Georgia Conference On Information Literacy Presentation Transcript

Hello, everyone. I’m Karli Mair. Sorry I couldn’t be here in person today, but I think a video presentation in a presentation about videos is fitting. Let’s get straight to it. One of the things we were tasked with as a department was to review and choose a platform for hosting our videos. We thought we’d share some of the criteria we considered to get you thinking in case you need to make the same decision in the future.

Our two main contenders were YouTube and Vimeo. One major difference between the two is the cost. For some libraries, the comparison stops here. Youtube is free, and there is a free version of Vimeo, but it's very limited. You only get 500MB of upload space a week and basic statistics. If you can’t get any funding for a video platform, YouTube has more functionality

than the free version of Vimeo.

Vimeo has 3 levels of paid subscriptions. I'm not going to go into them all, but we chose Vimeo Pro, which is $199 a year. YouTube and Vimeo Pro have very similar privacy levels with options to make a video public, private, or unlisted. Vimeo Pro has the added feature of passworded privacy.

As far as advertisements go, YouTube has ads, and Vimeo doesn’t. This is one of the reasons Vimeo has a reputation for being the more professional platform of the two. From an instructional standpoint, there are less visual distractors using the Vimeo page, and therefore less cognitive load on people viewing the content.

When it comes to embedding options, Vimeo definitely has YouTube beat. There are two

widgets that look nice in LibGuides and other webpages pages. Here is an example of them both side by side in our video LibGuide. There is a slide show version called Hubnut that keeps the viewer at the page the slideshow embedded and a Montage version that takes you to Vimeo to watch the video. YouTube and Vimeo Pro have very similar statistics. They both track number of views, watch time, devices viewed from, geographic region of plays, and the web source of the play.

YouTube adds demographics, and Vimeo adds number of finishes, downloads, loads, and the precise url location of each view. For example, we can tell how many plays in Vimeo are from a video embedded in our Canvas webcourses or LibGuides, while with YouTube we can only see the number of plays from an external site as a single category.

This can be incredibly helpful if you need to move a video, as we learned during the migration from YouTube to Vimeo. Other institutions are using our videos, but with YouTube we have no way of knowing which ones to tell them that we’ve moved.

Even though our Vimeo channel has only been up a few months, we can already

see 11 other schools are using our videos including state universities and community

colleges across the US and even an art school in Moscow. And that’s something we didn’t consider, but you might. Vimeo allows you to make playlists and channels of other

institutions’ videos, so if you don’t have the software or budget to make them,

you can still curate a collection of quality instruction made by other institutions using the free account.

Videos need updating surprisingly fast. Think puppy. Oh, how cute. And now I have to take care of it. The library website or the interface for a database changes, and even if you only have to edit one shot in the whole video, if you’re using YouTube, you’ll need a new URL. Of course, you put the video in as many places as possible to increase findability so it’s on the library website in one or more LibGuides, possibly embedded in a course, or another school is using it.

It takes a lot of work to find all the places your videos are used and change the URL when the video is updated. Not to mention, you have to collect and record all the stats when a video is retired. Our work around with YouTube was to put an annotation on the video linking it to the

updated version. But sometimes, the link would send you to another video with a link to another video. It was getting pretty ridiculous.

This one was the clincher for us to choose Vimeo. Vimeo allows you to keep the same URL and replace the video as many times as you want. One of the biggest lessons I think we’ve learned as a department is how much maintenance is involved in instructional videos for the library. It’s definitely something to consider before producing a large number of them.

The icing on the cake with Vimeo was the customization. YouTube doesn’t have much when it comes to customizing or branding videos or their viewing pages. You can upload a thumbnail. That’s about it. Vimeo lets you choose the suggested videos that appear at the end, and customize the channel page look, the embedded player look, URLs for videos and channels,

you name it. Since we’ve put a decent amount of time into branding our videos and our website, it’s a nice feature to have our branding on the player and viewing pages.

The last thing we were concerned about in choosing a platform was how viewers would find the videos. YouTube is better known and shows up in more search engines. If we switched, would people be able to find the videos? But then we thought, how many students go to YouTube or Google to search for how to use the library?

Turns out, the 2014 statistics showed only 2.4% of the views on our channel came from a YouTube search while 81% came from embedded players on other sites. But by the time we went to migrated to Vimeo, we had a couple videos that were being heavily used by people generally on YouTube, so that almost 79% of the views were coming from a Youtube Search or

suggested videos, and only 16% were coming from embedded players. But only because of one or two videos. As part of the migration, most of our videos have redirect links to our new site, but we are still trying to decide how to handle the video being heavily used by a wider

audience. That is something to consider in choosing a platform, who is your primary

audience? YouTube might be better for promotion or if you want to provide

instruction to the public. If your primary audience are those at your institution, finding ways to market them at your institution might be the best way to make sure they are discovered. And now I’ll pass it off to Carrie, who will talk about video marketing.