

Facebook Fortunes Webinar 23

Creating Video Content For A Blog

Kerry: Hi everyone and welcome to Webinar 23 in the Facebook Fortunes series.

This week we will be covering Creating Video Content For A Blog.

I know I have done a bit of this. I've helped you out with creating content for your Facebook page and we have talked about creating content for Facebook Live, but a lot of people have been asking me about creating content for Blogs and I want to show you how you do that in video form, because I personally find this really, really easy.

If you don't find it as easy, then use the same sort of thing to write a Blog post, also.

Hopefully, today I will be able to show you how to come up with ideas for your video or Blog post and we'll call it a Blog post for the purpose of this webinar and this may include asking questions on your page.

Let's run through what we will cover.

First, we will talk about coming up with content ideas for your video.

Then we will look at how to research content and curate it as your own. So, you may not know everything about your subject. I like to think that I know everything about my subject, but I always go and have a look at what other people are saying and get a lot of different information, then curate it into my own bit of information.

The great thing about doing videos, as opposed to writing is that it is quite easy to not copy someone else's content, because when you curate it and talk it through, it becomes your own content.

I'm then going to try to show you preparing and recording your video.

Then I'll go through uploading it to YouTube and to your Blog, also.

There are a few technical things that we will be doing and because there is quite a bit to cover, I am going to get through this as quick as possible and then if you have questions, ask those as we go.

So, first and foremost, when you are coming up with ideas for your video it is very, very similar to what I told you the other day regarding Facebook Live. You really have to find out what people want. Ask questions on your page. What do they want? Then, give them that information.

You need to be creating videos with information that your target market is searching for. It may include some FAQs or SAQs (should be asked questions - questions that people should ask, but don't know how to ask).

It might be how to's - how they can do stuff. It might be educational, you know you use the 3Es Formula - Empower, Entertain and Educate. The Empower might be inspirational and motivational storytelling. You might want to Entertain through fun, adventurous stuff and real life secrets or sporting events. You

may also Educate, so it would be value driven. You teach someone something and help him or her with the pros and cons.

I'm sure that you get the idea.

There are a couple of ideas.

You may also want to do interviews with experts, as well.

If there are other experts out there, you may want to interview them and put that on that onto video, too.

Those are some of the things that you can do to come up with the content.

Now, let's say that it is a FAQ. If it were me, I could come at it from my point of view. It is a bit different when we are talking about the Facebook side of things, because that is something that I research day in and day out and think that I am one of the top guns in that arena and I am constantly learning, but if someone asked me a FAQ I probably would not need to go and research it, because I would generally know it in my Facebook topic, but in my Marathon topic I can really only go by what I know in my own training, so sometimes, if someone asks me a question about marathon running, I prefer to research it first because I am not a professional who is qualified, I just run in them.

So, I would want to go back with an answer with what i do and what the professionals say and put a disclaimer that I am not a personal trainer and that I am only a marathon runner and I tell them what I do and ask them to research it themselves, too.

That is the type of disclaimer stuff that I put in, but I will generally research it first.

I will show you how to do that using other Facebook pages and also, how you can use that in Google and then what I do with the information in regards to taking it forward to preparing and recording the video.

Let's get started with how to research content.

If someone has asked me a question on marathon running e.g. how to avoid hitting a wall when running a marathon. That is quite a common thing that people are scared of because in the 30km mark in a marathon are likely to hit the wall, if they don't train properly and hitting the wall means that they just lose all strength and can't run any further.

Some get crippled and literally cannot run any further and others are so depleted that they struggle the rest of the way and every marathon, at some stage, will experience this, so it is a big fear for people and therefore, is FAQ of mine.

After you have done your FAQs and SAQs and whatever else, if you are looking for other topics to research, you can look at other pages in your niche on Facebook e.g. I would look for other marathon running pages - Running Mums Australia, is one.

I have joined the community so I can go into the page and scroll through some of the things and questions that people have here. So, there is a photo in the newsfeed and the text says "Juggling injuries at the moment - back to walking. 5km walk with this one" and that has given me an idea on doing something on how to recover from running injuries. Sometimes, they will say what their injury is and so you might do something on how to avoid knee injuries.

You go through groups and look at what people are posting and what questions are being asked and some people in these groups will also put links to articles that they have written, so you can get an idea of what people are interested in.

I scroll through and take my time and look at some of the posts and write down general ideas on topics.

That is one page that is a group. Now, I am going to go to Women's Running Magazine to have a look at what ideas I can get from their page, so that I have a whole pool of ideas to use whenever I want to do a video or post on my Blog or even a post on Facebook.

There is a post regarding an article on The 9 Habits Of Highly Successful Athletes. To give you an idea of what I would do with this, I would write the title down and then look through the article. I copy and paste parts of the document that I like, into a Word Document.

I would pick out the key points that I want to talk about. This is exactly what I would do.

I might put the title on the document and you can see that I have turned it around to referring to a marathon now.

I refer to the source of where I got the information from at the bottom of the document.

I would probably Save that into a folder, but I am going to show you what I would do if I was doing it right now.

Question: Is this research for FAQs and to write about that?

Answer: No! This is research for content.

I have taken a little bit of an about face with this, but what I have done is to show you that the way that you come up with content is to ask people questions, think about FAQs, think about SAQs. You might want to come up with content by trying to empower, entertain or educate them.

That might be what you are aiming to do or you can go and research content, also. What I have showed you is how I might research content. I might go to a group and look at what they are posting in that group and write notes about it e.g. people are asking questions about running injuries and then I research that more later.

I'll show you one of the ones that I was speaking of before, when I was talking about hitting a wall in a marathon and how I have researched that, but I have digressed slightly and this is exactly what I would do if.

Then I would research other Facebook pages to find out exactly what they are posting. It just so happened that I came up with a really good article straight away, today, so I wanted to show you exactly what I would do with this.

If I came across this, I would put it into a Word Document. I would take out a few bullet points, because it is quite a long amount to talk to and then I will show you exactly what I would do next.

I would curate that article into a video and then I would load it up into my Blog post.

Are you all following the process of what I am trying to achieve?

I have digressed slightly, but I wanted to show you this because I found this straight away and show you.

Next, I would set up my camera for video.

I will take the sheet that I printed off before and read through the habits. I don't mind holding this and talking to the camera about it. Make sure that the background and lighting are ok.

Then, video yourself reading the copy e.g.

"Hi it is Kerry Fitzgibbon here from Run Marathon Training and Marathon Girl and I was just reading an article on the Women's Running Magazine site, about the 9 Habits of Highly Successful Athletes and I found it really interesting and what I wanted to do was relate that back to how these habits of these highly successful athletes could help you to make sure that you really achieve your marathon goals e.g. finish or get across the line and doing it while you are having fun and without injury.

According to the article in Women's Running Magazine, there are 9 habits, however I just want to cover 6 that I find really important, just in this video, today.

The first one is to think positively and visualise success.

Listen, before I even run a marathon, I think about myself crossing the finish line, already. In my head, I have already done that marathon. I have absolutely no doubt in this world that I will finish the marathon and I can see myself running through the finish chute.

What you can do here is go back and look at past marathons - videos of past marathons - and people running through the finish chute and this helps you to visualise yourself running through and really cement that into your brain. You are pretty much there once you have seen yourself running it already.

The second thing is to set some goal.

Now, you want to do the short term ones and they might be that right now you can run 10km and you want to get up to 20km in a certain amount of time. If you have not done a lot of running in your life, my suggestion is that you don't attempt a marathon in your first note.

I know you can do it, but you shouldn't do it. You will probably, most likely get injured, so I suggest that you might want to try half marathons to start with.

Set goals! If your goal is that you want to run a marathon in a certain amount of time and you haven't done a lot of running, your short-term goal might be to run a half marathon.

Set those short term and long term goals and then put together a bit of an action plan to attack that, as well.

The third one is to follow a structured training plan.

I cannot stress this enough! Don't make this up! There are professionals out there that have training plans and if you want one from me, I have a special Marathon Girl Training Plan, that I used to help me to get my 3hr 21m marathon and I did qualify for the Boston Marathon, but I could not have done this without a training plan.

I am not a professional. i got someone else to write the plan for me. It is absolutely fantastic. Do follow the structured plan. You will find that you will stick to it much better and let the professionals show you how you can run a marathon.

That takes the stress away and you don't have to think about it, when you are highly stressed, as it is.

Highly successful people work out when they don't want to work out.

There are many mornings that you will wake up and you are not going to want to do the run that morning. You'll say it is too cold or too hot or you're too tired because you were up all the night before.

If you are sick, you should have some time off, but the best thing that you can do, is to get rid of those thoughts and go into automatic pilot, put your shoes on and go out the door. Once you start running, you are fine.

Highly successful people train when they don't want to. They train in the rain, sun, sleet and in the snow. I have run in the snow before. That was an interesting one.

That is what highly successful people do, as well.

The fifth point is that they are willing to do whatever it takes to achieve those goals.

If you want to run a marathon, it is going to be hard. It is not going to be easy for you. If it were easy, not everyone would do it. So, if you are really, really wanting to achieve this, you will do what it takes.

If you have children - and that is an excuse for many, but I have children, also - you might want to invest in a double pram and run with them or find a way to be able to work your way around the children.

If you work a lot, then train smarter and not harder. Do a four day training program - which is what I have - if you do a lot of work, so that you can fit in time. You can run a marathon with four days of training.

Share your successes with people and join a group - a Facebook group. You are more than welcome to join our Marathon Girl Facebook Group, if you want to and train with other people. If you are accountable to someone else, to meet them for a run, you are more likely to do it.

There is six of the 9 habits of top athletes.

I have gone through six that I think will help with your marathon training.

I hope you enjoyed this and if you have any questions, make sure that you message me or leave a comment.

I'm Kerry Fitzgibbon from Run Marathon Training and Marathon Girl.

Thank you!"

I hope that you got all of that. I probably spoke a lot faster than I should have spoken, but you would get the idea.

I am going to load it straight onto YouTube from here. That is basically where it would go next.

I would email it to myself and then load it onto YouTube. Then i will show you how I take that and put it onto a Blog.

While I am waiting for that to upload, I am going to show you how I research topics in Google.

The best thing to do would be to load this straight into Facebook or you would do it as a Facebook Live, but because I want to show you how I put it on my Blog post - other's may do it differently, but this is the nice easy way by putting on YouTube, first.

I am typing out the title of it and I will just do a brief one - 6 Highly Successful Habits of Marathon Runners.

I won't worry about a Description, right now, because I just want it to load.

While that is loading, hopefully I can do some other stuff and then go back to it. If not, I will show you another video on there and show you how to load it onto your blog site, so that we are not missing stuff.

I'll get back to the question that I was going to discuss before I digressed.

Let's say that someone on my wall asked me the question regarding being afraid about hitting a wall in a marathon. I know some things, but I would go onto good old Dr Google and I would type "how to avoid hitting the wall in a marathon" and I would go through the titles that come up.

I'd go through and take some notes from articles and do exactly what I showed you before. I'd read through it and make sure that it was something that I believed, as well. I know that these guys are professionals, but there are certain things that you know when you run a lot of marathons.

Runners Connect is a fantastic resource for runners.

I'd go through the article, take the notes and put them into a Word Document and then get my phone or whatever else and then I'd read the notes as I did just before and video it.

I'd say:

"Hi! It's Kerry Fitzgibbon here from Run Marathon Training and Marathon Girl and I have had a lot of people asking me questions about how to avoid hitting the wall in a marathon.

Pretty much every marathon runner, at some stage, is going to hit the wall. Hitting the wall comes in different forms.

Some, it cripples and you cannot run any further and some you are absolutely dragging yourself over the finish line, but you want to enjoy the whole process of the marathon.

So, these are the three things that you can do to avoid hitting a wall in a marathon..." and then I would go through the three things that were in the Runners Connect article. I would probably say that the information is not just based on stuff that I know and that I had done some research and if they want to research it a bit more they could on Runners Connect.net and I might even put a link underneath the video on the Blog post, connecting people to where I got the source from.

That covers me for using some of their content, but also, with something like this where I am not qualified, I would not want someone to take my advice and then go and injure themselves, so I attribute it back to what i would do and what the professionals say that they'd do, but to do their own research and to always seek medical advice, if required etc.

Not all of you would need to do that for your niches, obviously.

Those are a couple of different ways.

You can go to Facebook, go through your FAQs, your SAQs, you might want to empower or educate or entertain people. These are just ideas. You might want to go into groups to see what people are posting about to come up with ideas and then go and research some of the stuff, like I have done.

So, the next step after you have your content and have done your video and uploaded it into YouTube, which is what I am doing right now.

I will just show you how to upload a video to YouTube for anytime that you want to do it, in the future.

I have several different channels. I hope that my Run Marathon Training one is here, too.

So, you want to click on the black Upload button in the top right hand page of YouTube.

A screen comes where you can choose to make it Public or Private and you want to leave it open to Public, so that people can see it.

You Upload it. It will ask you for a Caption, so you put in a Caption and Description. Use really good keywords in the Caption and Description and then, you are good to go. It is uploading the video onto YouTube.

Do you all have YouTube channels?

I think that you should be loading all of your videos directly into Facebook, but if you want to put them into your Blog, it is so much easier to take it from YouTube and put it into your Blog.

I will see if I have time to show you two different ways to do this.

One is that you can upload it as a Facebook post, onto your Blog or you can upload it as a video onto your Blog.

I am going to take the video that I just did and I am going to upload it onto Facebook, also, if it will take that length, because it was a good 5-minute video.

While that is uploading, I am going to login to my Marathon Blog Site.

I am now going to upload that video onto Facebook.

While that is uploading, I want to show you how to post it onto your website, this way and then hopefully, it will be uploaded and I can show you how to post it if you just wanted to share a post with Facebook. There are two different ways that you can load that video onto your site.

So, in the Word Press Menu, go into Posts and then click on Add New.

I go back to YouTube and my channel and I click on Share on the video that I am wanting to use. I get the Embed code by copying it and then i go back to my Blog.

It depends on how your Blog is laid out, but if our guys have built it, it should have a visual and then the text.

I put a title into the Title Text Box.

I click onto the Text Tab in the right hand corner, because this is the text code and then i put a blurb up above the link, about what the link is regarding.

Underneath the video link I put the source e.g. Source: (Put the website address to where you got the information from).

I click on the Visual Tab to see what it looks like in the Visual

I would probably change the thumbnail photo because that one is shocking. When you load it up into YouTube, you can go in and choose a thumbnail.

I go back to YouTube and go into Video Manager. I choose the Edit button on the video I want to use. I can see screen shots and I can choose one of those to replace the original.

You would get the idea here.

I can add a Description underneath the video and use some keywords.

On the right hand side of the page, you can choose the Categories that you want to publish it to.

Are there any questions on that? Do you think that you will be able to do it?

Use a good photo or title page at the beginning of your video, if you can.

I could upload a thumbnail photo into YouTube or I could put a Title Page on it, as well.

I can upload a featured image in here. We can do it either in the Blog post or YouTube.

If I am in a rush, it is good enough like this, but if you did want to do something special, you could put a Title Page and use that as your Thumbnail Picture.

Let's have a look at the Blog.

That is how you do your Blog Post.

The other way that you can do this is on Facebook.

I'm going onto my Run Marathon Training Page.

I'm going to use a video on here because that is still loading.

I am currently in Social Media Plus One and I am going to show you the other way that you would do it, using another video that i have.

I would click on Posts and then on Add New.

Next week there won't be a webinar, but you will be doing this homework. I want you to go and research, video and load it up. If you have a Blog post, then load it up to your Blog Post or Page. I want it on YouTube and Facebook, also, because we want to be able to start running ads or building audiences from those people, as well.

Let's pretend that I am on Run Marathon Training and i have downloaded that particular video.

I can take the Facebook Live that I did the other day. In fact, I'm going to take this one. I click on the top right hand side of the box where there is a little arrow and a dropdown box will appear.

I choose the Embed option and I then copy the link.

I go back to my Word Press page and click on the Text Tab and paste that link in there.

I go back to Facebook & copy the text relating to the video & paste it back in the Word Press page, above the video link.

We can then go into Visual and you can see the layout of the Blog.

We should be able to centre it and you can change the height and width.

Then, I click on Publish in the top right hand side of the page.

So, that is the other way of loading it.

You can either load it to YouTube or Facebook or both and then you can take the code from YouTube or from Facebook to put it onto your website, whatever you are most comfortable doing.

Now that we are doing video views etc. it might be a good thing to load it into Facebook and then we can get the video views on it, also.

I can share it straight from my Blog if I want to.

That is pretty much it for getting content and doing videos and mixing things up a little bit and then loading them onto your website in two different ways.

Question: Will YouTube accept longer videos than Facebook in duration?

Answer: Facebook is taking big long videos, now, so I don't think there would be a big difference,

Good question!

I have to run, because I have to pack my bags and pick up my kids by two o'clock.

I am really looking forward to seeing some videos. If you have other homework that Karen or i have tasked you, then do that first and don't get side-tracked on this, but if you are up to date and you are looking for extra content that could help your business, more, then this is what you want to do. Perhaps, next week you could sit down and catch up on some of the tasks that you have been given or do this.

Got it!

Thank You!! I want you all to be super successful!

Awesome team! See you later!