



## Online Extension

Using YouTube, podcasts and other methods to get your message across

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# Why did we choose to use these mediums?

- Our members recognise they have different learning styles
  - Visual learners
  - Auditory learners
- Our members spend a lot of time in vehicles
  - Internet connectivity causes problems

*“Integrated extension strategy...”*



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What are they?

**You** **Tube**





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# What hardware will you need?





# What software will you need?

## Editing Software

- Cyberlink Powerdirector (~\$100, with free trial)
- Other options are iMovie, Adobe Premiere Pro.
- Free editing software – these are ok, but understand quality and functionality may be less.

## Hosting Sites

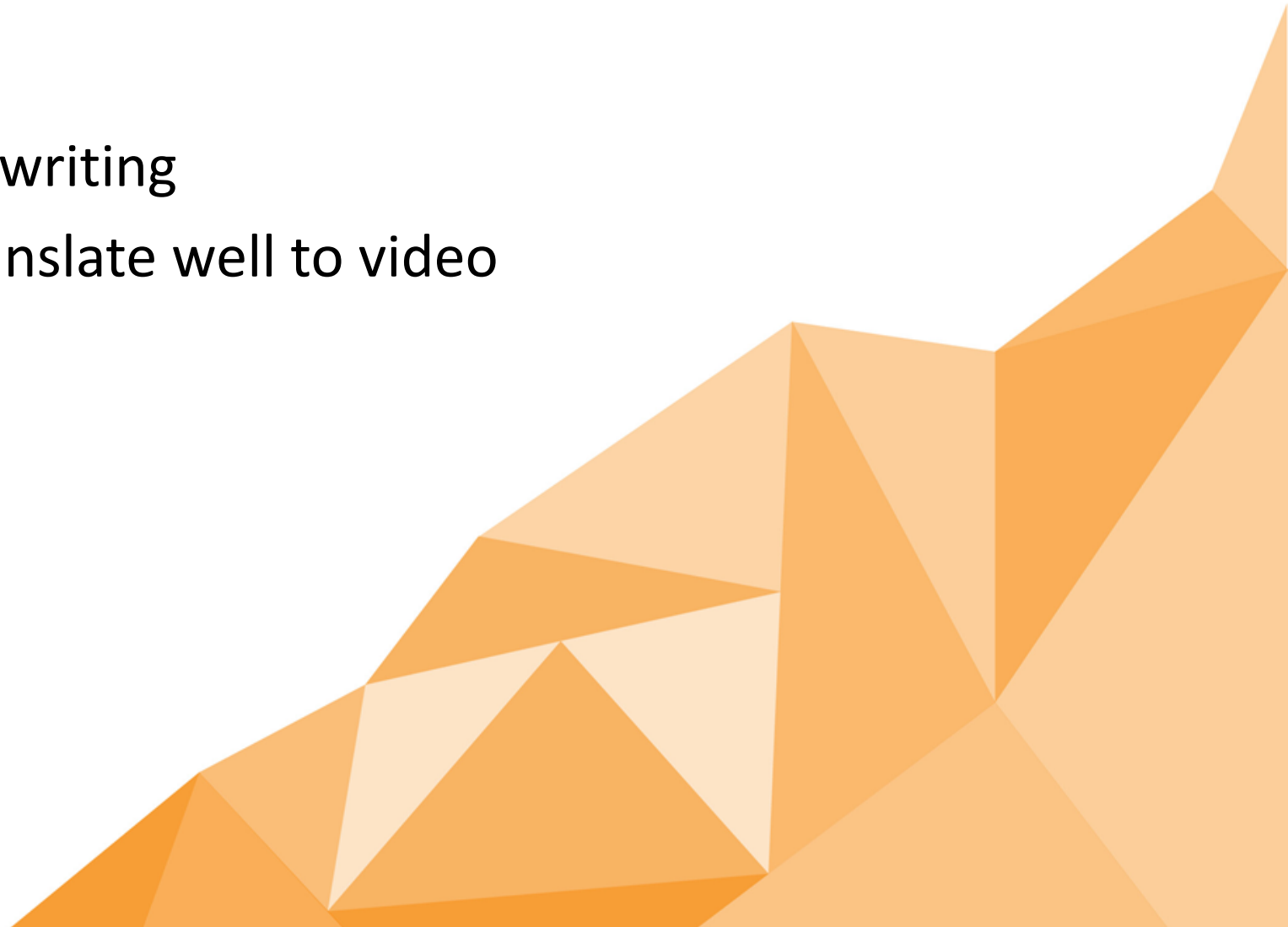
- Google account for YouTube (free)
- SoundCloud account, linked to iTunes (free for basic account)
- Be mindful of your hosting site for Podcasts – longevity!



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# What skills do you need?

- Moderate tech skills
- Storyboarding/script writing
- Photography skills translate well to video
- Interviewing skills
- Good talent!





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# Grower expectations

## YouTube

- Preference for higher quality video AND audio
- No more than three minutes
- Needs to add visual element/demonstration above what can be achieved in print

## Podcast

- Forgiving on audio provided they get the information
- 20-30 minutes (anecdotally)
- Choose topics that can be explained without a visual element



# Time commitments

## YouTube:

- Script development – 1.5 hours
- Filming – 4 hours
- Editing – 1 hour
- Approvals - 0.5 hours
- Promotion – 1 hour

## Podcasts:

- About double the time it takes to record the interview!





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# Outsourcing?

Costs vary depending on:

- Script development requirements
- Travel
- Quality
- Animations/graphics
- Talent

*Expect to pay upwards of \$2,000 per video...*



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# Analytics

Analyse successful and unsuccessful products. Consider:

- Length of products consumed
- Referral source
- Devices used
- Demographics
- Users (for direct feedback)
- Sharing

 ANALYTICS

Overview

Realtime

Watch time reports

Watch time

Audience retention

Demographics

Playback locations

Traffic sources

Devices

Live streaming

Engagement reports

Subscribers

Likes and dislikes

Videos in playlists

Comments

Sharing

Annotations

Cards



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# Video tips

- Demonstrate and emphasise visuals
- Upload native video
- The first 20 seconds is crucial
- Encourage staff to take video and provide feedback
- Be steady - Use a tripod
- Pay attention to story telling
- Vary your shots
- Never shoot vertical video
- Take stock footage
- Consider OH&S



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# Podcast tips

- Avoid anything that can't be explained without visual cues
- Over the phone can be done
- Educate your members and encourage following
- Develop generic intros and disclaimers to add later
- Farmer interviews are our most popular
- Create edit points (long pauses)



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## Final thoughts...

- You must consume a medium to create a medium
- Create consistency in products
- Promotion post-production is critical
- 'Members only' audio visual products presents challenges
- YouTube is a great learning tool



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# Questions?

Thank-you

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