aggregate information from various sources, such as Google Alerts and Vodpod (www.vodpod.com).

The screenshot shows the Vodpod website interface. At the top left is the Vodpod logo with the tagline "Show the world your favorite videos." To the right is a search bar with the text "Search for videos" and a green "Search" button. Below the logo is a navigation menu with "Home" and "Browse" highlighted. A secondary menu lists categories: Popular, Music, Funny, Entertainment, Politics, Sports, Anime, and Tech. The main heading is "People-powered video channels" with the subtext "Our members collect the best videos on the web — follow some of them." To the right of this heading is a call to action: "Want to start your collection? It's fast, easy and free. Sign Up". Below the heading is a search box for "Find people collecting videos about:". The page features a grid of user profiles, each with a profile picture, name, video count, discovery count, and a featured video title with its upload time and category. Profiles include djunrein (2359 Videos, 2188 Discoveries), designmuse (476 Videos, 299 Discoveries), MeetTheDealer (2579 Videos, 1286 Discoveries), bwyche (2034 Videos, 1417 Discoveries), TheLede (318 Videos, 207 Discoveries), Msmachronicles (779 Videos, 470 Discoveries), and paulie_walnuts (1147 Videos, 971 Discoveries).

as well as sites that distribute information to multiple destinations, such as Ping.fm (www.ping.fm),

The screenshot shows the Ping.fm website homepage. At the top is a navigation bar with "Home", "Blog", "Login", and "Signup" buttons. The main heading is "Ping.fm" with the tagline "Say it." To the right of the logo is a text box stating: "Ping.fm is a simple and FREE service that makes updating your social networks a snap!". Below this is a large section titled "Post From Anywhere >> To Anywhere". This section is divided into two columns. The left column is titled "MOBILE PHONE / SMS / MMS" and shows icons for various mobile devices and messaging services, with text: "iPhone, iPod Touch, WAP and SMS text messaging for US, Canada and Europe." Below this is the "INSTANT MESSAGE / E-MAIL" section, showing icons for Yahoo! Messenger, Google Talk, AIM, Windows Live Messenger, and standard e-mail, with text: "Yahoo! Messenger, Google Talk, AIM, Windows Live Messenger and standard e-mail." The right column is titled "Post to all of your favorite services!" and features large icons for Twitter, Facebook, LinkedIn, and other social media services, with a "MORE >>" link. Below this is the text "Signup is free. So get crackin!" and a form field for an email address with the label "* E-mail address:".

P > Your Dashboard

[Edit Profile](#) | [Settings](#) | [Recent Posts](#) | [My Media](#) | [Help](#)

Social Networks

- Twitter Posting
- Facebook Posting
- MySpace Posting
- LinkedIn Not Posting
- Tumblr Posting
- FriendFeed Not Posting
- Plurk Posting
- Blogger Posting
- Bebo Posting
- WordPress.com Posting
- Flickr Posting

Add More Networks

[Help / Feedback / Info](#)



Ping My: **Default**

[Create Group](#)

Type Your Message Below: 0 characters

Go ahead, post a link. We'll convert it to a short link before posting to your services. (posting tips)

[Ping it!](#)

Services / Tools

- E-mail
- SMS / Text Messaging
- RSS Feeds
- Google Reader
- AOL Instant Messenger
- GTalk / Jabber
- Skype
- iPhone Web App
- Mobile App (WAP)
- Conduit Browser Toolbar
- Application Gallery
- Posting Tips
- Posting Groups
- Application Keys
- Integration

Featured Apps [More](#)

- Seismic Desktop 2 **NEW!**
- Seismic Web
- Seismic for iPhone
- Seismic for Blackberry

What's New

Buzz This, Integrate That!

Wednesday, May 19th 2010

Hello again Pingers! How is everyone doing this fine Wednesday? We wanted to do a quick update for you to explain the new stuff we have available for your social networking goodness.



First off, what's all this Google Buzz about? Well we know for sure that we've integrated the latest and greatest Google Buzz service as one of the networks we post to. Yes, the long awaited day has finally come to where you can post directly to Google Buzz from Ping.fm. Thanks to the Google team and the recent API launches at Google I/O. It has all come together very nicely. As they increase their API's functionality, we will be adding additional and more rich features as well. [Read more](#)

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SITE LINKS

- [Home](#)
- [Blog](#)
- [Contact](#)
- [Privacy](#)
- [Swag Shop](#)

DEVELOPERS

- [Applications](#)
- [Documentation](#)
- [Integration](#)


































HELP

- [Posting Tips](#)
- [Feedback](#)

a place for friends.

Stalk Us!

Here is our mega list of supported social networks. We're always adding new ones too, so this list just keeps on growing! Don't see a network you're on? [Let us know!](#)

 Twitter	Get started!	 Bebo	Get started!
 Facebook	Get started!	 WordPress.com	Get started!
 Facebook Pages	Get started!	 Custom URL	Get started!
 Google Buzz	Get started!	 Delicious	Get started!
 MySpace	Get started!	 YouAre	Get started!
 Ning	Get started!	 Multiply	Get started!
 GTalk Status	Get started!	 Yammer	Get started!
 AIM Status	Get started!	 Flickr	Get started!
 LinkedIn	Get started!	 StatusNet	Get started!
 Tumblr	Get started!	 TypePad	Get started!
 Identi.ca	Get started!	 StreetMavens	Get started!
 Brightkite	Get started!	 myYearbook	Get started!
 FriendFeed	Get started!	 Posterous	Get started!
 Plurk	Get started!	 Photobucket	Get started!
 Jaiku	Get started!	 Yahoo Profiles	Get started!
 Blogger	Get started!	 Tagged	Get started!
 Plaxo Pulse	Get started!		

Tubemogul (www.tubemogul.com)

The screenshot shows the Tubemogul website homepage. At the top left is the Tubemogul logo. On the top right, there is a 'Client Login' section with an email field containing 'kenenglish@aol.com', a password field with dots, and a 'Login' button. Below the logo is a navigation bar with four items: 'Video Advertising', 'Video Analytics' (with a 'FREE' badge), 'Video Syndication' (with a 'FREE' badge), and 'Research'. The main content area features the headline 'Intelligent Media Buying & Analytics for Video Ads' and a green 'LEARN MORE' button. To the right of the headline is a globe graphic. Below the headline are five filter buttons: 'Targeting', 'Pricing', 'Control', 'Scale', and 'Analytics'. The page is divided into three columns: 'CASE STUDIES' (listing Columbia Sportswear, Symantec, TRESemme, and Kmart), 'RESEARCH' (listing pre-roll ads, view counts, and Facebook video advertising), and 'PRESS' (listing articles from T-Mobile, Top Viral Videos, and Year-End lists).

Pixelpipe (www.pixelpipe.com).

The screenshot shows the Pixelpipe website homepage. At the top left is the 'PIXELPIPE' logo. On the top right, there are links for 'Software Solutions', 'Blog', 'Sign Up', and 'Sign In'. The main content area is divided into two columns. The left column has the headline 'Publish photos, video, audio, text and files on over 100 online destinations and counting...' and a numbered list: '1. Upload Media Through Pixelpipe Via Mobile Or Desktop' and '2. Publish Photos, Video, Audio, And Text Across 100+ Online Destinations.' Below the first list item is a diagram showing a central 'P' icon connected to three boxes: 'Photo + Video Sites', 'Social Networks', and 'Blogs'. The right column has the headline 'Liberate your Media' and a paragraph about uploading content. Below this is a 'Already Have An Account?' section with 'Email' and 'Password' input fields, a 'Service' dropdown with radio buttons for 'Pixelpipe', 'Twitter', and 'Ovi Share', and a 'Sign In' button. At the bottom of the page, there is a footer with '2010 Pixelpipe, inc.' and links for 'About', 'Terms of Service', 'Developers', 'Merchandise', and 'Support'.

In addition to audio, video, blogs and micro-blogs, Media Mojo includes, but is not limited to,

- online PR
- article marketing
- teleseminars
- webinars
- mobile marketing
- email marketing
- widgets (www.widgetbox.com)



Social **Media** is relationship marketing that starts with ME.

It requires a different attitude than existed in the past. It's not difficult to learn, but it can be time-consuming. There are ways, however, to implement, what Dr. Ron Capps, aka the Nicheprof, refers to as an "economy of action."

The most important element is an open mind.

You have to recognize things are constantly changing, and they will continue to do so because social media is evolving. Several of the sites mentioned above failed because they were not able to adapt to the changing marketplace. New sites took their place. Nearly every day, a new social media concept is introduced in Alpha or Beta mode. Some never get beyond the testing phase, but some become

- Facebook with 500 million users
- Twitter with 100 million users
- BlogTalkRadio with 1000+ people doing an internet radio show each day
- YouTube with billions of daily views worldwide and 35 hours of content uploaded every minute of the day

The image is a screenshot of the Facebook homepage from 2010. At the top left is the Facebook logo. To the right of the logo is a login section with fields for "Email" (containing "kenenglish@aol.com") and "Password" (containing "*****"), a "Login" button, and links for "Keep me logged in" and "Forgot your password?". Below the login section is a "Sign Up" section with the text "It's free, and always will be." and a "Sign Up" button. The sign-up form includes fields for "First Name", "Last Name", "Your Email", "Re-enter Email", and "New Password". It also has a "Select Sex" dropdown, a "Birthday" section with "Month", "Day", and "Year" dropdowns, and a link "Why do I need to provide this?". Below the sign-up form is a link "Create a Page for a celebrity, band or business." At the bottom of the page is a footer with language options: "English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 >". Below the footer is the text "Facebook © 2010" and a navigation menu: "Mobile · Find Friends · Badges · About · Advertising · Developers · Careers · Privacy · Terms · Help".

Welcome to #NewTwitter! Read up on what's new. You can still access old Twitter for a limited time. Close

twitter Home Profile Messages Find People KenEnglish

What's happening?

Timeline @Mentions Retweets Searches Lists

KenEnglish MediaMojoGuy
The MediaMojoGuy will present the ABCs of Media Mojo on 12 January @ Disney Boardwalk Conference Center in Orlando during IRINFO 2011.
7 seconds ago

probblogger Darren Rowse
scrambling to get posts, emails, promotions all ready for the weekend - I think I'm going to get it all done on time.... i hope.... maybe
now

DISCProfiler DISC Profiler
Blog Post: 5 Tips For Retaining Staff In 2011 <http://tiny.ly/8chx>
53 seconds ago

Your Tweets 3,216
7 seconds ago: The MediaMojoGuy will present the ABCs of Media Mojo on 12 January @ Disney Boardwalk Conference Center in Orlando

Following 371 **Followers 495**

Favorites 4
KenEnglish RT @CDMckinnon The Ten Ways Twitter Will Permanently Change American ...

Trends
Worldwide · [change](#)
The Fighter **Promoted**
#sosinternetve
#frequentlyaskedquestions
#apoyoachavez
VENEZUELA LIBRE

Who to follow
Suggestions for you · [view all](#)
GoogleMobile · Follow
Google Mobile **Promoted**
RegardingHorses · Follow
Jackie Baker

YouTube Search Browse Upload Create Account Sign In



Join the largest worldwide video-sharing community!

[Create Account](#) Already have an account? [Sign In](#)

Recommended for You [Learn More](#) Edit Share Close

Personalized video recommendations
Getting personalized recommendations is really easy, all you have to do is watch some videos then come back to this page to see what videos YouTube has recommended just for you!

Most Popular Share Close

Entertainment

Attack of the laughs Justin Bieber on...
1,805,173 views
MarquesvideosThe

Music

Kanhanga - Internacional 0 x 2
341,337 views
TVKANHANGA

Spotlight Videos

Featured Curator: P. Diddy
P. Diddy picks his favorite videos on the site and asks you to vote for him in the MyYouTube contest.
Presented by: MyYouTube

DIDDY'S MY YOUTUBE PLAYLIST
by PTWTTYTY
54,111 views

Diddy + Dawn On Set Of The "COMING HOME" Music ...
by PTWTTYTY
149,274 views

Diddy - Dirty Money - Coming Home ft. Skylar Grey
by DirtyMoneyVEVO
3,070,446 views

While social media is the overall theme, video is the focal point of my presentation. If you listen to what I have to say, really listen to what I have to say, you will understand this is something you can, and should do. You can, of course, choose to ignore this information and continue doing business the way you have been doing it, and, in all likelihood, getting the same results.

Or, you look closely and see how you can incorporate some of these suggestions into your marketing for 2011, and beyond.

During this portion of the presentation, I will demonstrate how to use pictures you take with a digital camera, mix them with royalty-free music and create a video, which can be pushed to your YouTube channel, posted on Facebook, linked on Twitter and dozens of other social media sites.

YouTube videos can be placed (embedded) on your website or blog.

You can share it with people via dozens of social media sites, if you establish a free account with each, by clicking a couple buttons on the Animoto and/or YouTube sites.

If you know how to take digital pictures and get them on your computer, then you can make promotional videos with music.

With a little effort, you can do a voice-over and make a 30-second sales video that can be placed on YouTube, your website or blog – for free.

Animoto: www.budurl.com/animoto

Landing page.

There are three plans.

- The Basic Plan is free. You get a 30 second video anytime you want, which includes 10 to 12 images and text blocks with background music. The video ends with the Animoto logo.
- All Access gives you as much time as you want, but the video ends with the Animoto logo.
- The Pro Plan produced HD video with no branding. See next slide for more details.

The screenshot shows the Animoto website's pricing page. At the top, the Animoto logo is on the left, and "Sign In or Sign Up" buttons are on the right. Below the header, the main heading is "Choose your account level" with a link "already a user? sign in". The page is divided into three columns representing different plans:

- Basic:** Targeted for "everyday occasions". It is free to sign up. Features include a 30-second limit on videos, no downloads, and the ability to purchase single full-length videos for \$3. A "Try it now »" link is at the bottom.
- All Access:** Targeted for "everyday occasions". Priced at \$30/year (or \$5/month). Features include unlimited full-length videos, downloadable video files, and greeting cards for events and holidays. A "Sign Up" button is at the bottom.
- Pro:** Targeted for "businesses and photographers". Priced at \$249/year (or \$39/month). Features include no Animoto branding, unlimited DVD-quality videos, a library of 1000+ pre-licensed songs, and commercial redistribution. A "Sign Up" button is at the bottom.

Award-winning Cinematic AI

The heart of Animoto is its patent-pending Cinematic Artificial Intelligence technology that thinks like an actual director and editor. It analyzes and combines your images, video clips & music with the same sophisticated post-production skills and techniques that are used in television & film.

“ In a word, Animoto videos look nothing short of terrific.

— Jefferson Graham, USA Today

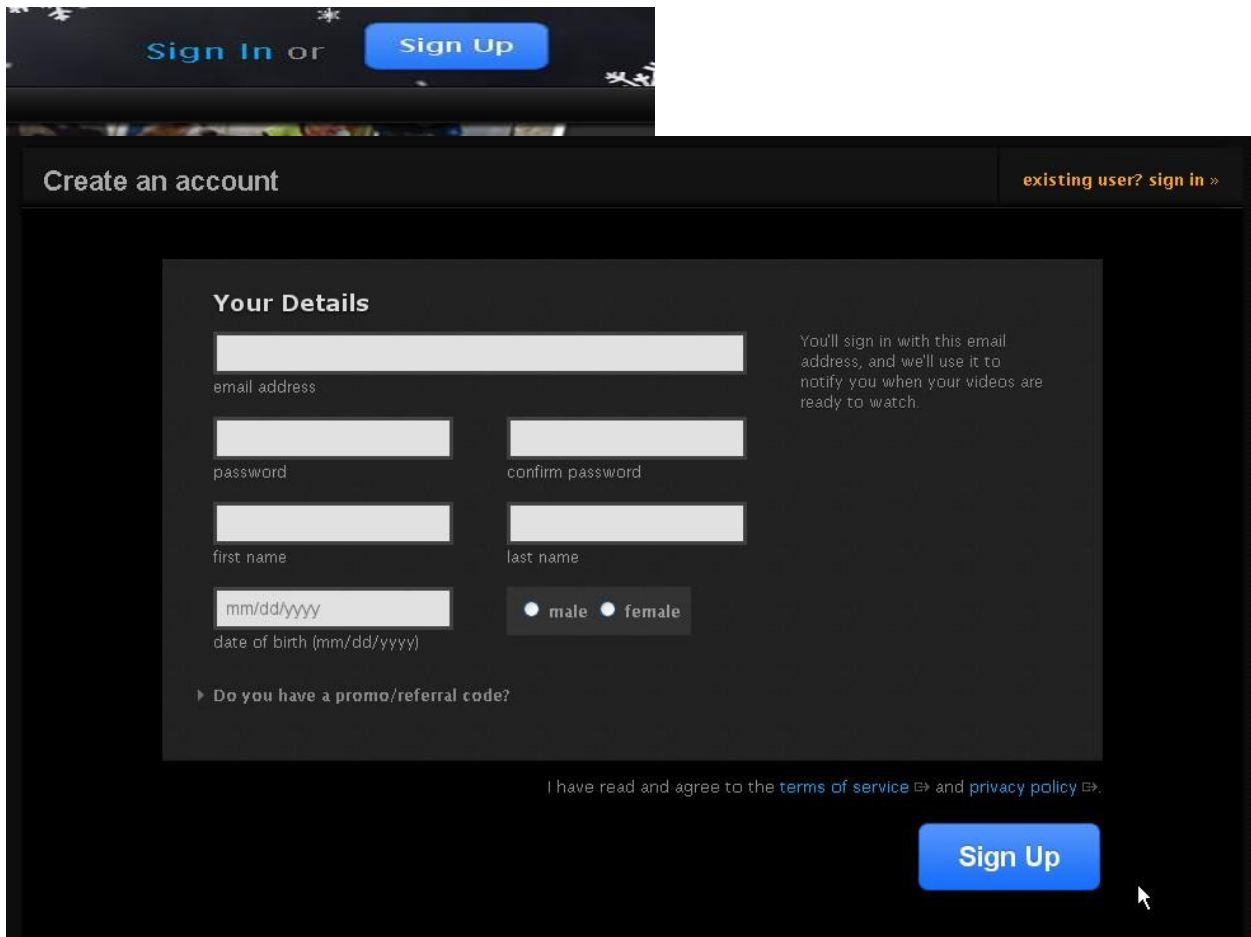


	Basic	All Access	Pro
Price	free	\$30/year	\$249/year
Number of Videos	unlimited	unlimited	unlimited
Video Length	30 secs	full length	full length
Hi-res Videos	\$5	\$5	unlimited
Downloadable		✓	✓
Unbranded			✓
Commercial-Use License			✓
Exclusive Styles			✓
Commercially Licensed Music			1000+ tracks
End-of-Video Button			✓
Priority Support			✓

Physical DVDs are \$21.99 plus shipping. International rates apply.

Basic users can purchase single full-length videos for \$3 each.

Click Sign Up or Try it Now for a free account and fill in the blanks.



Sign In or [Sign Up](#)

Create an account [existing user? sign in »](#)

Your Details

email address

password

confirm password

first name

last name

date of birth (mm/dd/yyyy)

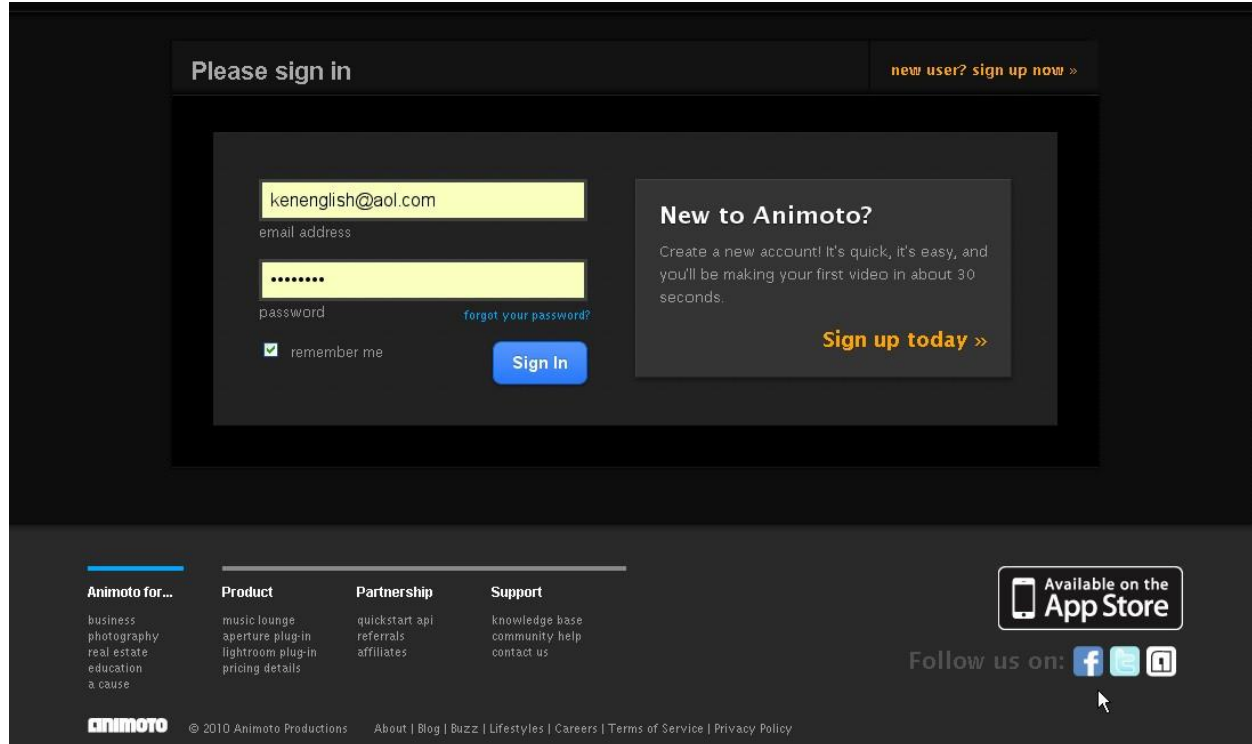
male female

▶ Do you have a promo/referral code?

I have read and agree to the [terms of service](#) and [privacy policy](#).

[Sign Up](#)

When you have an account, you Sign in.



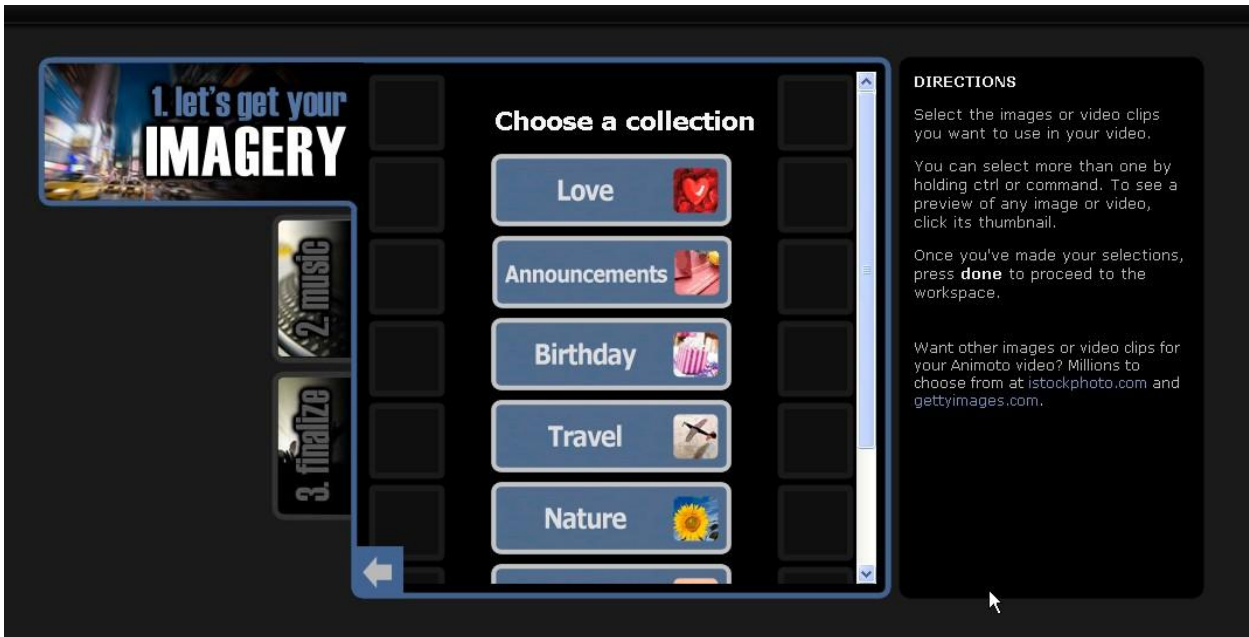
The image shows the Animoto sign-in and sign-up interface. On the left, there is a sign-in form with fields for email address (containing 'kenenglish@aol.com') and password (masked with dots). Below the password field is a 'remember me' checkbox and a 'Sign In' button. To the right of the sign-in form is a sign-up box titled 'New to Animoto?' with the text 'Create a new account! It's quick, it's easy, and you'll be making your first video in about 30 seconds.' and a 'Sign up today >>' button. At the top right of the sign-in area is a link 'new user? sign up now >>'. The footer contains navigation links for 'Animoto for...' (business, photography, real estate, education, a cause), 'Product' (music lounge, aperture plug-in, lightroom plug-in, pricing details), 'Partnership' (quickstart api, referrals, affiliates), and 'Support' (knowledge base, community help, contact us). There is also an 'Available on the App Store' badge and social media icons for Facebook, Twitter, and YouTube.

First step: adding images and video snippets (less than 20 seconds).

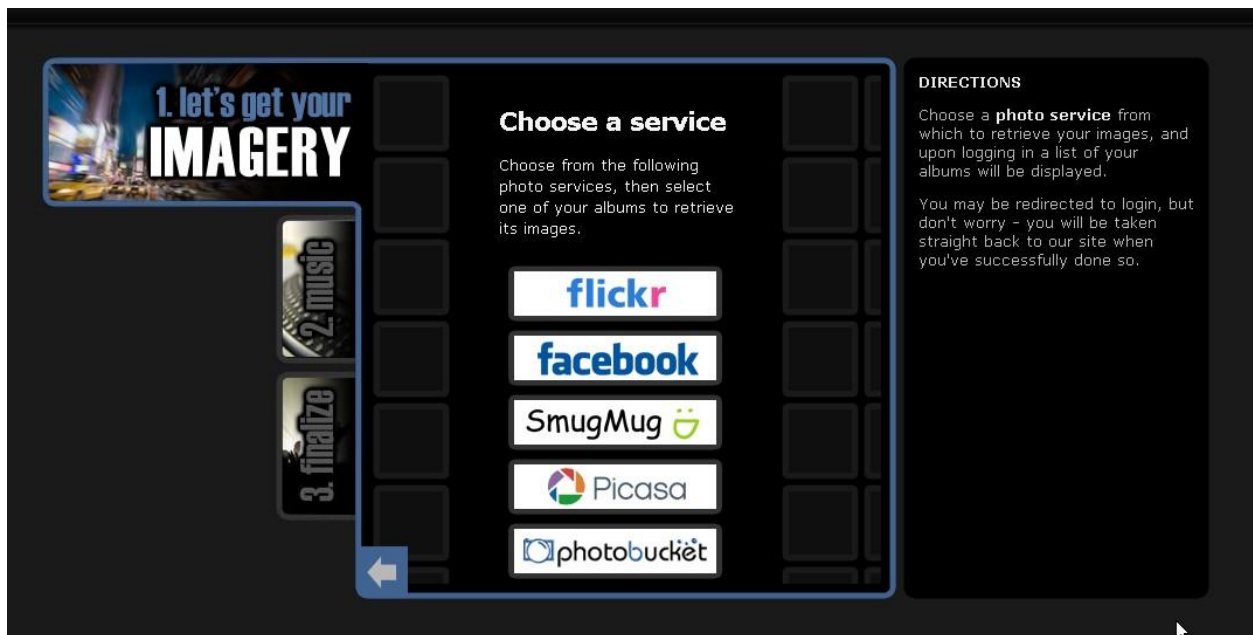


The image shows the Animoto video creation interface. On the left, there is a vertical navigation bar with three steps: '1. let's get your IMAGERY', '2. music', and '3. finalize'. The main area is titled 'Step 1: pics & vids' and contains the text 'Load up your video with images and video clips. You'll have a chance to add more later.' Below this text are three buttons: 'upload from your computer' with an upward arrow icon, 'select from our collection' with a grid icon, and 'retrieve from another site' with a circular arrow icon. At the bottom of this section is a link: 'Having trouble uploading? Try our simple uploader instead.' On the right side, there is a panel titled 'ABOUT YOUR VIDEO' with the following information: Style: Over Hot Cocoa, Visuals: 0, and Soundtrack: My Favorite Time of the Year. Below this information is a paragraph: 'The number of images you use, as well as the length and tempo of your soundtrack, will determine the speed of your images.' and a section titled 'A few pointers:' with two bullet points: 'A 30-second video uses 8-15 elements (text, images, video), depending on the song.' and 'Use 3-5s video clip highlights for maximum effect.'

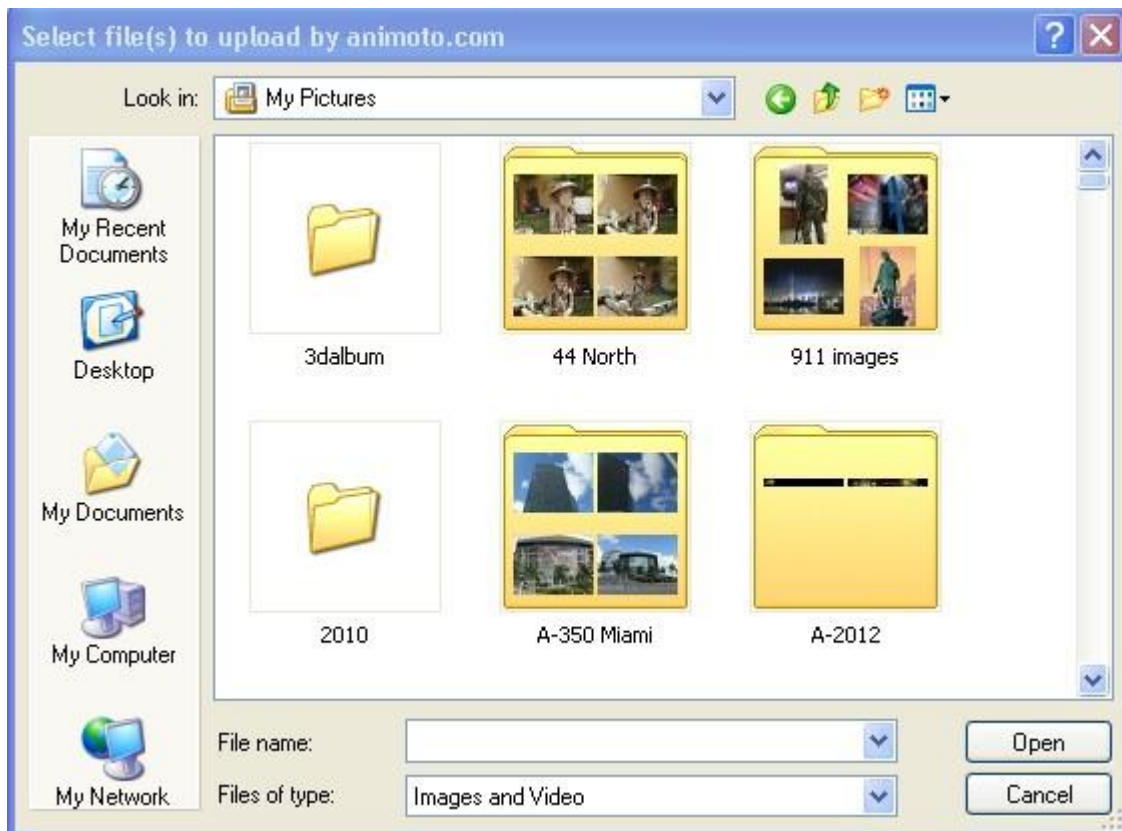
You can use free images and video, but they won't tell your story.



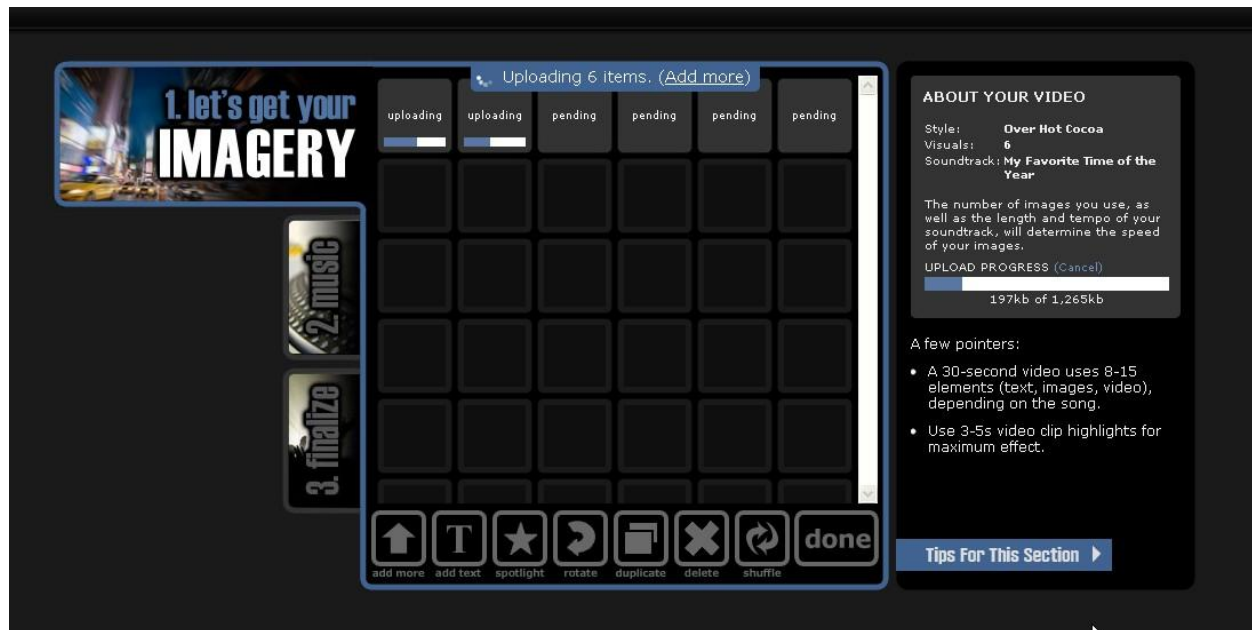
It's best to select images that reflect your specific business. You can get them from your computer or photo services you have an account with.



From your computer, simply find the images and click to select.

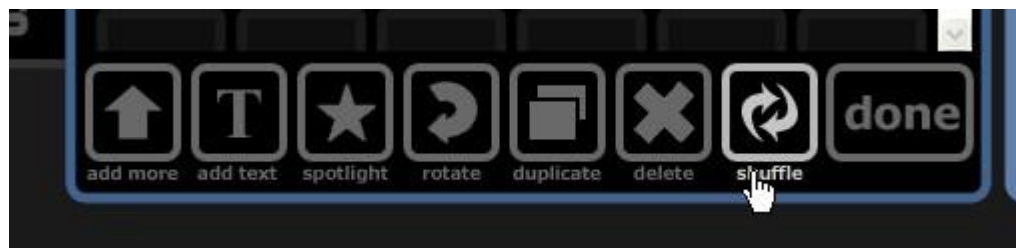


The pictures will be uploaded into the Image Gallery on Animoto.



At the bottom of the Gallery are several options:

- Add more images
- Add text
- Spotlight an image (doesn't work on text)
- Rotate
- Duplicate
- Delete
- Shuffle
- Done

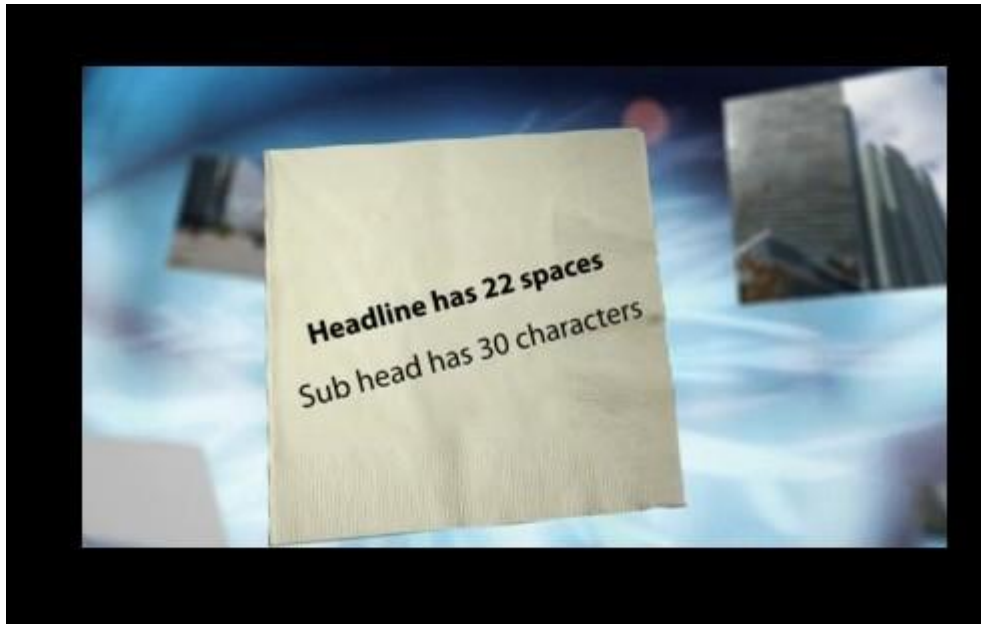


Add text enables you to place a Headline (title) and Subhead before an image.

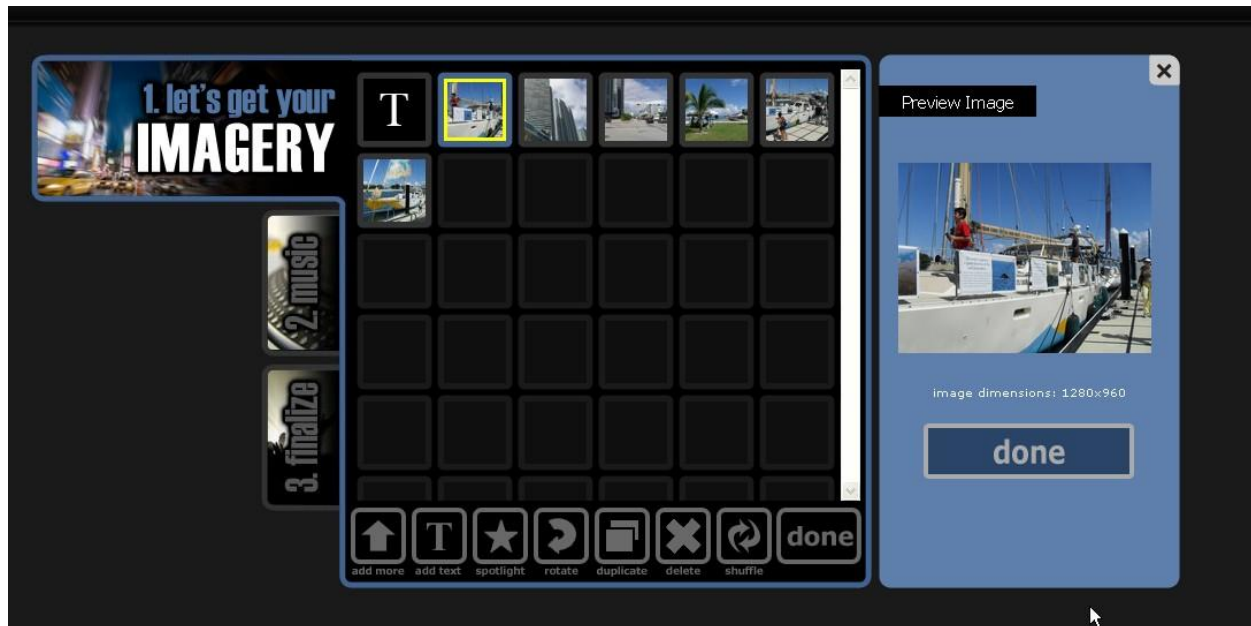


There are limitations for both text boxes.



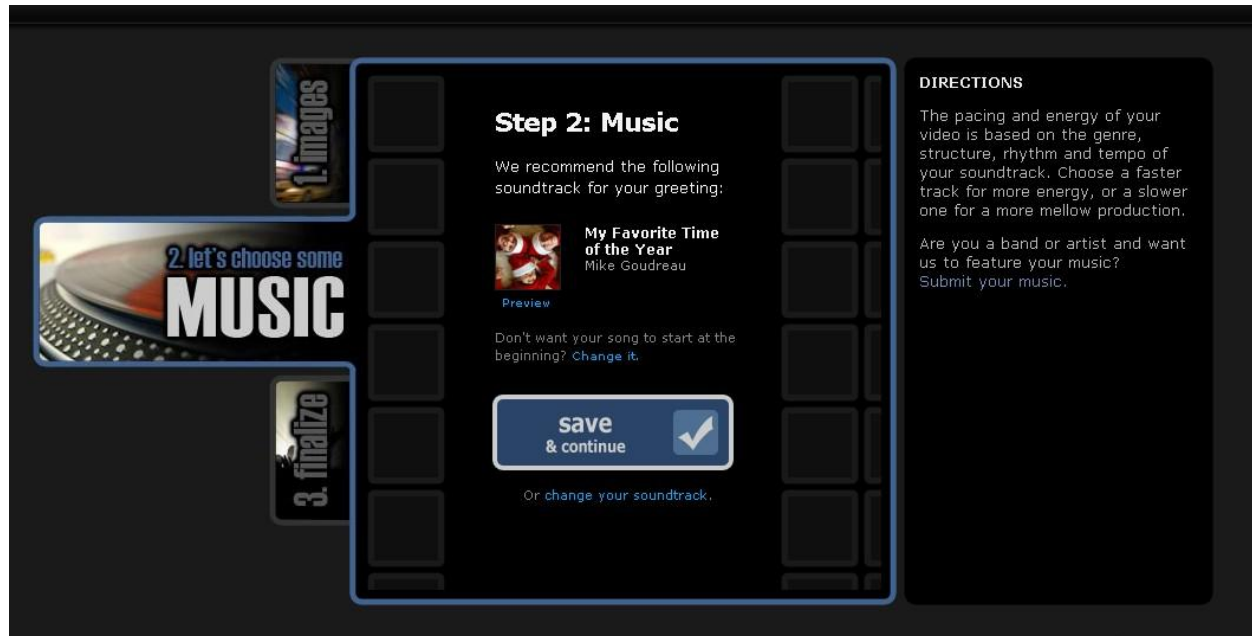


Spotlight slows the transition time, so the image stays visible longer than other images.

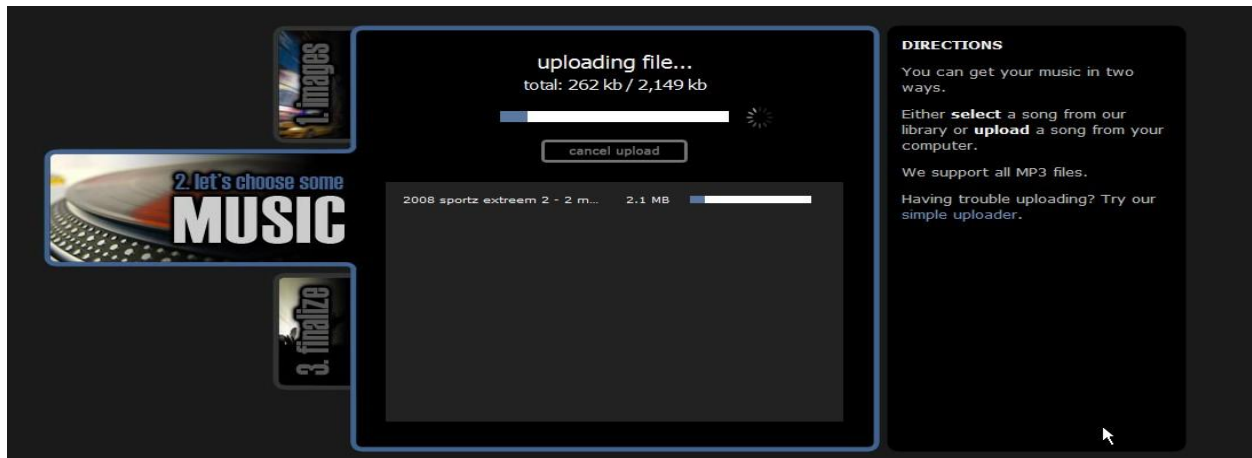
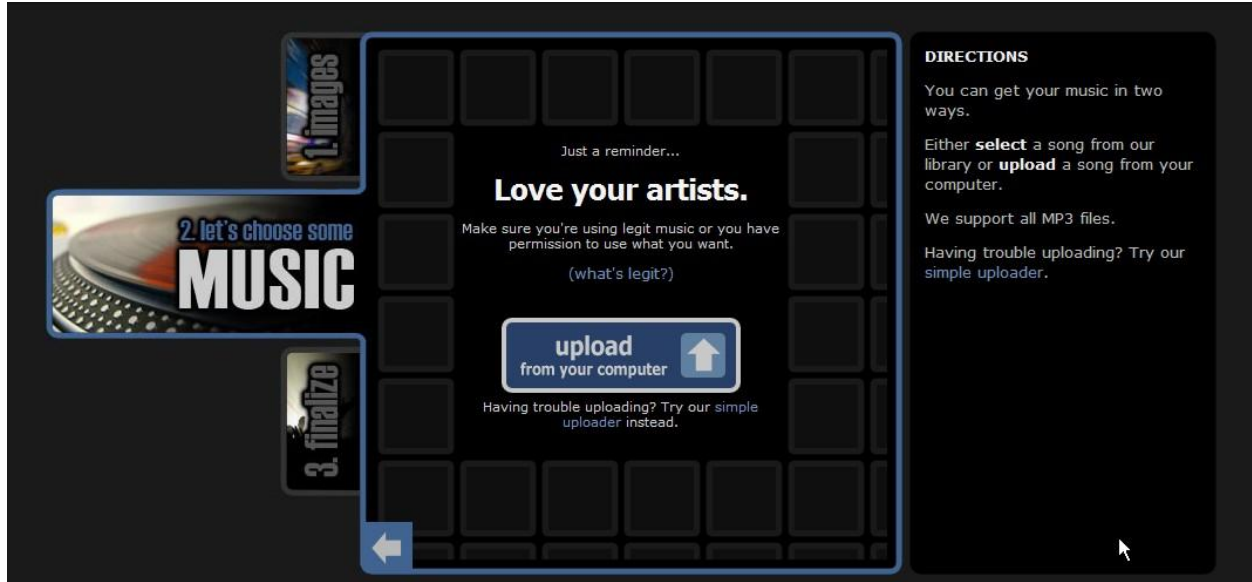


Adding audio.

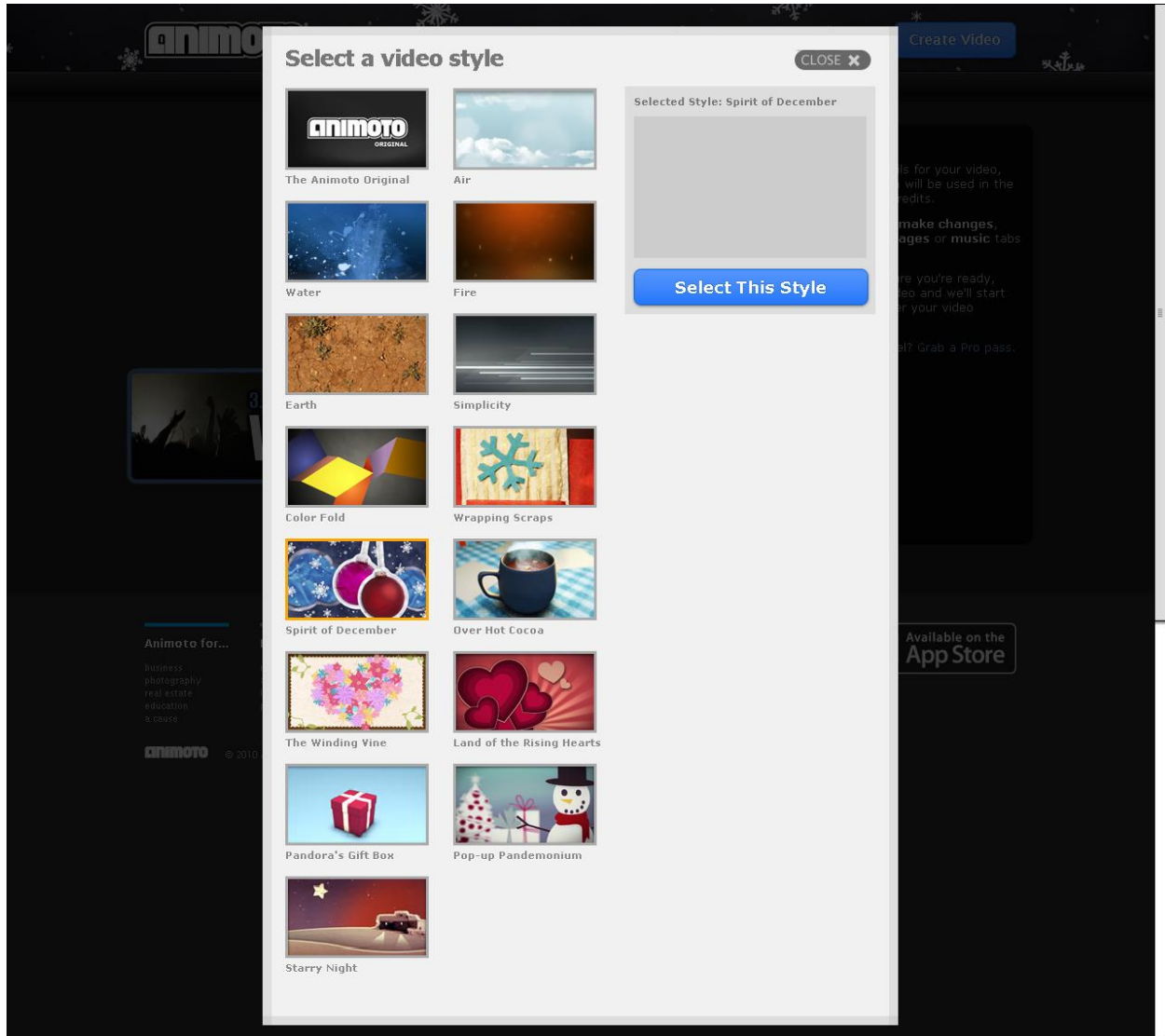
You have a choice of using royalty-free music supplied by Animoto, or uploading your own music file (mp3). You can add a voiceover if you mix the file using an audio editor, saving the file and uploading by clicking – change your soundtrack.

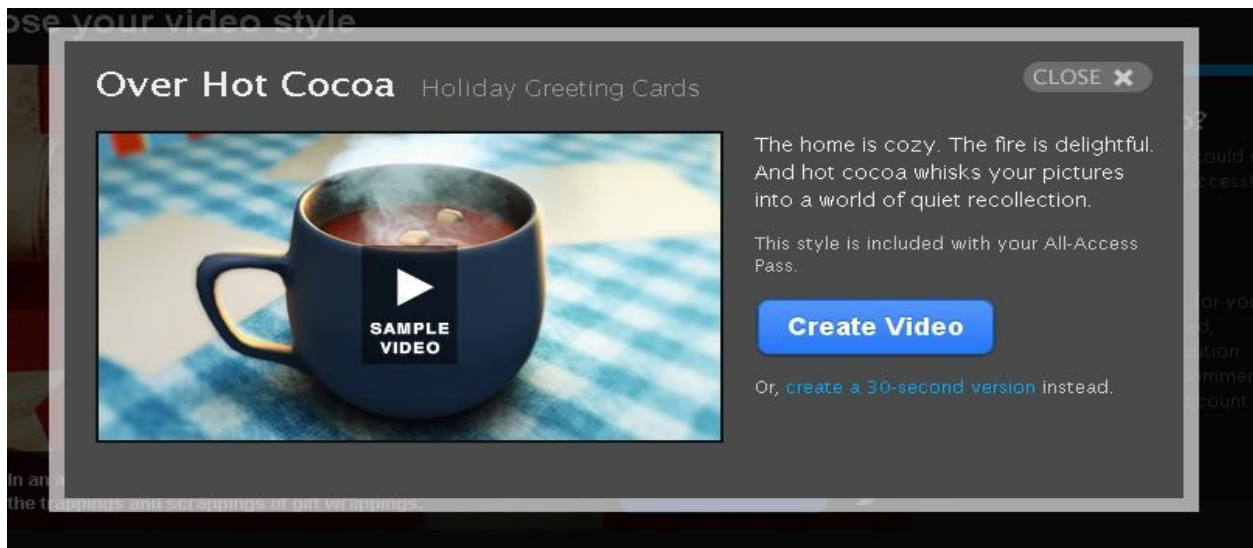


Using your own mp3, you will upload it to the Animoto system.



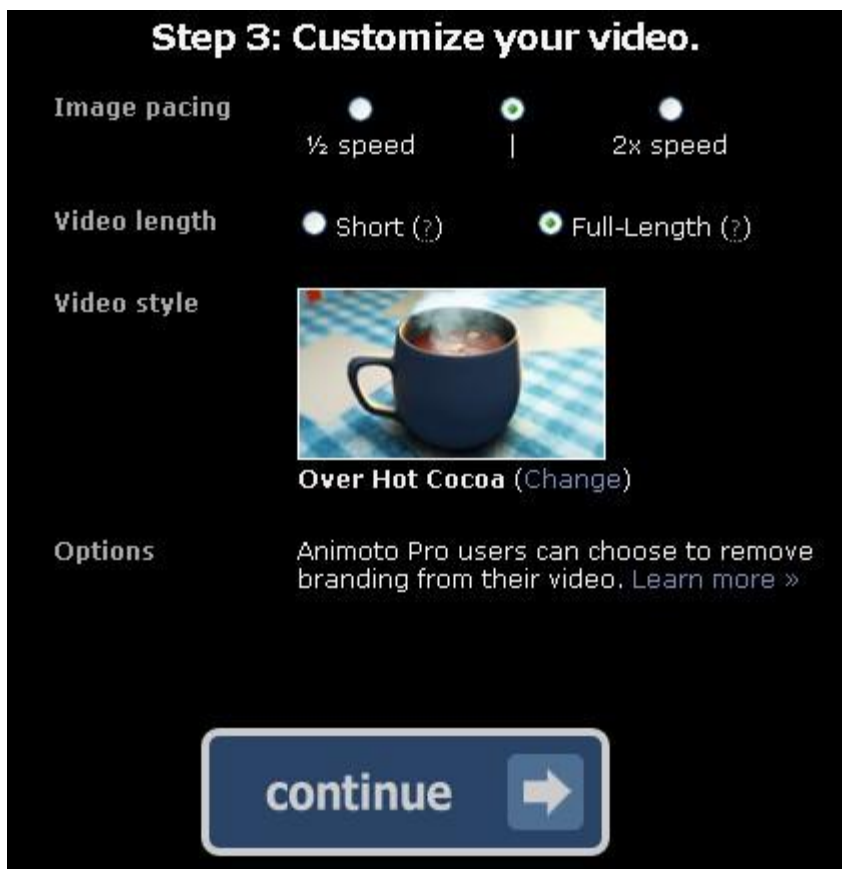
There are several Background Options, beginning with Black. Many are free, but some require the PRO upgrade. Once you have determined the background you want, click Select This Style.





You have some control over the way the video displays.

The middle (default) setting uses transitions timed to the music. 1/2 speed will lengthen the video. 2X speed will shorten it. To change the background, click – change – and select again. Click Continue for the next screen.



Describe your video.

Step 3: Customize your video

1. images

2. music

3. finalize your VIDEO

Title
[Text Input Field]

Description
[Text Input Field]

Producer Name What's this?
Ken English

Thumbnail
[Thumbnail Image]

Advanced Options
Animoto Pro users can create unbranded videos and include a call-to-action button at the end of their video. Perfect for driving viewers to a specific web site to promote a product or service.
[Learn more about Animoto Pro »](#)

create video ✓

DIRECTIONS
Add some details for your video, this information will be used in the end-of-video credits.
If you need to **make changes**, click on the **images** or **music** tabs to go back.
When you're sure you're ready, click **Create Video** and we'll start putting together your video production!
Need white label? Grab a Pro pass.

Step 3: Customize your video

Title
Put Keywords in Title

Description
Information displays below video screen.

Producer Name What's this?
Ken English

Thumbnail

Advanced Options
Animoto Pro users can create unbranded videos and include a call-to-action button at the end of their video. Perfect for driving viewers to a specific web site to promote a product or service.
[Learn more about Animoto Pro »](#)

create video ✓

Animoto is producing your video
 You can wait here or navigate away. We'll email you when it is ready.

Processing Analyzing Rendering

It will take us a few minutes to prepare your video creation.
[Make another video](#) or [learn more](#) about our products.

Want your video in DVD quality? [Get A Hi-Res Upgrade Credit](#)

Love Animoto?
 Tell a friend, and you could earn 3 free months of All Access!
[LEARN MORE »](#)

Go Pro!
 Put Animoto to work for your business with unlimited, unbranded, high-resolution videos, licensed for commercial use. Purchase a Pro account for only \$249/year.
[VIEW PRICING PLANS »](#)

You are notified by email when your video has finished rendering.

<input type="checkbox"/>	forbes@tp.forbesmagazine.com	9:19 pm	The most advanced portfolio-management tool of its .
<input type="checkbox"/>	theteam@animoto.com	9:14 pm	Your Animoto video is ready: Put Keywords in Title
<input type="checkbox"/>	budo@inet.net.au	9:11 pm	Kenenglish - The LOST Art of Customer Service

[view your account »](#)

Your video is ready!
 We have finished rendering your video. [You can watch it here.](#)

Forward this email to your friends and family so that they can watch it too. Animoto videos are a great medium to tell stories with your photography, or to send as greetings!

Put Keywords in Title

Watch the video!

[Play Video](#)

Example of information display.

The screenshot shows a video player interface. At the top left, the text "Put Keywords in Title" is displayed. To the right are social media icons for Facebook, Twitter, YouTube, and Email. The video player itself shows a scene of a sailboat on a dock. Below the video, there is a "Video Toolbox" button with the text "Share, Edit, Remix, Etc.". To the right of the video player, there is a dark grey box containing the following information: "Created 11 minutes ago by Ken English.", "This video has had 0 views.", "Artist: Mike Goudreau", and "Song: My Favorite Time of the Year". Below this box is a "Like" button and a Facebook icon with the text "Be the first of your friends to like this.". To the right of the video player, there is a large blue and white graphic with the text "Animoto holiday greetings" and "3 New Styles".

Information displays below video screen.

Archives of produced videos.

The screenshot shows a video archive interface. On the left, there is a "MY videos" section with a magnifying glass icon and a "friends" section with a magnifying glass icon. Below these are "iphone" and "ipod" sections. The main area is a list of videos with the following details:

Video Title	Created	By	Play	Info	Delete
Miami Lyric Opera	16 Dec 2010, 04:22	Ken English	play	info	delete
Animoto	16 Dec 2010, 03:41	Ken English	play	info	delete
IR/INFO 2011 Conference	16 Dec 2010, 02:14	Ken English	play	info	delete
Miami Lyric Opera	15 Dec 2010, 22:26	Ken English	play	info	delete
Miami Lyric Opera	15 Dec 2010, 19:55	Ken English	play	info	delete
Tommie Turvey	14 Dec 2010, 19:44	Ken English	play	info	delete

On the right, there is an "ABOUT YOUR COLLECTION" section with the following information: "My collection: 610 vids", "From friends: 0 vids". Below this is a paragraph: "Here you can find all the videos you've created and those that have been shared with you. Play them, get info on them, or delete them from your collection. If your friends have sent you videos, you'll find them under Videos From Friends." At the bottom right, there is a "Tips For This Section" button.

Administration Panel.

- Share
- Embed
- Export
- MP4

Put Keywords in Title

Facebook Twitter YouTube Email

CREATION TOOLS	SHARING TOOLS	DOWNLOADS
I-click Remix Remix into a new video	Share Send to your contacts	Web Quality MP4 (5.14 MB) Download
Edit Edit this video project	Embed Put on your blog/website	High Resolution You have 4 hi-res upgrade credits. Click to start rendering.
New Start a new video	Export Send to YouTube/SmugMug	Hi-Res Upgrade
Delete Delete this video		DVD Orders Order a physical DVD.

Unbranded videos and more for pros! [Learn More](#)

Web Quality
 MP4 (5.14 MB)
[Download](#)

Share this video

CLOSE X

Send your video via email or post it directly to social networks.

▼ Post to another site

For a completely unbranded sharing experience, [go Pro](#).



Facebook



MySpace



Twitter



Blogger



Posterous



WordPress



Tumblr

More Services...

▶ Share the link

▶ Email

If you're having trouble, check our [help resources](#) for answers to common problems.

Embed this video

CLOSE X

Put this video on your blog, website, or social network.

```
<object id="vp1DvN98" width="432" height="240" classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000"><param name="movie" value="http://static.animoto.com/swf/w.swf?w=swf/vp1&e=1292552727&f=DvN98$ji0zRDeqqQt07ivQ&d=52&m=a&r=w&i=m&options="></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><embed id="vp1DvN98"
```

Copy Code

Paste this code wherever your site or blog accepts HTML.

▶ Advanced Options

If you're having trouble, check our [help resources](#) for answers to common problems.

This process can take as long as 20 or 30 minutes and you must first have an account at YouTube or SmugMug. Also, please be aware that they re-encode your video, so it might not look as good!



This will export your Animoto video to YouTube.

For optimal YouTube export quality, upgrade to high quality before exporting.

Begin Export

Contact Information

Email: kenenglishmiami@gmail.com

Phone: 305.335.4857

Check out

Blogs

www.mediamojoguy.com

<http://kenenglish.wordpress.com>

Websites

www.englishplusonline.com

www.englishpublishing.com

www.kenenglish.com

Social Media

www.facebook.com/blogtalkradioguy

www.twitter.com/kenenglish

www.cinchcast.com/kenenglish

<http://kenenglish.amplify.com>