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Social Media: Blogs, Video, and Podcasting

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Staff Technology Workshops

Social Media: Blogs, Video, Podcasts

November 11

Blogging



- Owned by Google
- Basic features
- Personal / hobby blogging



- Open source, great userbase
- Easy to expand on
- Personal or professional



- Newer site, good free options
- Lots of social features
- Casual blogging, primarily

Themes – quick, free design options (keep in mind colors, layout, and features can be adjusted separately)

Managing your blog – customization options, organizing your content, etc.

Marketing your blog – directories, linking to other blogs, more social media tools

Web Video



Recording options: animation, screencasting, webcams, cameras, professional tools

Editing options – free software, paid software (and additional services like VHS transfer or DVD copies)

Tech issues: length (in time), size & file format, backup your source documents

Sharing / Marketing your videos – always include descriptions, embed on your site, add to social media

Podcasting

Recording /Editing Software: Garage Band or Audacity (free, make sure to get the MP3 file converter too)

Equipment: built in microphone will need some extra editing, get a “pop filter” for external microphones

Hosting options: individual files vs. subscription podcasting can be a factor, or put up on your blog

Podcasting with iTunes – XML file setup (descriptions – who is involved, what the title is, images, etc.)

Marketing your podcast – directories, embedding, more social media tools