Episode 2: Embed time Story

Can't sleep...me neither. And now that you've uploaded your video, AND optimized it's settings, it's time to spread that sucker all over the internet, right? Well..in a manner of speaking, but you want to do it strategically. That's where two little snips of code come in...the share code and the embed code. We can talk about this in the morning... hey, you could at least close your eyes..<black> Thanks. <open>

Once upon a time, there were three little videos, and they all lived in a greeeat big house called YouTube. Every time one of the little videos wanted to go out, they had to use a code. One little video used his share code..it made him look like he was somewhere else, but he still was right there at home..sort of like telecommuting. The other little videos used the embed code to get out like staying over at a friend's when...they would...um, I don't really like where this is headed..

Last time, remember, I gave you seven steps to the upload process. Now, there's a couple more we're going to add to that. Number 8: use the share code on all your social media. number 9 use the Embed code on your website or blog. What's the difference, you ask...you were asking that, weren't you? good. I thought I was hearing things. Share code.. and for YouTube users, you can find that right here...put that in your social media posts, and the video thumbnail will show like that. When someone clicks to play it, it takes them right to the video's page on YouTube (or Vimeo, or wherever that video lives) Not only do you want someone to watch the video, but hopefully, THEY will then share it to their friends and contacts. A webpage, or a blog, is a little different. You want people to stay on your site as long as possible. When they do, we refer to the site as being "sticky" It's not as messy as it sounds...So when you use the embed code for your site, You'll actually get a video player right at the place where you insert the code. But it does have to be at the code level, and if you're not familiar with code, or your site doesn't have a Content Management System, you may not be able to do this part yourself. Now, some businesses work with a web developer, who can put that code in for you. They will already have the login credentials to get at your site "behind the scenes" as it were. Now with the embed code, viewers will see the video right there..right on your site, Which means they wont be teleported off somewhere else. And as you might expect, there is one important detail you want to remember when you use the embed code. This box right here...the one that will allow videos similar to yours to show once your video has stopped

playing. You probably don't want that, so check here BEFORE you grab that embed code.

All you have to remember is : social media is for sharing, so use the share code for anytime you post on Facebook, Twitter, Pinterest, Google plus, Tumblr, Reddit, Squidoo, and the list goes on.. Oh and email, use the share code for email. Don't embed anything. There are little gremlins out there called spam filters. And embedding video is a sure way to get crunched up by them. Get familiar with how your content management system embeds media. If you can host the video on your own server that's great. However , you still want to use YouTube and Vimeo and all those other sites, because our friends the search engines like that.

Well i guess that covers it. Let us know if you have questions or comments, or you can download the transcript. For now, That's a wrap.