

jewish day school

VIDEO

ACADEMY

THE AVI CHAI FOUNDATION

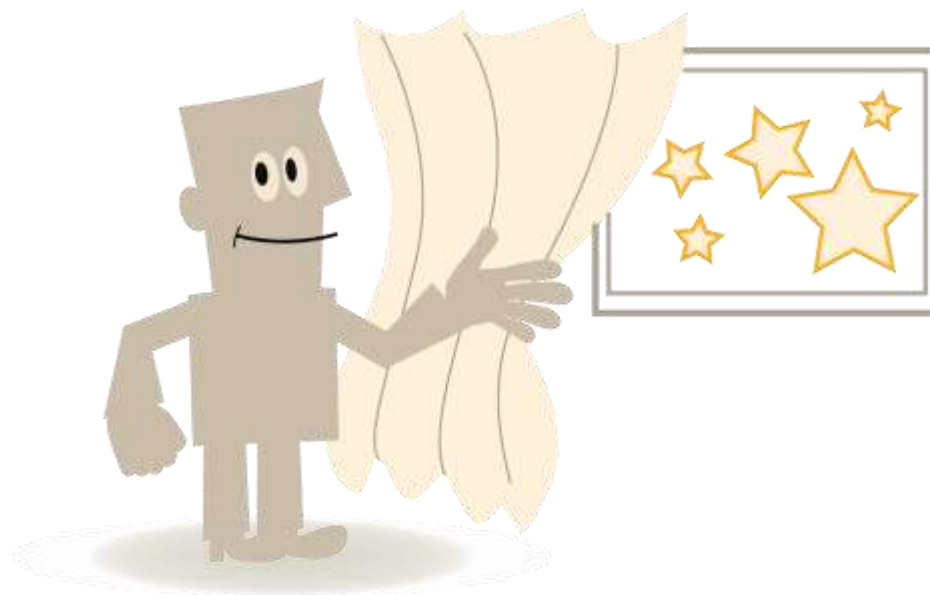


DISTRIBUTION



Introduction to Video Distribution

Your video is only effective when the people who matter to your organization get to see it

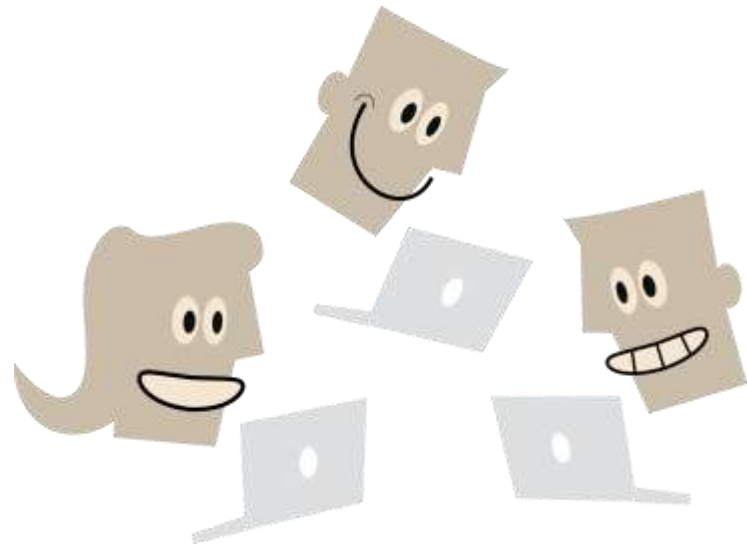


Introduction to Video Distribution

Distribution is both strategic
and technical...

...but once you learn how to
do it, it's easy!

It will help your online
search and extend your
online presence



Introduction to Video Distribution

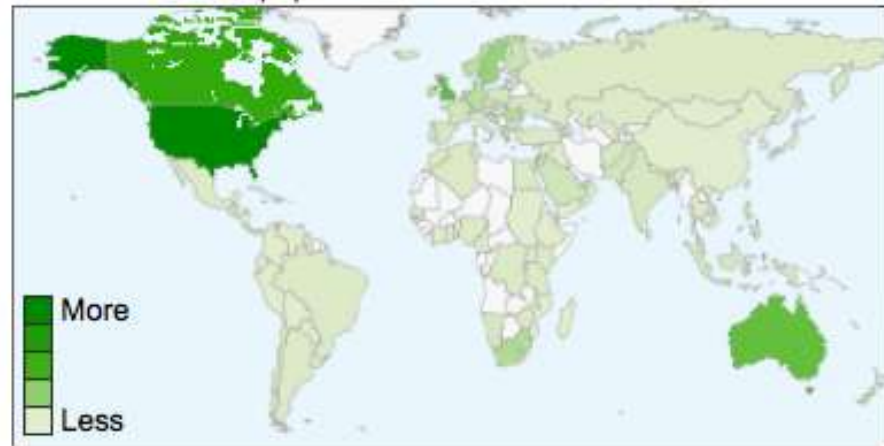
The tools have evolved and allow you to track performance to research your audience

Audiences

This video is most popular with:

Gender	Age
Male	45-54
Male	55-64
Male	35-44

This video is most popular in:

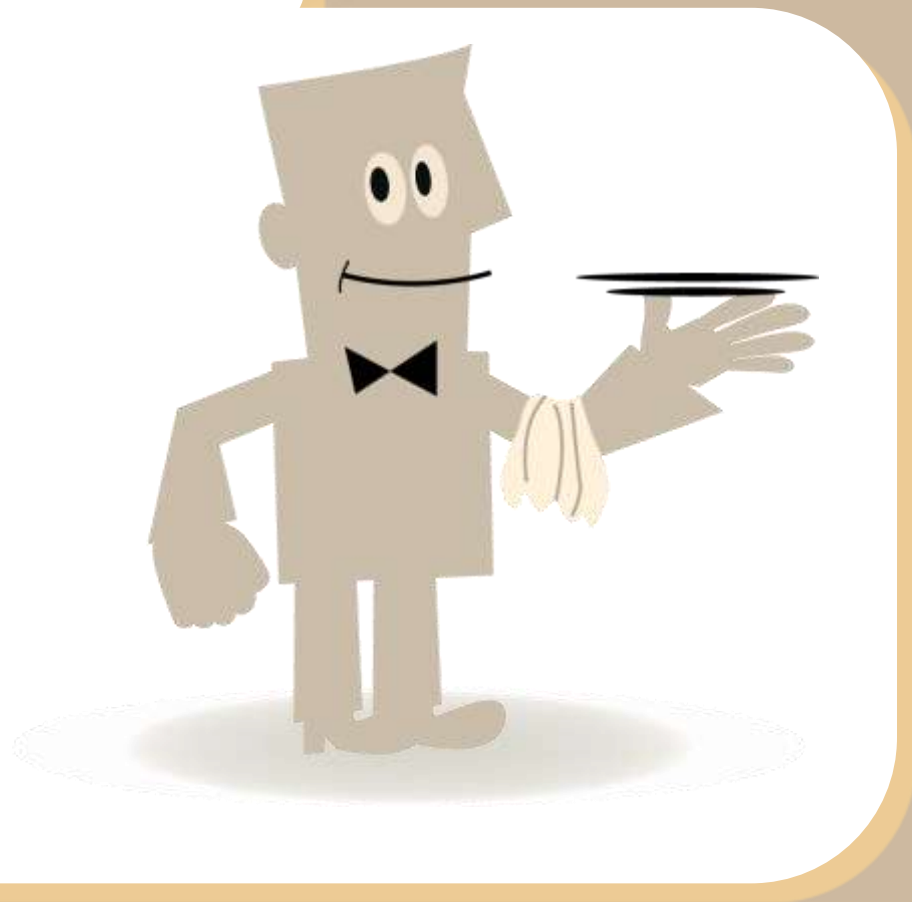


No Cost or Low Cost Distribution Channels

YouTube

Online Social Networks

- Facebook
- Twitter



No Cost or Low Cost Distribution Channels

Bloggers, affiliate
organizations and
online publishers

Aggregators
such as TubeMogul

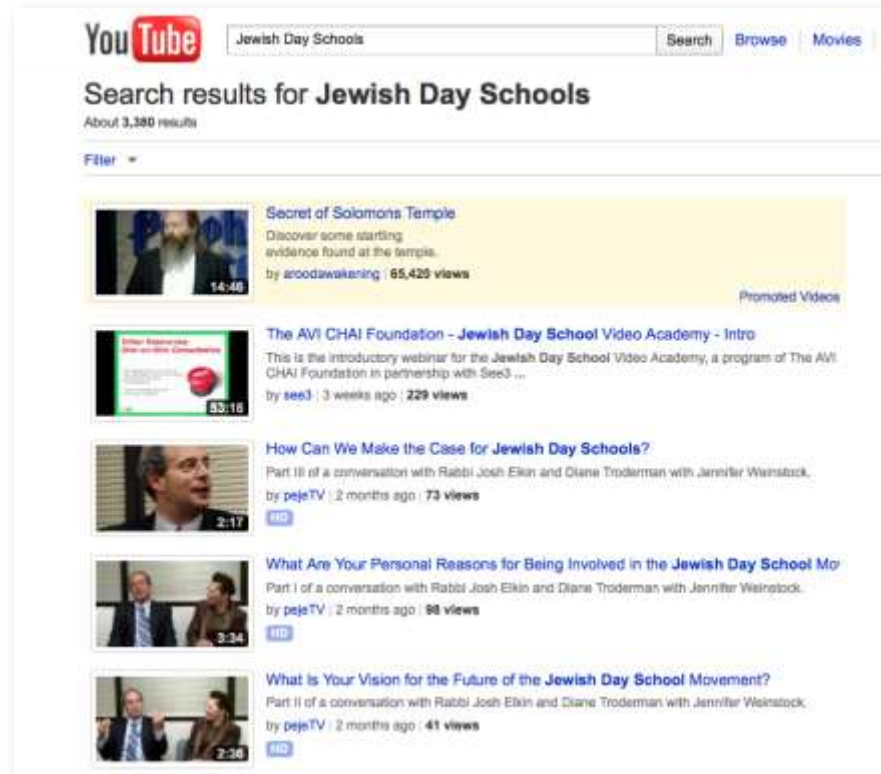


Tagging and Video Search

Video drives search results, especially on Google

YouTube is the #2 search engine in the U.S.

- Average users spend between 15 and 25 on the site every day

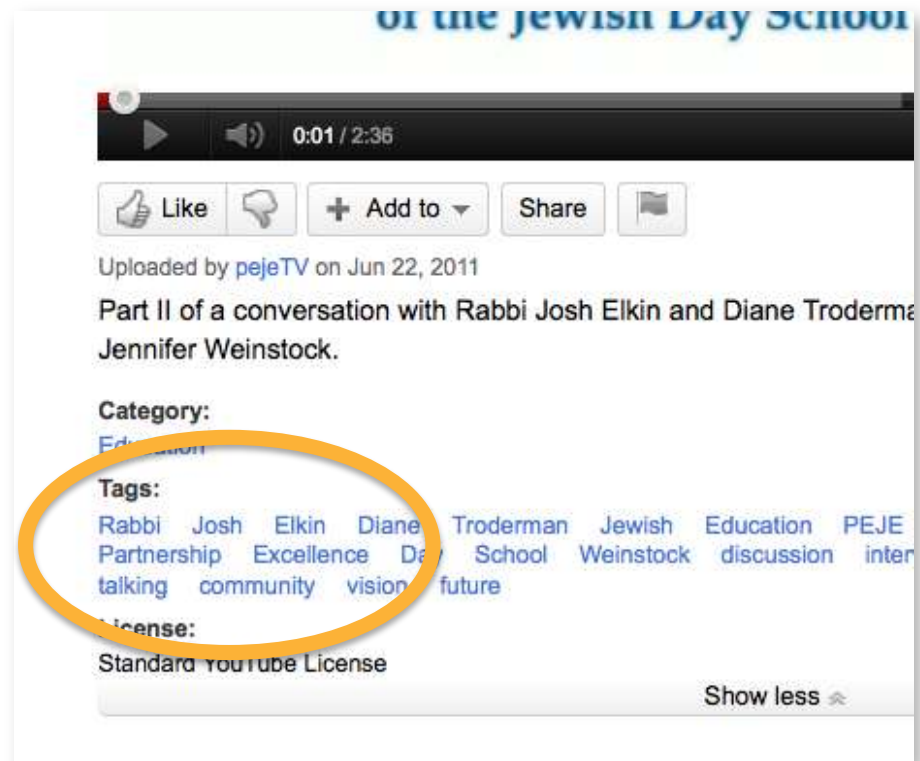


The screenshot shows a YouTube search results page for the query "Jewish Day Schools". The page displays five video results. The first result is a promoted video titled "Secret of Solomons Temple" with 65,425 views. The second result is "The AVI CHAI Foundation - Jewish Day School Video Academy - Intro" with 229 views. The third result is "How Can We Make the Case for Jewish Day Schools?" with 73 views. The fourth result is "What Are Your Personal Reasons for Being Involved in the Jewish Day School Mo" with 98 views. The fifth result is "What is Your Vision for the Future of the Jewish Day School Movement?" with 41 views. Each result includes a video thumbnail, a title, a brief description, and the number of views.

Tagging and Video Search

Smart tagging of your videos will dramatically improve your search results

Tags are simply the text that categorizes the themes of your video content



Tagging and Video Search

So what matters for search?

- Metadata: video title and description tags
- Number of comments and shares
- Date added
- View count
- Rating and flagging (where applicable)
- Incoming links (exposure on other sites and embeds)

Tagging and Video Search

Target your keywords to your audience based on the content in the video

If your video is “back to school” themed, use that key phrase in your tags

The most important factor for on-page search (videos hosted on your site) is the title tag. So if your keyword theme is “back to school” put that in your title

Tagging and Video Search

Create a keyword-specific file title for your videos

Don't just name your file "schoolvideo.mpg," -rename the video file and use your keyword(s), for example, "video-back-to-school.mp4."

TIP: Use "video" in your tags and titles

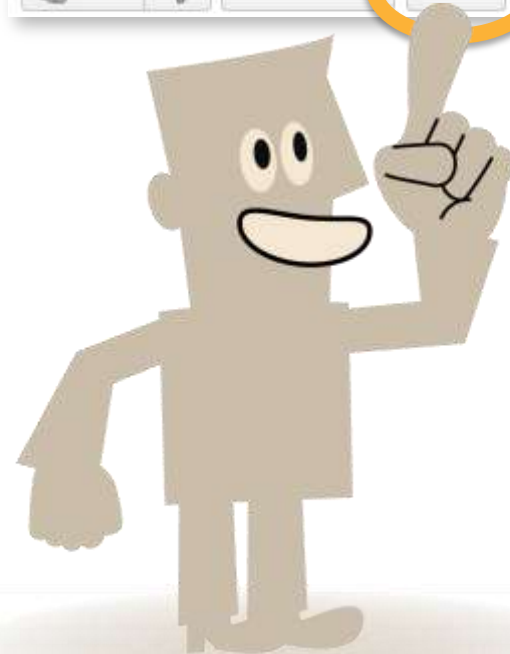
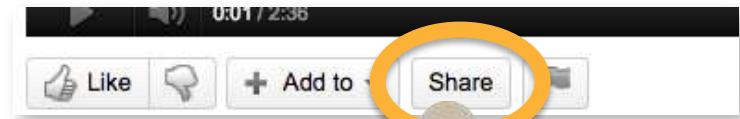
Tagging and Video Search

On your website create one unique landing URL per video whenever possible. That means one video per page.

TIP: Make your URL a permalink structure using your keyword that you want to rank for

Tagging and Video Search

Use an embed code that people can grab and post on their own sites. Most video players offer the option to share an embed code. This will dramatically increase linking and drive traffic back to your site. For videos hosted on YouTube, this will also significantly boost your video search rankings.



YouTube Basics

- Upload, tag and post your videos
- Adjust settings and make playlists
 - Make sure your videos are set to public
 - Organize content into playlists by themes
- Embed and share your videos

What about the other major video websites?

TubeMogul's got you covered!

TubeMogul is a video content aggregator that allows you upload your video once and send it out to all the major video websites

- TubeMogul's OneLoad system is free and easy to use
- In the long run, it will save you hours of work and multiply your reach immensely



tubemogul

empowering online video



flickr™

You Tube



iTunes

viddler

sevenload 

metacafe

blip.tv

bing™



veoh

brightcove™



AVI CHAI

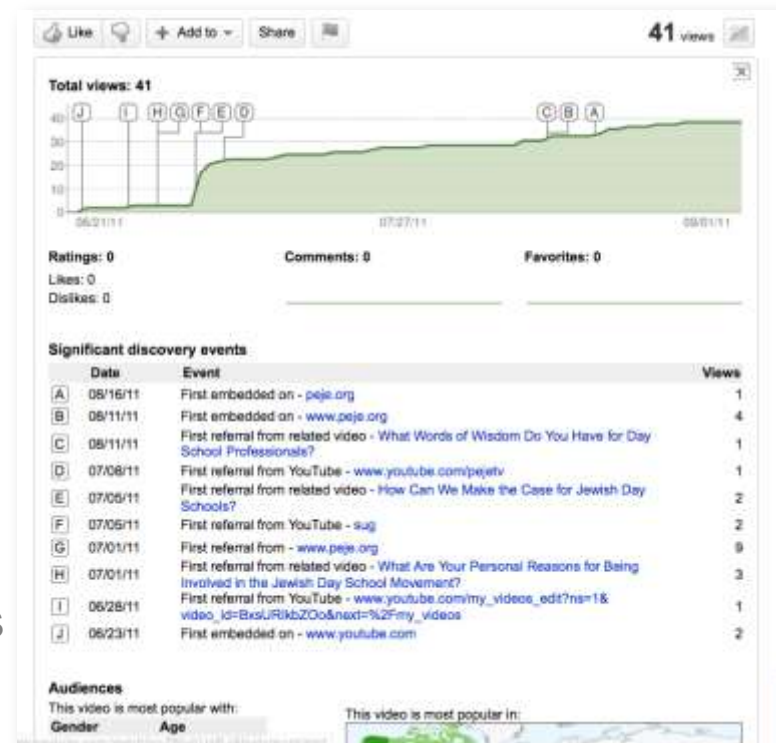
The Specifics

- Create a free OneLoad account
- (1 time only) create accounts on all of the video websites that TubeMogul feeds to – save your account login info on a spreadsheet
- Access OneLoad and enter the account logins/passwords for the sites you want to send your videos to. For those that require site tokens, just click the links and follow the prompts
- Tag your videos starting with the most important tags first
NOTE: Each video website allows a different number of tags
- Upload your first video and send it out!

Analytics

Analytics allow you to measure the success of your videos and get insights that can help you refine your targeting

- Interpret YouTube insights
- Review the TubeMogul analytics dashboard



Social Media and Blogs

Distribute your videos to through social networks. This content is great and your audience will watch and share

Use video on Facebook and Twitter repeatedly – don't just post once, reframe and recontextualize each video for multiple posts

Social Media and Blogs

Use Facebook tabs to create video playlists on your school's profile

If you have affiliated bloggers (parents, community members, etc.) who are interested in your work, ask them to post using your video

Don't forget to check out www.dayschoolvideoacademy.org, where you can

- Sign up for your free **one-on-one consultation** about any topic covered in our webinars
- Learn about the **\$50,000 of awards and incentive prizes** we'll be giving away during our video contest!

