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

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[Peggy Mihelich] Hello and welcome. I'm Peggy Mihelich associate director of member content here at APA. Today's webinar is titled Supercharge your Presence: DIY videos for your therapy site or YouTube channel. This presentation will cover the following topics understanding why online videos matter learning the basics of how to create and edit your own videos discovery.

In ways of double-dipping creative content and much more some important points before we get started the views expressed in this presentation are those of the presenter and may not reflect the views or policies of the American Psychological Association. This program does not offer Ce credit. However, we will email everyone watching live today a certificate of attendance.

During our time together you will be unmute you can communicate to us using the questions box located in your webinar control panel. And if you have a question for our presenter type them in using that same questions box.

Our speaker today is dr. Kyler Shumway the SEO content director for marketing for therapists.org and author of get psyched the therapist Guide to the art and business of public speaking Shumway is a postdoctoral fellow at Deep Eddy Psychotherapy. One of the largest outpatient practices in Austin, Texas. Some white completed his internship at Baylor Scott & White health and is an alumnus of George Fox University's Graduate School of Clinical Psychology in Newberg, Oregon.

Doctor Shumway is excited to share his video insights with you today. Welcome.

[Dr. Shumway] Alright. Hello, everybody. Let me get my webcam on so that you can see the I in fact am here. Hey everybody. I hope you are enjoying this beautiful Friday afternoon and welcome back to our latest episode of supercharger presence. I'm so excited to talk about making your own videos.

It's a lot easier than you might think and for the rest of the presentation, I'm going to have my web my webcam off so you won't be able to see me, but I promise I'm still here we do this so that your computer doesn't cut out on the feed, but just just Listen to my tenor voice as I guide you through our content. So here's what we have in store for you today. I'm going to cover three main chunks of content. First of all, why video Why Should students and psychologists even make videos? Why should you put in the time and the effort to produce video content? What's the research to support it?

So that's the first chunk and then second how video how do you actually go about making a quality video for your personal website your practice or your YouTube channel and third, how can you Really maximize your efforts in content production and go beyond the video. Well, okay Tyler Rosati. Well, you're gonna have to stay tuned to find out and of course we're going to end with a good chunk of time hopefully for you to ask questions and get some answers. But before we talk about why video let's talk about why Kyler? Why am I giving this presentation? Why should you listen to me? The fact is I'm a postdoc fellow and still at the Sunrise of my clinical career.

I'm not a famous YouTuber with 10,000 subscribers, and I'm not A video production specialist the charges five grand for you to make a 10 minute 10 minute video but and not to toot my own horn too much but toot toot. I'm actually a really amazing video editor and content producer. Most of my most recent work has involved making videos for my public speaking gigs, and I don't want to use time today showing those but if you're curious and you want to see my latest work, go ahead and just shoot me an email, but for most of my undergrad I worked as the video editor for Duke University's office of news and communication where I was doing things.

Like editing News interviews with Coach K and putting together new segments for the University website in high school. I competed Statewide and nationally business Professionals of America or BPA. Some of you might have done that and I very nearly snagged the national title in my senior year and even before that. I actually won a film festival for a fictional piece I made about Bigfoot terrorizing the Backwoods of rural, Idaho.

I did all of these things because I was destined to be I believed I was destined to be a film Her but the thing is it was missing something sure. It was fun to make a cool video. But I really wanted a more direct hand in making the world a better place. So I decided that I wanted to become a professional fencer. Okay, not really but much like most of the rest of you listening today.

I decided to join the field of Mental Health For the Love of the work and the people I actually do have a reason for beyond the joke of show you this video or this picture just last week. I heard the story about a fencing coach who starts off as training with new Folks by saying look I am not an Olympic fencer and I'm not competing at the national level, but I'm better than you and I want to help you get better than me. So again, I'm not a world-renowned movie maker and internet star but chances are I'm better at this than you and I want to help you get better than me.

Some of you are coming to this webinar with things that hold you back from making and Publishing videos. You might be intimidated by the process. You might be so busy or swamp that you can't take time to learn to do it properly or you might be thinking well people don't really watch videos. So why should I bother My Hope Is But by the end of our time today, you'll be thinking just a little bit differently.

I know you like statistics. So I've got a few that I think will pique your interest these all come from research published this year by Wise Owl and you can find the link in their work in the handout.

They measured a sample of 656 businesses to see who is using video whether or not it's helping their business and if they think it's even worth it and here's what they found eighty-five percent of the respondents used video is as a major part of their marketing strategy 87% saw an increase in traffic to their site because of their videos, 80% observed a significant increase in their conversion rates and sales Most of their videos were used on three main platforms. So YouTube Facebook and Linkedin and the fact is so those of you who aren't using video and those in the sample who aren't using video are really missing out on a major opportunity.

So those are the businesses but what about the consumers what about the people who are watching videos what the researchers found was that 84 percent of the sample reported using video before making a purchase again, these are data describing a business and the general sense, but this does highlight how Video can be for turning a viewer into someone who wants to take the next step. They also found that people were twice as likely compared to any other media format to share videos with their friends respondents. Also tended to prefer video compared to any other format.

So when given the choice between reading an article or watching a clip people tend to choose the clip Here are a few other things to consider. First of all videos help hold the attention of the online reader better than any other medium. If you've listened to any of my other talks on search engine optimization or SEO then you know how important it is well for the human as well as the computer to keep your viewer on the page as long as possible screens give everybody. I swear some sort of contextual ADHD when we go online, we're constantly barraged by stimuli and bids for attention.

So we don't really give things a General unless it learns it unless it gives us a good reason to stick around and videos are great for grabbing and holding attention.

Second video transmits way more data to the viewer than any other medium movement sight sound colors language. It's got it all and when done properly a video can set an emotional tone help explain a product or something and provide encouragement to take that next step which is why third a video offers a chance for you to begin building a relationship with the other person more than anything else.

It might be a little bit strange for some of you to think this way. But whether you are a student a clinician a researcher or a teacher, you are your own business and you should be looking to make sales. You're trying to reach your target audience and build an encouraging connection. Even if your videos are designed to be purely instructional or informational the sale would involve having people understand your ideas or want to learn more if you're the chair of the Ph.D program looking to bring more applicants.

You can use a video to introduce your program to the world if you On to build your own platform and develop a following a video can open that door for you or if you're a private practice therapist trying to convert more of your website visitors in the clients videos can help make that happen.

Your video content can be used in so many different ways but my guess is most of you will be using these three avenues for reaching people one. You can be putting videos on your website. If you're a therapist, for example, you might have a video on your homepage or your about me page to give potential clients a sense of who you are and what you do if you're a professor or a researcher you might have videos on your site used to teach and share your knowledge. So to you could create a YouTube channel, which is just an account for free and you can put videos.

Viewing their YouTube also allows for you to gain some followers get feedback from from random strangers across the internet and you can really easily share and distribute your content with others. You can also use other social media besides YouTube to share and distribute your video content, but it is a little bit more limited. So LinkedIn for example allows you to share videos with all of your connections just by posting on your feed, but there are restrictions in some ways and three you can use your videos as part of a application or an email pitch.

So if you're looking to land a Flick speaking gig you can use a video to really demonstrate your skills and and give a sense of your interpersonal vibe.

No matter what Avenue, you're using your videos can help you make the sale and reach your goal. This is especially true when it comes to personal videos. When you are the product you're trying to sell the best and only way to do that is through video. There have been numerous studies that have shown that videos make snap judgments about trustworthiness and desire to connect just based on those first few seconds of footage. And even in the first tenth of a second most people get a gut reaction that tends to inform their choice.

So it's not just about having a Video in general that helps you make the sale. It's about having a good video. But that's the challenge just as many just as much as a good video can help you make the sale a bad video can really ruin it and that's why probably so many of you just don't use videos at all. You get it. You don't want to put the risk of putting something bad out there so you don't try or maybe you just don't know how to make an upload videos. So your options are to either hire someone which can get really expensive or to try to do it yourself.

So what if you would prefer to just hire someone well when it comes to hiring someone to do your video shooting your editing and producing and such you really will get what you pay for if you decide to hire someone just make sure that you ask for lots of recent work samples ask for references of past clients to make sure that they do as good of work as they're trying to sell to you and hiring a videographer can actually be a great option.

For those of you who have more money than time or who don't want to bother with the technical side of making videos the To be able to help you with all of the other like technical things and maybe you can teach you. However, they won't be able to help you create strong content for the video itself. So unless you want to hire a scriptwriter that work is also going to fall on you and my guess is since you're here to listen to a talk about doing it yourself. Then you're motivated to give it a try but just keep in mind. There are a few big takeaways here. First of all videos are such a vital part of success for a marketing strategy people prefer video over everything else on the numbers indicate the videos positively impact your business.

It's second if you want to reach people through the internet, if you want to make a strong connection and sell your product videos can help make that happen by providing a chance for a good first connection. And third if you're looking to hire help don't be stingy and set aside about sizable budget, but I really don't think that you need to be hiring help for this. There is a bell curve when it comes to Quality video making and it looks exactly like this. I promise most people make pretty average videos some are worse than others.

All it takes to separate yourself a little bit from the rest is a little bit of practice refinement and polish and the fact is all of you are a graduate level educated or soon to be and the fact that you tuned into my talk tells me that you have really great taste. So it shouldn't take much to get you over the curve into the land of the good enough video your video just needs to be pretty good. You don't need to have JJ Abrams doing lens flares for you. You don't need to hire Scarlett Johansson to be a voice actress.

I believe you have all the tools you need you just need to learn how to use them. And with that let's dive into make making a pretty good video. But first I'm going to take a moment and take a pretty good sip of my water.

And we're good staying hydrated is the first and most essential step for making a good video. I should also note here that what I'm about to cover and dive into is going to be a bird's eye view to the process of video producing content. We just don't have time to get bogged down and technical details, especially when it comes to navigating and using the editing software, but I've included a handout with loads and loads of links to videos and other resources that you can be using. I'm just trying to point you in the right direction here.

So if something doesn't make sense or you want some further information you can always use these resources or email me with questions?

All right. So with that there are three main categories of DIY videos and I'll talk in just a bit about how you can make them. First of all, we've got intro videos. These are the hi. My name is Doctor therapist The Welcome to our practice or the about our researcher graduate program videos. I'm including the link to my intro video for Eddy in the handout so that you get an example to look at but my guess is most of you know, what an intro video is. We have explainer or educational videos.

These are more educationally focused they're designed to Playing a certain topic or concept so you might have an educational video that's on therapy for PTSD or something that summarizes your research findings or this can even be like a how-to video with instructions on doing something specific such as how to get to your office how to use active listening or how to complete a task in your study and third we have demo videos which are all about showing you in action doing your thing. If you're a professor or a public speaker, it can be really helpful to have a clip of you in front of your audience.

For today, I'm just going to be talking about movies that involve you basically just talking at the camera. If there's a high demand for learning about how to do a good demo video and and how to edit that. Please let us know in the feedback questionnaire and we really do value your input. I think actually this webinar was the result of a specific request.

So before we get into how to make these videos we need to agree on. What is a good video? First of all when it comes to these kinds of videos you want it to be really short like super short three to five minutes tops. And this is actually controversial some say that the longest videos should be less than two minutes. And again, this is about combating the effects of Internet a tent inattentiveness.

If someone clicks on a video and then sees that it's more than five minutes long, then most likely they're just going to move on and Watch the whole thing. Only a small group of people are going to be willing to watch a longer video. And these are the folks who are probably already fairly interested in what you have to offer.

Of course, you can have longer videos, but you run the risk that people watch the first five seconds realize how long it'll be and then they'll just bounce next a good video is visually appealing this means that what you see on screen is nice to look at you you want it to look your best, of course since you'll be on screen, but you also want the footage to be wipe clean and professional it should be stable and well lit and the focus should be on you as the subject no one likes those handheld selfie videos that are all shaky and distracting. It makes us feel like we're watching The Blair Witch Project. The audio also has to be really clean. This is probably even more important than video quality.

You want your voice to be clearly heard without car alarms or people talking or the buzz of your ceiling fan and last but definitely not least the video needs to be Useful, it has to serve the purpose of providing the viewer with what they need. Otherwise, why waste your time in other words, it's not enough to just put videos in General on your website. I've seen a lot of people do this where they take a video off of YouTube. So if you've got like an article on mindfulness, you might include a video that's already on YouTube. That's pretty good. That's about mindfulness and you'll put that on your website, but I feel like that's such a missed opportunity.

You can and should create your own content if you know Oh enough about mindfulness to make a video about it and you can help build that connection with your listener. So, of course these are these are the main things that make a good video good. There are other things that can help make it even better. But I think these are the main four essential ingredients.

So now let's talk about what you need. There are five s's of supplies for a successful video. Number one. You just need a smartphone but wait, why not use a camera quarter? Well, there are three main reasons one if your smartphone was made in the last five years then chances are the camera is just as good. If not better than most cheap camera quarters number two, even if you wanted to Fork out 500 plus dollar for a decent camera quarter.

It's easier to upload videos from your Phone to your computer or to a website than it is to figure out how to connect a camcorder to your computer and copy the footage over that way and three even if you have nothing else you can honestly make edit and upload your videos just with a smartphone these days which I think is so along with your smartphone. You should probably invest in some supplies to go with it such as a tripod you can get one off of Amazon for less than 20 bucks some of them even come with a little room.

Oh control that starts and stops when your form phone records. So that's really really handy, but you don't actually need it. I personally use the octopus tripod which you can see in the left and Center images and you can find that on Amazon just by searching for octopus just like the animal phone tripod. It's only about 15 bucks and it makes life a lot easier. You can also get a microphone attachment for your smartphone.

So if you if you start recording and you notice that the audio quality is really bad consider getting a microphone these To be a little bit more expensive somewhere around the neighborhood of 20 to 40 dollars for a good one, but you can also find that on Amazon.

Next you'll need your software. That is our second s of supplies. There are two main types of software that you will need when it comes to making a pretty good video. The first is editing software which goes on your computer and the second is uploading and storing software which goes on your phone. If you can do one Flawless take on your video and you don't really care about adding titles or logo or anything like that.

Then you can do without editing software, but if you want to make a good enough You'll need to be able to clean up the footage cut out any mistakes and make it look professional. There are thousands of programs out there that you can use to edit not all of them are free. And in fact, most of them are pretty expensive and the ones that you pay money for our professional grade and probably more than you really need at this point. So I suggest looking into these three options and these are all free. So first of all, we have iMovie iMovie comes pre-installed on most Macs and iOS system.

So yeah, you could probably shoot And then edit your footage all from your smartphone. If you have an iPhone, I've used editing software that costs hundreds of dollars. And iMovie has almost all of the same bells and whistles that you need for doing basic editing. If you don't have a Mac or iOS, there's videopad which is free. You can download it on Windows. I think you can also download it on Mac videopad is good for beginners who don't have access to iMovie.

It's fairly simple and easy to get the hang of especially if you watch the tutorial videos, And third there's YouTube Studios the new kid on the Block which is actually in beta right now YouTube studio is connected with your YouTube account and you can use it to manage and edit raw video footage. It's probably well. It is the most Limited in terms of editing options out there, but you can access it for free without downloading anything. So that's pretty nice in the hand out download. I'm including links for the tutorial videos for these different softwares. I'll give you some helpful strategies for using the software and just a bit.

I just don't have time to walk through the basics of how these programs function. So you'll need to learn that on your own. You want to open up your software take your time and just go along with those videos. That's really the best way to learn some of these basic skills. So you'll also need some programs to help you transfer what you capture with your phone onto your computer if you're planning to use your computer to edit so I highly highly recommend using Google drive. If you have a Google account, it's got the most free storage you get 15 gigabytes.

Bites for free it's really easy to manage. And the phone app is super super simple. You just open the app and you can upload video clips directly to your Google Drive account. And then from there you can download it onto any device like your computer the other two, I'm listing just so that you know about them. So I Cloud might be a good option for you if you have the available space, but there's only five gigabytes that comfrey and Dropbox can work.

If you're not planning on editing more doing more than maybe 5 or 10 total minutes of video of You can increase all of these storage spaces if you're willing to put in the money.

So our third s is space. So space is all about the physical environment the backdrop the sound the distance between the camera and the subject. There are a few things that you want to keep in mind when you're choosing and designing a space to film it and there's a great deal of artistic preference that goes into how to design a space. So you should feel free to play around a little bit to see what you like, but I want to give you some strategies for making it look the most professional. So first you want the background to be neutral but not too plain.

A blank white backdrop can work just fine. So if you just have a white painted wall and you want to fill in front of that. That's okay, but I honestly think it's better to show a little bit of context for the video. You can use the background to set the tone or even send a message. So for example, this is a screenshot of my intro video for Eddy where I'm doing my postdoc and there are a few things that are really great about this space the background uses some nice Brown Shades and muted colors. It really helps my light skin pop.

And my eyes, so there's some nice contrast there some of the objects and the ground are arguably a little bit distracting. You got your little gold thing there. But since it's a therapy office and that's supposed to be the context. It sends a bit more of a homey feel a personality to it. It's also slightly blurred because there's good distance between my back and the backdrop. So that's a nice feature and that brings us to our next essential part of a good space if you're filming yourself and talk.

Look at the camera you really want there to be about three to four feet of distance between you and the lens and this is just the average based on smartphone specifics. So your smartphone's going to auto focus on your face, which is Handy and means the background should blur just a little bit but if the camera is closer than three feet or if your lens is different it might be different than three. It's going to feel like you're getting up in my personal space and I'll probably be able to see your nose hairs. So so let's not do that if the cameras too far away though.

It's going to feel like you're distant from me and that it's a little bit cold or shy so the Goldilocks zone really tends to be between three to four feet for most smartphones. But again, you might need to play around with this. Ideally you want to be able to see the whites of your eyes. I've got an example of this coming up pretty soon.

Once you have your camera set at the right distance, you'll want to set it so that it's two to four inches above your eye level this puts you at a really nice professional angle. If you get much higher than that, it becomes a selfie Vlog for Instagram. If you go too low you're going to look intimidating and mean like you're looking down at the audience. You also want to look towards the camera and speak directly to your viewer looking right into the lens rather than sitting at an adjacent angle unless the video is designed to be an interview.

So for example, this is a screenshot from a video. I made myself about the Deep Eddy postdoc. I know it's a little bit long but I knew that my audience people who'd be looking at the postdoc would be willing to be patient and sit through it. But if you just look at this Frame, you can see that I have the camera set 3 feet away a few inches above my eye line and there's a nice neutral background.

The lighting here honestly is an ideal because the background is just a bit too bright, but otherwise, it's pretty warm and welcoming shot and because I'm making direct eye contact with the camera. It creates the illusion that I'm speaking directly to you as my audience and that's your secret weapon. You want your viewer to feel like you are a human that you're connected with them and that you have a good trustworthy product to sell.

So next you absolutely need your filming space to be silent and free from distracting sounds heaters and air conditioners give off variable high pitch frequencies. The human ears don't really hear that easily but your camera picks all of it up if your best place to film is in a shared building consider hiding hanging a sign on the door that says quiet please filming in progress, but you might also just want to consider going into super early or staying late until after everyone else leaves.

You can also consider using a white noise machine. But you want to set it at the lowest volume to help neutralize some of that background sound but that's not going to work for all situations last you need to have control over the lighting so that you look pretty and that you have good contrast from the background. The easiest way to do this is to film what the camera between you and some nice natural gentle sunlight.

You want your eyes to shine just a little bit, but you don't want to look like You're staring painfully into the sun. If you don't have access to natural sunlight where you're filming like maybe you live in Oregon and it rains all the time. You can use a lamp to create the same effect avoid having a well-lit background because it tends to cast you inside Shadow and you also want to avoid really harsh lighting like having a lamp sitting right next to you as this creates unwanted from that. It's Shadows that make you look like you're in The Godfather or something.

So if you do all four of these things your video really should look pretty Good, but the next thing that you're going to need is your actual content or your scripts, I suggest writing an outline of what you plan to say in your video but a full word-for-word script is ideal a one to two minute video only takes about a hundred words and it will come really in handy when it comes to start filming scripts are also really important for delivering a clear quality succinct message.

Some people try to get away with just improvising the whole thing in my and in my experience it tends to really Show so how do you write a script when it comes to writing a script for your intro video? There are three key things that you want to make sure you do you want to answer the questions of who are you? What do you do? And why do you do it? If you just sit down and write 35 Word answers to these three questions, you've got yourself a pretty good intro video script, but then you want your video to do something or you want your audience to do something rather. So you should end with a specific call to action of some sort.

If this video is on your home page or website, you probably want the viewer to contact you or peruse the rest of your site or something like that. All you have to do is end your script by saying something like if you're interested and you want to learn more just send me an email or message me through the site.

You could also briefly explain that the site is supposed to do something or there's some design behind it and then provide encouragement to check things out like for example, you might say if you want to learn more about X click on X on the menu above or contact me to learn more so ending with a call to action really provide specific instructions for what to do once they start feeling more motivated and they want to connect with you.

When it comes to creating more educationally focused or explainer videos, you might have to break it up with something break. Sorry break it up into multiple segments. So instead of having one 15-minute long clip you should do three to five shorter clips. That way you break it down into internet friendly chunks when it comes to teaching through video. I always suggest leading with a question.

This is an old Toastmasters trick if you open with a question the audience becomes curious And wants to hear the answer. So if it's a video about masculinity and facial hair, you might start by asking the question.

Why do men seem to be growing their beards out or if it's a video on your research program, you might say why should you join our research team after you posed that question you'll again want to start by introducing yourself and provide a bit of context you want to introduce the topic very briefly, which you can just do by saying this video is about whatever the topic is if this video Supposed to explain your dissertation you could just say this video is about my dissertation and why it's so important just as an example. Once you've done that brief setup. You have set the viewer up in a way that makes them want to watch the rest. Jon Acuff who's a really famous author and public speaker has said that in his talks. He typically spends the first five minutes of every talk trying to get the audience to be willing to listen to his next five minutes. So every five minutes or so. He's trying to give them reason to stay in to pay attention.

And the same is true when it comes to creating these videos.

After you teach your content, you should Briefly summarize what you taught and maybe one to two sentences and then you want to make sure to end with a call to action. So if this is going to be a three part series your call to action should be to click on the next video to learn part 2 for example.

And the last thing that you need to make your video is a site to upload the video on to and share and I really only have one recommendation for this but I'll list the options just to be fair. But really all of you should just be uploading your videos to YouTube makes it super easy to link and embed your video content onto your personal or your practice website to share it through social media and to track your viewership. You can also upload videos directly to social media platforms like LinkedIn like I mentioned but there are restrictions in terms of length and stress.

I found that it's not quite as user-friendly if for whatever reason you are against YouTube and other social media, there is a site called Vimeo which is fairly popular in the film editing world. All of these options are free. Just need to create an account.

Okay. So now let's go ahead and walk through the steps of how to actually capture your video first. You should make your scripts again. It doesn't have to be word for word. But that does help next you want to make sure your space is set up well and that you can use that the lighting is good that your distance good and you can determine all of these things by doing some test footage and maybe just film for 10 seconds at a time and then look at it on screen to see how it works after that.

You should take One recording where you film yourself just straight-up reading your script verbatim so don't you don't have to be looking at the lens you're just reading your scraps this is so that you get one clear shot of your audio so that way if you go back in your editing you can use that clear audio take to patch over other things and then after that you want to read your script off of your laptop with the camera sitting just we're just above it to where it's not getting in the way of reading it might not be so obvious to the viewer that you are actually just reading the contents you want you might be able to get away with just that take but if you can't you're going to want to use some tricks to film with while without reading simultaneously and the best way to do this is to just read part of your script look at the camera lens and then say the part that you just read and then pause and read the next pic and then just say the next part rinse and repeat when you go back and you edit later you can trim out all of the pauses.

Of course, you can if you can't do more than a sentence at a time. It's going to seem a little bit choppy. So you need to practice until you can say a paragraph without stopping.

You can also just do malt Holt a the same section. If you watch my video about the dpd postdoc. There are a few places where I just sat there and I repeated the same section over and over and over again until I got a take that had the right kind of inflection. Okay. So once you've got your video captured you want to get it from your phone to wherever you plan to edit it. This is where having Google Drive app was really going to come in handy.

If you don't want to use the app, there are ways of transferring your video from your phone to your computer via USB cable or you are job. So I've included a link that walks you through on some of these instructions in the handout. But if you just upload it to Google Drive, you can have all of your footage backed up somewhere so that way you can delete it off your phone if you need to free up some space.

And the next you need to do some basic editing the links in the handout for each of the editing software tutorials are only roughly 10 to 15 minutes long. So you really should just take the time to watch those videos for your program. Learn the basics before you move on to step 6, but once you have the hang of it, I have some Pro tips for you to use in your editing process. The most important thing that you need to know about editing video is that the best videos are a lot like the best briskets. I moved to Texas just a few years ago.

I am Immediately became obsessed with figuring out how to cook the best brisket. I think it's just like that a requirement for entry and citizenship of the great state of Texas after doing loads of research and experimenting with the different seasonings. I learned that the best brisket and in Austin which is made at Franklin's Barbecue uses only two ingredients on their brisket just to they just use salt and pepper nothing else.

It's simple it's just enough flavor and it's delicious see people get really carried away when they're trying to make their videos amazing. They add all sorts of sound effects and music and snazzy transitions. But really those are just seasonings that you don't need your video should be nice simple professional with just enough seasoning to make it delicious. But how do you do that?

Well, every editing software allows you to select parts of your video cut the timeline into pieces and then delete the bits that you don't want the main things that you're going to want to cut our one any unintentional or unwanted This is especially if you're going to use the read speak pause technique to any verbal mistakes such as just straight up saying your lines and correctly and 3 any semi verbal mistakes, which are your arms and your Oz and things like that. So you want to trim all of those things out of your footage, but you'll also want to cut out the beginning and end of the video segments where you're moving to and from the camera to start and stop recording. Some of you might have seen this before.

It makes my brain my brain absolutely cringe every time a video starts off with the In starting the camera and doing that whole is it recording thing? It's fine. It's fine to do that while you're recording just make sure that you cut that out of your final footage. Make sure that when you film to pause for 2 to 3 seconds after you start the recording and before you begin to speak and then pause again for a few seconds before getting up to stop the recording that really will make those end or opening and ending Cuts easier for you. If you want to get really technical here are a few other tips.

For trimming your footage by the way back when they used to capture videos on actual rolls of film. They would take razors or scissors to actually cut the film frames while they were editing and that's why we call it cutting and trimming if this stuff sounds like jargon to you just come back to this part of the video after you've watched your tutorial videos for the editing programs. My first tip is to use the arrow keys on your computer to navigate between frames of footage to make highly precise Cuts.

This is going to come in handy if you have two words, Or two sentences that are close together and you need to make a cut between the two of them next one possible. You want to like make sure that you're leaving Point 1 to point 2 5 Seconds of time which you'll be able to see on your timeline through your software you want to use that much fluff before and after your cuts to prevent the video from cutting in a way that's too abrupt or too jarring. So for example, if you are cutting between two different sentences, make sure that you let the footage go just a small amount of time at the end.

Of your first sentence so that it doesn't match the clip with the next one and then last feel free to splice sentences together whenever you need to so, let's say that you do two takes of your video and you mess up the same sentence on both takes if you did a good job on the first half of the first take and a good job on the second half of the second take you can splice those two together at the midpoint and the audience will never know the difference. That's what we call splicing. Okay. Once your footage is all cleaned up.

Up, you can consider adding. Yes a few little seasonings some people like to add what are called titles to the beginnings and ends of their video. This is just an image with text that goes before your captured footage begins. So for example, if you are making an intro video, you might have an open thing. I told that reads about me or about your name or about the practice. You can also use a closing title which goes at the end of the video as your call to action. So, for example, you might have a closing title that specifically says contact me today.

Here has your phone number or email something like that. You can also feel free to include a logo. If you have one then you can do that fairly easily by putting it as an image overlay and then setting it in a bottom right corner. It can take some time to learn to do this properly, but it really does add a nice touch for professional footage last you can use images to show on screen while you're talking if you watch my Deep Eddy postdoc video, you'll see that I used images from the Eddy website and I added some nice flare to the footage.

It also covered up a Two places where I wasn't able to do a good job of looking at the camera and smiling and being warm. So I just use the b-roll footage to cover that up. So these are the four things that you can consider doing the add just a little degree of professionalism to the footage. But really once you have the video trim down and free from errors, you might just be good to go at that point. If you decide to go really fancy and add some extra seasoning special effects and titles.

Please be warned these tend to come across as cheesy and irritating you want to avoid using flashy transitions no matter how cool you think they look you especially shouldn't use the transition called cross fade or dissolve between Clips the only exception to this is if it's between your video the footage that you shot and the specific title. The reason for this is it makes your video look dated this. This was a really common way of editing back in the 80s or 90s, which might not seem that long ago to some of us but folks that was 30 or 40 years ago.

Go some of us weren't even born yet. So you want to make sure that your video looks fairly modern. You also want to make sure that you're avoiding using music in your videos. One. One reason for this is because good music really isn't royalty-free. So you're going to have to pay to use it and to it's typically really distracting and cheesy. The only time I think you should have music is when you have a title up on screen. So if you have an opening and a closing title, you might need use music during those.

Second sections and if you really want to include music, there are some options for getting free audio through the YouTube audio library. So there's a link to that in the handout as well.

A few other tips that I want to mention. First of all you'll want to make sure that your audio is loud enough but more importantly you want to make sure it's consistent throughout the clip. Your editing software is going to let you increase and decrease the volume of your Clips. So pay attention to that the worst kinds of videos are the ones that jump between super quiet and super loud. It startles people. It sounds inconsistent and it's not very professional once all of your edits are complete before you upload anything.

You should plan to watch it at least three times through And make sure that the audio is turned up loud enough so that you can catch any minor sound issues. This will help you catch any errors and get a sense of the flow of the video. But next you should make sure to show the video to someone, you know, preferably multiple people if possible and get their feedback. Sometimes we get really caught up in the work that to the great degree to which we become blind to a lot of our mistakes.

So it's good to get more eyes on the project before it goes live for the internet to see Okay, once your draft feels pretty good at least good enough to upload you want to upload it to YouTube. I've included a link with a short video tutorial on how to do this, but it's fairly easy to do. I promise but then once it's up on YouTube, what do you do?

Well that brings us to our last and scariest step which is getting visibility YouTube makes it really easy to embed your video on your personal website. I've included a link for that one as well. If you are working with a web editing team like brighter Vision, they can also help you out with this stuff, but you don't just have to put it on your website to get visibility. You can put it on your YouTube channel and just leave it there. But the problem with that is people might have a hard time finding you.

So wherever you decide to upload it, you should be proactive and try to share the Audio through multiple Outlets, you can use different social media platforms to share it with your connections your followers. You can also start to build up and use a listserv or an email chain, which my buddy Dan one layer is going to be covering in his next upcoming webinar. So make sure to stay tuned for that.

So those are the basic steps for producing your own video content. That's a whirlwind tour through all that the big takeaways are one you really don't need much in terms of supplies for making a quality video and you don't need to go out and buy a bunch of fancy film equipment to you should focus on creating a good script good content and then use that while filming and three make sure to get feedback on your content learn from others and just keep refining your skills.

Alright, this is our last section this one short, but I wanted to make sure to inspire some thinking about what you can do be on the video as well. All some pauses the side effect video making first. I want you to think about how to make the most out of your video content. If you're going to go through all of the work of writing a script and making a quality end product. Are there some ways that you can then take that work and translate it elsewhere. For example, if you made a video about some topic, could you then take the script Thief?

That and then turn it into a post on your site or on our some sort of article or could you take some of the tidbits from your video and use that in a talk or presentation and vice versa. Can you take old content old talks old blog posts shorten them down and make them into a quick video. I like to call this double dipping or recycling. But the main idea here is you should feel free to use your ideas in multiple ways and in multiple formats. This can also help increase your chances of reaching your ideal audience.

So, For example, some of them might really prefer watching videos While others find your contents while they're at work, which means they can't watch a video. They can't listen to a video. They'd rather read an article instead.

Second you want to be thinking about video creation as being a skill building activity just by putting in the work to make a decent video and perform. Well on camera you are developing some really important skills that can pay off in other ways. So let's just say you make 10 videos and very few people watch them. Maybe it's just you your mom and your cat by the time you finish those 10 videos, you're going to be better at expressing your ideas and presenting yourself well, and you'll have a new skill.

Video editing. So for example, if you have a goal of doing some teaching or public speaking these skills can pay off in those other contexts and third if you really get into video making and you realize that you love doing it, you should not stop. There are loads of ways that you can use videos in your career in Psychology at minimum. You should plan to start your own Vlog or video blog where you do regular videos about yourself or your work. Just keep in mind here that you cannot and should not share a confidence.

Chill information. So if you're a therapist, for example, you wouldn't want to talk about your therapy sessions. Even if you're leaving out or changing enough details about the client. Just imagine how you would feel if your therapist made a Blog and watching their video you realize they were talking about you that would be awkward at best and probably really damaging and hurtful besides Vlogs. You can also think about making beefier content such as video course a few years ago. I co-produced a video course on small talk and it's published on teachable.

Which is a video course platform and that was so much fun to make I'm including a link in the handout so that you can go watch the trailer which I also made mostly because the trailers just kind of a fun watch so you can be thinking about that teachable is a great resource. And if you want to hear a webinar on how to create your own video course, that's something we could consider doing in the future as well. You can also think about using video as supplements for other tasks responsibilities such as presentations.

So for example, one of my favorite things to do When I'm giving a keynote for a conference is to make videos to use during the presentation. So if you're a professor you could think about videos as a resource for your students watch before or after class or maybe even during or if your therapist you can make videos that teach essential skills for your clients and then you can just send them the link and they can be watching that outside of sessions. The opportunities here really are quite Limitless.

I want to give you one last thought to consider before we move on to our QA. There's an author name is Anne. Lamott. She talks about this idea of creating a crappy first draft. She doesn't use the word crappy but you get the picture. She says that you have to get comfortable with making crappy content, even if it means feeling embarrassed sometimes because that's the only way to learn and improve its really easy to get cranky about how you look how you sound or how the footage turned out. It's easy to get angry when your script writing itself isn't going well.

Your editing software doesn't cooperate with you and it's easy to believe that you're just not good at this and that you shouldn't risk the embarrassment but the fact is everyone starts out making crappy videos and the only way to get better is to practice. My first videos were really bad, but I kept going I kept making crappy drafts and I got better and I believe that you can do that too.

But how well the short answer to this is that you're never going to feel 100% comfortable when you put your content out there for the world there are always going to be people who throw shade at your work who criticize and tell you that you're wrong or bad. Even when we give these webinars. Sometimes the feedback includes comments that are unconstructive or rude, but the fact is I keep putting myself out there and trying to share my ideas because I believe in giving the power to the people who really enjoy and value what I have to say rather than just the critics some of you might remember Fred Rogers from Mister Rogers Neighborhood.

He was arguably one of the kindest most amazing human beings to walk the planet and even he Had people who didn't like him and criticized his work a news reporter want said that Miss Rogers had ruined this new generation of children by making them all touchy-feely and emotionally aware. And if Mr. Rogers spent all his time pandering to the haters instead of giving the power to himself.

His work wouldn't have been nearly as impactful and he wouldn't have had such a great influence on my life and the life of so many other kids so was uncomfortable as it might seem you have to be willing to give yourself some of that power to be your authentic self and be willing to share that with the world.

[Peggy] And with that I will go ahead and open it up for questions. Thank you caller that was great. A lot of really interesting information and your presentation a lot of great details. We did we do know that some of you are having trouble accessing the handouts. Don't worry. We're going to email you those handouts directly. So just sit back and enjoy these last few minutes. So QA we have a lot of questions.

I think a good first starting question is what should I wear for my video?

[Dr. Shumway] So that's a loaded question. I don't I feel like the best thing to wear is your professional attire. If you are playing around with the color and the lighting and various things even as I was setting up for this webinar.

I tried on a few different shirts that looked good for that like whole whopping five seconds where I had my camera on so that I looked good with the background that was behind me. So I think as a rule of thumb you should dress the way that you dress when you go to work, but you should also feel free to be authentically you so if your idea of going to work and being professional is a suit and tie but you yourself if you're representing yourself would prefer to be more like a t-shirt person than it's okay to be who you want to be but I think if you're if it's a question, you're trying to figure that out for yourself.

Try to err on the side of Fashionable so like a Blazer a button up something like that. Okay, I would also just add based on my own video experience. Nothing too busy as it tends to interfere with the camera. That's a really good point. In fact some cameras tend to freak out if you have vertical stripes attire. I that's a really good reminder.

You pointed out Peggy want to you want to see how it looks on camera if you imagine your audience being distracted or not able to Listen to what you have to say, then you might want to change into something else.

[Peggy]Okay, this is a I think a really interesting good question too is how long how much time should I give myself for setting up and recording my first video?

[Dr. Shamway] Some people might think it will only take an hour, but realistically it may take longer. I think you should take as much time as you need, which I realized doesn't give you a number.

You want to take enough time to where you feel like the footage you're capturing is quality where you've had enough time to write a good script and you're able to edit everything. So I know the question is asking specifically about setting up and shooting the footage. It's going to be different for everybody and it's going to depend on how picky you are. So for example for me just to give you a rule of thumb if I'm doing a 5-minute video it typically will take me anywhere between 20 and 30 minutes.

It's just to get the footage because I'll shoot 20 or 30 minutes of footage and then I'll shrink it down to about five. So if that gives you sort of a number to roll with and then maybe that's helpful.

[Peggy] Okay. Great. Our next question is how do you relax in front of the camera?

[Dr. Shamway] It makes you a little nervous to be in from who that is a great question. I have two suggestions for this. My first suggestion is just do multiple takes so going to be nervous and awkward for the first few. But by the time you've done your 10th take it's going to feel boring. I promise so it's easy to take a few takes where you look nervous and awkward. You don't have to use those ones. Just wait until you have a taker.

Your nervous system is able to calm down just a little bit. My second suggestion is to do something to shift your mood right before recording. So for example, sometimes I'll watch a funny video or I'll put on some music and have a little dance party in my office right before a record just to help myself like take myself a little bit less seriously. So those would be my suggestions for relaxing.

[Peggy]That's great. One of the questions is should I include closed captioning who whenever possible?

[Dr. Shamway] Yes. That one is becoming easier to do with YouTube. So YouTube will automatically generate closed captioning for your videos. So you can you can do that without any extra work there.

But if you're hard to understand or maybe you're not speaking a language that YouTube is able to translate or you're using a law out of Technical jargon which can be the case for some of these educational videos. Then you might have to manually do it where you create titles for every sentence or so that you say on screen that's really time-intensive. So if you're willing to put in the work, then that's fantastic. I think it makes it more accessible to more people. So good on you. What should I do? When a client comments on my video follows my channel? Yeah. Yeah. So this is going to happen to some of you at some point.

Clients going to subscribe to your YouTube channel or follow you on Twitter and this can actually be a really good thing. Especially if your content is designed to help them. So if you have like a professional Twitter account where you post helpful pointers for self-care or something like that that can be really therapeutic. But the thing is following you or subscribing to your content is their choice just make sure that you're not telling your clients to do so as that would be ethically gray at best and probably just really icky.

It's also really risky to respond to clients comments. So what if you somehow indicate that your their therapist that would be a breach of confidentiality. So as a rule of thumb I think just don't respond.

That's the safest option but some YouTubers out there will respond to comments on their videos, but they aren't bound to confidentiality the way the you are so if you really want to respond and you don't want to just not respond, then I think one minimally risky option would be to Simply say thank Go to any comment that is positive or expresses gratitude. So nice short. Thank you is nice and neutral. It won't highlight that they are your client in any way. So it's I mean you should consult with your ethics board and make sure that that's approved for your state. But as far as I'm concerned the ethics Board of Kyler then I think you're fine to say thank you as a response to a comment.

[Peggy] Okay, this kind of goes in hand in hand with responding to comments. What about criticism types of comments.

[Dr. Shamway] It's so criticism on the video. So let's say is this let's just say this is a video that you've put up on YouTube and you're getting a lot of critical comments. People are saying mean things you have a few options here. I think one option is to there's a setting where you can just turn off comments. So you make the comments no longer visible. And then that's you know other people aren't seeing it. Another option is to try to take some of what they're saying.

And implement it in so much as it's useful for you and not just creating emotional distress and pain. So for example in some of my very first public speaking gigs people would give me the feedback that I was really shaky or kind of stiff and that used to really upset me, but now I've been able to use that feedback in a way that's productive. There are also going to be internet trolls who want to hurt you and want to say mean things.

Maybe there are other people who are your competition and they're trying to pull you down. So again, I want to refer back to my Mr. Rogers example earlier of you have to decide who you're going to give the power to because there might be a few critical comments in your video, but there might be hundreds and hundreds of people out there who watched your video didn't comment and actually got something out of it. You just may not hear from them as much.

Okay. Yeah, so develop a little bit of a thick skin. Here's one question of can I reuse or recycle content that I've given as a professor or for an institution? Yeah. This one's really tricky and it all depends on the details of your contract with the institution. So for example, some organizations will claim the intellectual property of your work.

If you created it on their dime, so let's say you record your lecture and you sold it online as a video course and the university doesn't approve what they can do potentially is they can sue you they can take all of your earnings and potentially just fire you so I highly suggest talking with the leadership in your organization before you try to recycle that kind of content. However, your ideas are always your ideas.

So you should feel free to adapt an alter your course content into something new and then push it under your own name on your own time. So that's really the safest strategy.

[Peggy] Okay, great. We have time for one more question. What are your thoughts on doing Facebook live or other live videos?

[Dr. Shamway] My thoughts on it are that I have zero experience. I have not done it myself. I've seen other people do it and the stakes are a lot higher so you have to be a bit better of a of an orator of a performer because it's going out live and then some sites will record it and then you can later watch it. So it's more like a public speaking gig and less controlled than doing your own video.

So Those are my realize that's maybe not answering all of your question. I think it depends on what your goal is. If your goal is to catch people when they're on their work like their lunch hour then doing a live video can be really great option. I know there's a guy that I'm connected with on LinkedIn who does like the lunch Power Hour where every lunch period he will do an interview with someone and it'll be live and that's been one way that he's grown a lot of viewers and followers.

So if that's something that you want to pursue you could also learn how to do some of that just by doing some YouTube searching and finding out how to do those strategies.

[Peggy] Okay. Well, unfortunately that's all we're going to have time for thank you very much dr. Shumway for your time and all the great information that you shared.

[Dr. Shamway] Yeah. Thanks for having me and thank you to all our listeners for your participation again.

[Peggy] Don't worry. We're going to send you an email with the handouts that that doctor show my referred to will probably get those out in the next hour or two a recording of this presentation will be emailed to everyone in three

weeks as soon as the webinar is ended a short survey will appear on your screen. We hope you'll take just a few minutes to complete the survey give us feedback on how we did and how we can improve our next supercharged topic will cover building your first e-newsletter. Dr. Daniel Wendler will host join us March 25th at 12 p.m. We are sending you the link via chat.

We thank you for your attention, and we hope you have a great day.