

Top 5

Using Videos to Educate

1: Use Short Clips to Engage

Think about what is most important to get across to your audience and what will be most relevant to them. For example, if you are working with younger moms and you bring in a clip that doesn't resonate with them you may detract from your session rather than add to it. Ask yourself "Why do I need a video to show this?" Show things that would be memorable, things you couldn't show in the classroom or would be too difficult to reproduce live, things that tell a short story in a powerful way. This is a moment to inspire, not just a gimmick or amazing thing you want to show, but things that will stick with your audience. Remember to keep the clip short and use it to spark a lively discussion. Too much video can put some participants to sleep.

2: Add Video to Your PowerPoints

Probably the fastest way to download a YouTube video is via a company called **Deturl.com**. Simply follow these steps. First view a video on YouTube. In the URL location box, type "PWN" in front of the word "youtube" like this:

www.PWNyoutube.com/watch?v=9fxiWx0etvs

This takes you to a screen with download options. Select .mp4 OR .flv and select where you want to save it (no software, no copy/paste, done!). Now simply drag that file onto a blank PPT or KEYNOTE slide and center it how you would like it. Put a note of what is on the video in the Notes Section so you know which video is where. Now, test it and you're ready.

3 Easy Ways to Edit and Enhance Video Clips

It's not uncommon to find a video online that has a commercial or is longer than you would like to use. A quick way to edit those videos is using the **Youtube's Editor** (<http://www.youtube.com/editor>) Simply drag in YouTube videos, your own clips, and/or music to create new video. If you want to do more sophisticated editing try out some tools at: <http://bit.ly/Rglrao>. Do you want to add pop ups and links into your videos? Try using **PopcornWebMaker.com** a free and easy way to add pop ups in your videos with links to other content. You might even try **Animoto**, which helps you quickly make short videos from clips, photos, and text. The program lets you upload up to 10-second video clips, text, and pictures. Works great for promotional or inspiring videos from one minute to 3 minutes and automated upload to YouTube.

4: Flip the Classroom

Who says you can't give your groups some pre"watching" or some homework? This is one of the newest trend in learning, began by educators like those at Khan Academy. The idea is to create a Playlist and invite learners to learn the concepts at home and give them time to interact and talk about them when they come back. Its kind of like a book club approach with videos. You can even share a video prior to the first session so everyone is on the same page. Another way is to use video as your advertising; just make a short video to invite participants to your class with **Animoto** and shoot them out over texts, tweets, and Facebook.

5: Create YouTube Learning Centers

Use YouTube centers around your classroom with various laptops at tables with different topics and moderated discussion questions for smaller groups. Shorten the URLs (remember **bit.ly**) and post them at the centers so participants can watch them again at home, or share them with others who didn't make it. Shorted URLs make them easy for participants to share.