Wednesday, Jan 26, 2022

9 – 10 a.m.

AGENDA:

1. Welcome and Member Poll	**Rachel Hommel (Chair)** Marketing Strategist, Office of Innovation and Commercialization
2. Video Overview – Lumen 5 & Canva	**Erika Johnson** Assistant Director of Communications
3. ITS Self-Service Filming & Media Space Products	**Robin Martin & Treb Padula** Manager, Multimedia Services at ITS
4. YouTube vs. Vimeo	**Bobby Gordon** Marketing Instructor at Division of Extended Studies
5. TikTok, UC San Diego Channel Best Practices & YouTube Update (UCPA)	**Amy Lipsitz and Mandy Sullivan** Director of Social Media Strategy; Social Media Strategist
6. Member Updates	**All**

2. Video Overview – Lumen 5 & Canva

- Lumen 5 - convert text into animated video
    - Good for quick videos, have minimal experience, and don't have a lot of equipment
    - Have built in templates for all social media platforms
        - Customization of templates is limited
    - Has a robust library of photos, videos, and music clips, has voiceover capabilities
        - No photo or video editing capabilities
- Canva Video - graphic design platform
    - Minimal graphic design background needed, has a library of photos/templates/images/videos
    - Has a mobile app to capture, create, and publish
- Spark and Rush are the equivalent in Adobe Creative Cloud

3. ITS Self-Service Filming & Media Space Products - multimedia.ucsd.edu

- Full video production and support departmental and promotion needs
- Operate on a pass-through basis (not entirely recharge)
- **Studio U**

- - Free, self-service recording space located in the basement of the AP&M building
    - Primary purpose is for educational content - open to faculty & staff (not currently open to students)
    - One-button studio; 30 minutes of training you can create content
    - Has active green screen, learning glass board
    - Weekdays with three 2-hour slots (8-10 1030-1230, 1-3) can book sessions back-to-back
    - Studiou.ucsd.edu - can put in reservations, try out the room, can do practice/test recordings
    - Only one person can be in the room unmasked at a time during the pandemic
    - Contact studiou@ucsd.edu
    - Student resource that checks out equipment and a space is available here: https://blink.ucsd.edu/technology/media/teaching-lab/index.html
    -
- **Multimedia Services: MediaSpace**
    - https://mediaspace.ucsd.edu - AD credentials required
    - Available to students, faculty, and staff
    - Has a Zoom integration - has long-term storage capacity
    - Kaltura Capture (support - kaltura@ucsd.edu) - Zoom Cloud recording, screen capture tool (similar to Camtasia)
    - Unlimited repository, no file size limits, if files aren't played for 1-2 years they will be removed, shared repository with Canvas
    - Basic editing is available in the tool
    - Delivery - can offer a multi-stream recording (elements not contained in a single file), can create private channels to share within groups, can have unlisted videos

4. YouTube vs. Vimeo

- Pros:
    - Both: Can be embedded easily into CMS, offers robust SEO and metadata descriptions, thumbnail images, video metrics
    - Vimeo Pro: provides a paid subscription service to control what ads appear (or doesn't appear)
        - Video files can be reuploaded under the same link (e.g. an embedded link)
    - YouTube: Live streaming is available
- Cons:
    - YouTube: Can no longer control the ads that appear before, during, and after
        - Videos that need to be edited have to be removed - start fresh so it cannot be tied to the original link
    - Vimeo: Live streaming is expensive

5. TikTok, UC San Diego Channel Best Practices & YouTube Update (UCPA)

- TikTok Strategy - Just launched channel, 3.5M video views
    - Goals: Create a connection with students (more authentic content, less curated, students run the account so it's in their POV), reach prospective students (glimpse of campus, clubs, orgs), create school pride, communicate key messages (covid protocol)
    - Sun God Social team - 5 student interns, cover events and create content

- - Focusing on: authentic student life, campus & surrounding area, clubs & orgs, Triton Pride, Sharing Resources & info, Trends
- All types of content is being posted and unlike other platforms, users aren't there to see what their friends and family are up to - it's more about discovering new content
- Three main pages: 1) For You - trending videos and becomes curated based on your view history 2) Following Pages - view the latest videos from accounts you follow 3) Discover page shows what's trending
- Keep in mind
  - Content Standards - more unpolished content shot on a phone for instance is best (feels more authentic and not over edited)
  - Trends - use relevant/trending music and hashtags
  - Frequency - try to post 3-5 times per week and be consistent
- 7/10 American Teens use TikTok; 33 minutes on avg per day - most engaging platform (each session is about 10min long; #UCSD hashtag has 111.5M views
- Question: Some departments have mentioned and asked about creating their own TikTok channels to promote their departments—like they do with FB, Twitter, etc.…should they? Or is the strategy to have one single UCSD TikTok channel?
  - Please have them reach out to us so we can talk it through with them. TikTok is a lot of work and we want to make sure they have the bandwidth to take it on before jumping in. It might also present an opportunity for them to pitch ideas to us for the campus channel if they resonate with a wider audience.
- YouTube -

6. Member Updates

- Triton Leaders Conference:
  - https://alumni.ucsd.edu/events/triton-leaders-conference/index.html?utm_source=newsletter&utm_medium=email&utm_content=RESERVE%20YOUR%20SPOT%20TODAY&utm_campaign=TLC_Email_3_FY22
  - Our toolkit for the conference:
    - https://drive.google.com/drive/folders/1K3H4QmjjHsoF29zBrIkOS2ql1B05KUZu
- From Mandy Gallegos (she/her)
  - Hello marketing friends! Super helpful event coming up on Feb 1 for all undergrad students about all things for making a major selection. CSI is partnering with all 7 colleges and the Transfer Hub. Please share!! https://www.instagram.com/p/CZM7DABuPA7/