

APA | Webinar

Supercharge Your Presence

DIY Videos for Your Therapy Site or YouTube Channel

Presenter: Kyler Shumway, PsyD

February 28, 2020 | 2:00 PM – 3:00 PM ET

THE WEBINAR WILL BEGIN MOMENTARILY

Welcome

Discussion Topics

Understanding why online videos matter

Learning the basics of how to create and edit your own videos

Discovering ways of "double-dipping" creative content

DISCLAIMER

- The views expressed in this presentation are those of the presenter and may not reflect the views or policies of the American Psychological Association.
- No CE credit will be offered for this webinar.
- A “Certificate of Attendance” will be emailed to live attendees only.

LOGISTICS

- You are on mute
- Webinar recording after the session



HAVE A QUESTION?

- While you won't be able to talk during the webinar, please submit your questions for Dr. Shumway by using the "Questions" field located in the webinar control panel.



PRESENTER: Kyler Shumway, PsyD



- SEO Content Director for MarketingForTherapists.org
- Author of *Get Psyched: The Therapist's Guide to the Art and Business of Public Speaking*
- Postdoctoral fellow at Deep Eddy Psychotherapy in Austin, Texas



Hi everyone!

What's in store ...

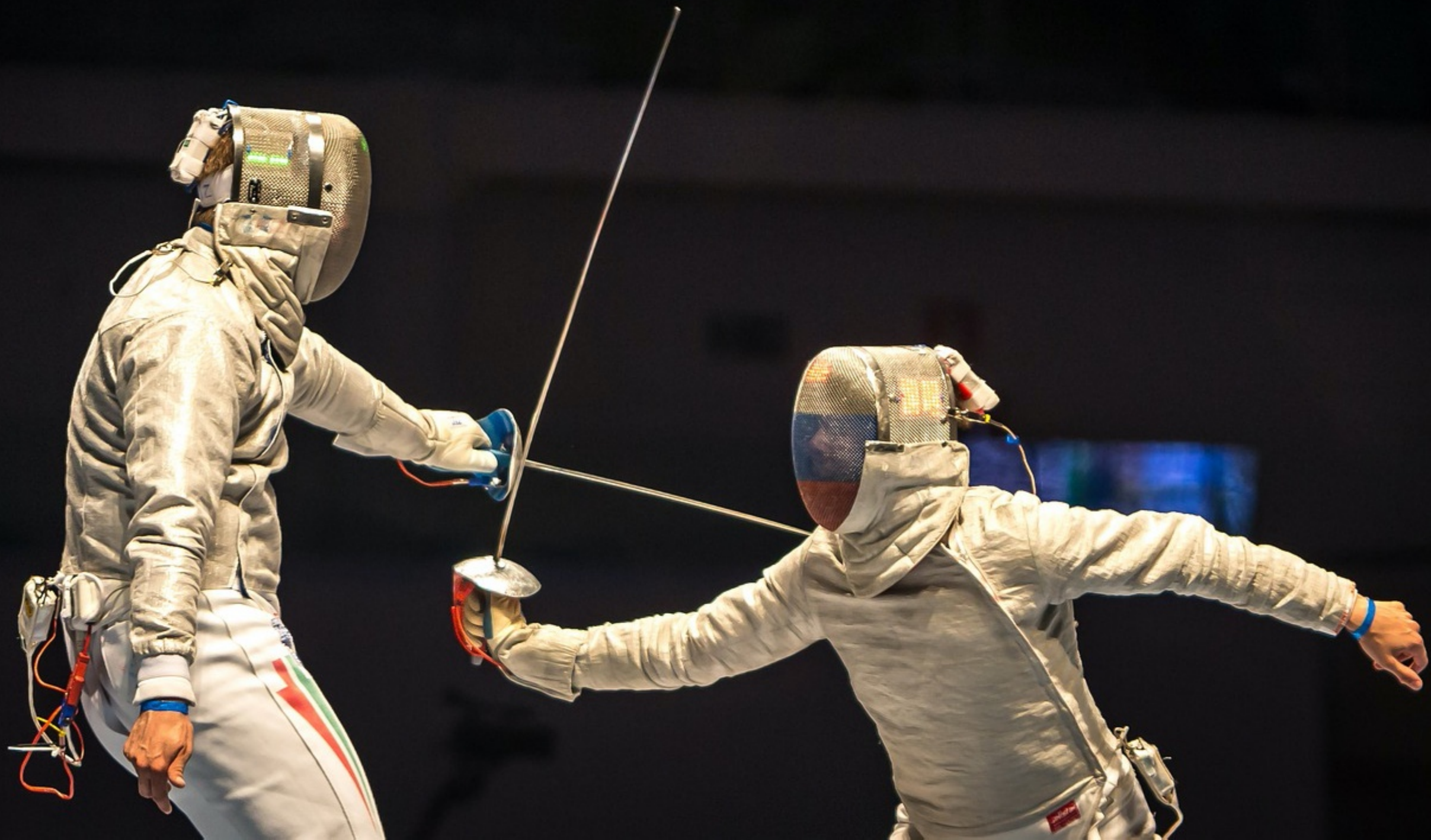


Why Kyler?



Why Kyler

- Duke University Office of News and Communication, Video Editor
- Business Professionals of America, Digital Media State Champion and National Competitor
- Lewis & Clark State College, Film Festival Winner



Why Video?



Why Video?

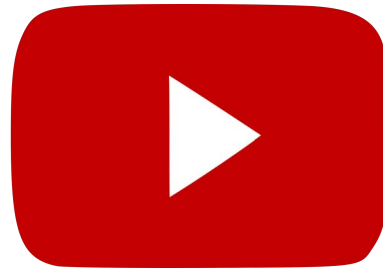
- 85% use video
- 87% saw an increase in traffic
- 80% noticed a direct positive impact on sales
- Platforms
 - YouTube (88%)
 - Facebook (76%)
 - LinkedIn (66%)

Why Video?

- 84% went on to purchase
- 2x more likely to share with friends
- Format preferences
 - 66% prefer short videos
 - 18% would rather read text
 - 4% want an infographic
 - 3% would download an ebook or manual

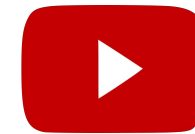
Why Video?

- Increases viewing time (thus SEO)
- Transmits more data to the reader
- Offers a chance for connection



Ways to “Sell” and Share

- Your website
- YouTube and other social media
- Email pitch



APA | *Supercharge* Your Presence: DIY Videos for Your Therapy Site or YouTube Channel



[ABOUT](#) [SERVICES](#) [SPECIALTIES](#) [INSURANCE](#) [RESOURCES](#) [FOR CLINICIANS](#) [CONTACT](#) [BLOG](#)



Kyler Shumway, PsyD, Clinical Spotlight



Copy link

MORE VIDEOS



Deep Eddy
PSYCHOTHERAPY



0:18 / 2:29



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Hire a videographer
(\$150–1,500+)

Do it yourself



Hire a videographer
(\$150–1,500+)



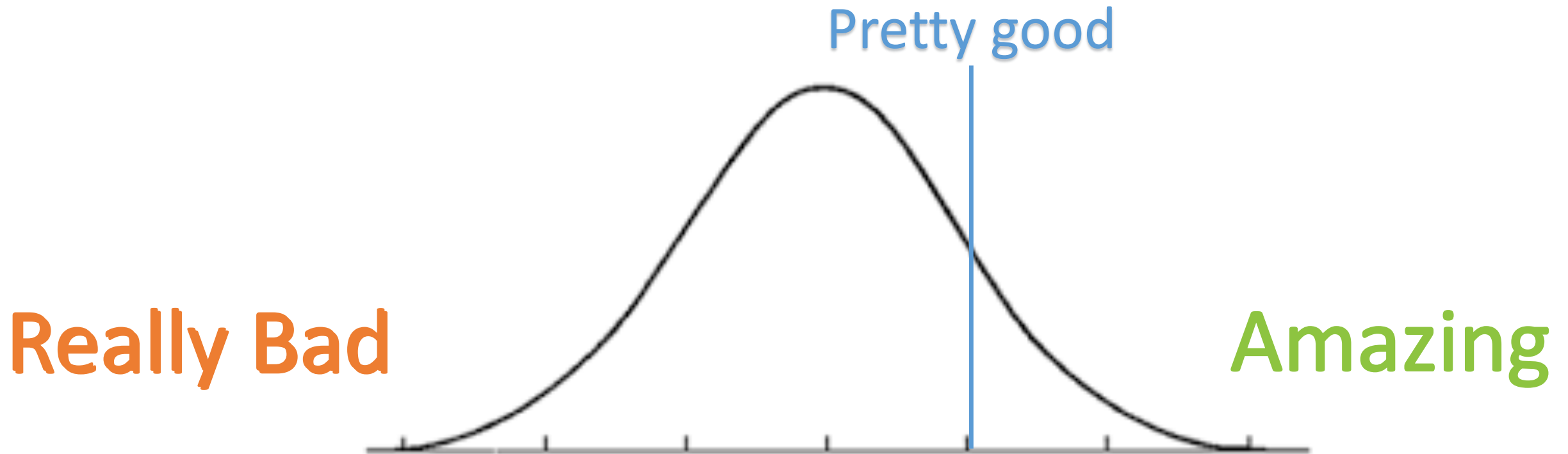
AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Do it yourself



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

The DIY Bell Curve



How to make a pretty good video



Types of Videos

- Intro
- Educational
- Demo



Qualities of a good video

- Short (less than 5 minutes)

Qualities of a good video

- Short (less than 5 minutes)
- Visually appealing

Qualities of a good video

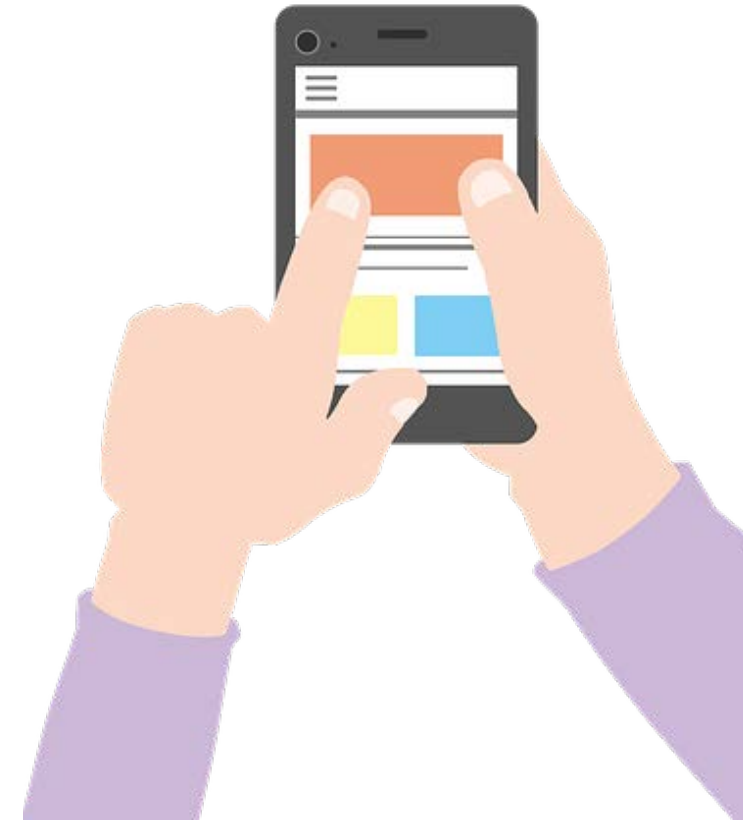
- Short (less than 5 minutes)
- Visually appealing
- Clean audio

Qualities of a good video

- Short (less than 5 minutes)
- Visually appealing
- Clean audio
- Useful

What You'll Need

1. Smartphone



APA | *Supercharge Your Presence:* DIY Videos for Your Therapy Site or YouTube Channel



What You'll Need

1. Smartphone
2. Software

Options for Editing

- iMovie (Mac)
- VideoPad (Windows and Mac)
- YouTube Studio (all systems)

Other Helpful Programs

- Google Drive (15GB)
- iCloud (5GB)
- DropBox (2GB)

What You'll Need

1. Smartphone
2. Software
3. Space

Tips for a Good Space

- Neutral (not too plain) background



[ABOUT](#) [SERVICES](#) [SPECIALTIES](#) [INSURANCE](#) [RESOURCES](#) [FOR CLINICIANS](#) [CONTACT](#) [BLOG](#)



Kyler Shumway, PsyD, Clinical Spotlight



Copy link

MORE VIDEOS



Deep Eddy
PSYCHOTHERAPY



0:18 / 2:29



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Tips for a Good Space

- Neutral (not too plain) background
- 3 to 4 feet from the camera

Tips for a Good Space

- Neutral (not too plain) background
- 3 to 4 feet from the camera
- Camera 2-4 inches above eye level

Tips for a Good Space

- Neutral (not too plain) background
- 3 to 4 feet from the camera
- Camera 2-4 inches above eye level
- Silence (or low white noise)

Tips for a Good Space

- Neutral (not too plain) background
- 3 to 4 feet from the camera
- Camera 2-4 inches above eye level
- Controlled lighting

What You'll Need

1. Smartphone
2. Software
3. Space
4. Script

Script Tips: Intro Video

- Who are you?
- What do you do?
- Why?
- End with a Call-to-Action

Script Tips: Educational Video

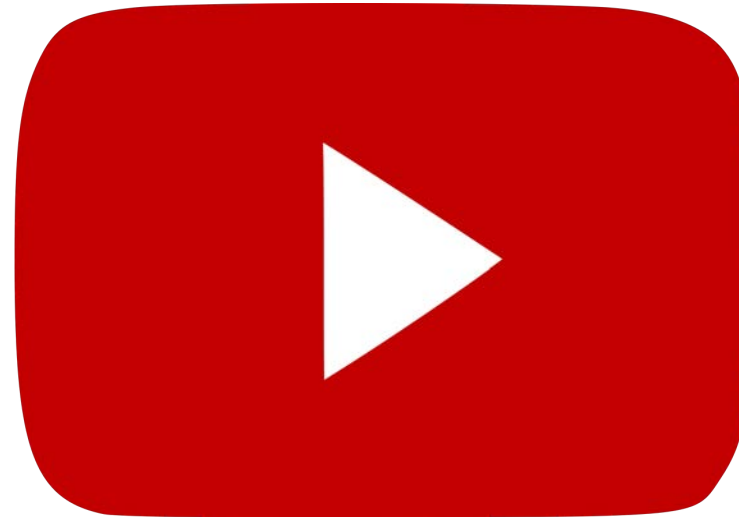
- Question
- Who are you?
- What is the topic?
- Teach
- Summarize / Call-to-Action

What You'll Need

1. Smartphone
2. Software
3. Space
4. Script
5. Site

Where to Upload

- YouTube
- LinkedIn
- Vimeo



What to Do

1. Write the script
2. Set up your space
3. Do some test footage
4. Film yourself
 1. while reading
 2. while reading sneakily
 3. without reading

What to Do

Sneaky hacks for filming “without reading”...

- Read, speak, pause, read, speak
- Keep your head/body in the same position
- While editing, trim out the pausing
- Do multiple takes



What to Do

5. Transfer to your computer and editing software

What to Do

5. Transfer to your computer and editing software
6. Do basic edits



How to Edit Like a Pro

Cut out:

- Unintentional pauses
- Verbal and semiverbal mistakes
- Camera starts and stops

How to Edit Like a Pro

Consider adding:

- Opening title
- Closing title
- Your logo
- Images (Pixabay.com)



How to Edit Like a Pro

Don't use:

- Flashy transitions
- Crossfades (unless between title and footage)
- Special effects
- Music*

How to Edit Like a Pro

Other tips:

- Audio should be consistent
- Watch your video at least three times
- Show it to someone



What to Do

5. Transfer to your computer and editing software
6. Do basic edits
7. Upload to YouTube

What to Do

5. Transfer to your computer and editing software
6. Do basic edits
7. Upload to YouTube
8. Embed and or share
 - Personal website
 - Social media – LinkedIn, Twitter, Facebook
 - Listserv – tune in for Dr. Wendler’s upcoming webinar!

What to Do: Key Points

1. You don't need much
2. Write a good script (and use it)
3. Share and get feedback

Beyond Video

Beyond Video

- Recycling / Double-dipping

Beyond Video

- Recycling / Double-dipping
- Building translatable skills

Beyond Video

- Recycling / Double-dipping
- Building translatable skills
- Keep going
 - Vlog
 - Video course
 - Supplements for other work

A lightbulb with a rainbow inside, surrounded by crumpled paper.

Make a crappy first draft



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

But how?

QUESTIONS & ANSWERS

Final Thoughts

- Webinar recording will be emailed to you in 3 weeks
- Take our survey immediately after the webinar has concluded
- Our next Supercharge topic will cover building your first e-newsletter. Dr. Daniel Wendler will host. [This webinar is scheduled for March 25 at 12:00 p.m. ET.](#)

APA | Webinar

Supercharge Your Presence

THANK YOU

For more webinars, visit apa.org/members



AMERICAN
PSYCHOLOGICAL
ASSOCIATION