Creating a 1-Minute Bio Video for Generic

Introduction

Creating a 1-minute bio video can be an effective way to introduce yourself and your role at Generic. This guide will walk you through the process of creating a short video that includes your name, job title, department, a brief description of your role, and 1-2 fun facts about yourself. Additionally, we'll cover how to record an audio file if you prefer not to create a video. Make sure to include an image with the audio file and save it under B:\Internal Groups\Staff Notes\Intro videos on the B drive server.

Prerequisites

- Android, iPhone, or a computer with a built-in webcam.
- Access to GENERIC's server and the bio video folder.

Step 1: Script Preparation

Before you start recording, prepare a script that outlines what you want to say in your 1-minute bio video. Include the following:

- Your full name.
- Your job title.
- Your department.
- A short description of what you do at GENERIC.
- 1-2 fun facts about yourself.

Step 2: Recording a Video

Using an Android or iPhone:

1. Open your device's camera app.
2. Switch to the front-facing camera (selfie mode).
3. Position your device horizontally for better video quality.
4. Find a quiet, well-lit location to record.
5. Start recording and read your script naturally.
6. Once finished, stop the recording.

Using a Computer Webcam:

1. Open your preferred video recording software (e.g., Zoom, Microsoft Teams, or a video editing software).
2. Select the webcam as your video source.
3. Position your computer in a stable location.
4. Start recording and read your script naturally.
5. Stop the recording when you're done.

Step 3: Recording an Audio File

If you prefer not to create a video and want to record audio instead:
1. Use a voice recording app on your Android or iPhone.
2. Find a quiet location and start recording your script.
3. Save the audio file with an appropriate name.

Including an Image (ONLY include an image if you are submitting an audio file)

Capture or choose an image that you'd like to accompany your bio. This could be a professional headshot or a relevant picture.

Step 4: Naming Convention

Use a consistent naming convention for your files, such as "FirstName_LastName_BioVideo.mp4" for the video file and "FirstName_LastName_BioAudio.mp3" for the audio file.

Step 5: Uploading to the Bio Video Folder

1. Access GENERIC 's server and locate the bio video folder in the B drive: B:\Internal Groups\Staff Notes\Intro videos
2. Place your video file or audio file and the chosen image in your folder.
3. Contact April at scales@xyz123.org and inform of your completing or updating your bio video/audio

Conclusion

Creating a 1-minute bio video or audio file is an excellent way to introduce yourself at GENERIC. Remember that bios should be updated whenever you switch departments or roles within the organization. Follow these steps to record your bio, include an image (ONLY if creating an audio), and upload the files to the B drive on the company's server. Your contribution will help foster better connections and understanding among colleagues, ensuring that everyone stays informed about your current position and responsibilities.

How Do I…: Upload Bio Videos to YouTube and GENERIC

Table of Contents:

1. Introduction

This tutorial will guide you through the process of uploading bio videos from GENERIC's B:/ drive to GENERIC's Departments YouTube page in a step-by-step fashion. Uploading videos to YouTube can be an excellent way to share your content, whether it's for personal or professional purposes.

2. Prerequisites

Before you begin, make sure you have the following:

- The login information for the YouTube account.
- Video content from B:\Internal Groups\Staff Notes\Intro videos you wish to upload
- Videos are titled correctly (full name: first name and last name or last name and first name).
- Proper video file format (YouTube supports various formats such as .MP4, .MOV, .AVI, etc.)
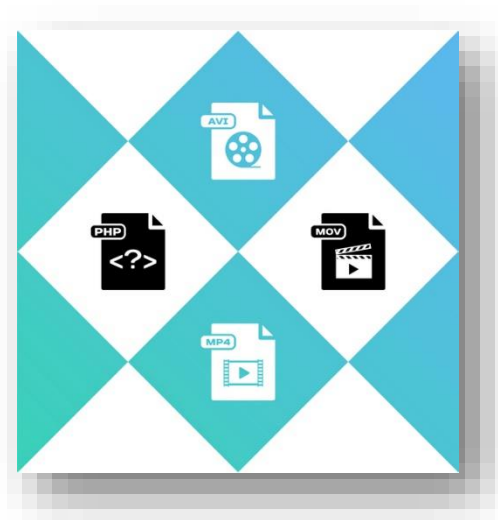

3. Log-in to the YouTube Account

How Do I...: Upload Bio Videos to YouTube and GENERIC

To upload videos to YouTube, you will need the YouTube account information. If you don't have the log-in information, please contact April at scales@1x2y3z.org:

- Open your web browser and go to https://www.youtube.com.
- Click the "Sign In" button in the top-right corner.
- Sign in with the GENERIC Department's Google account credentials.
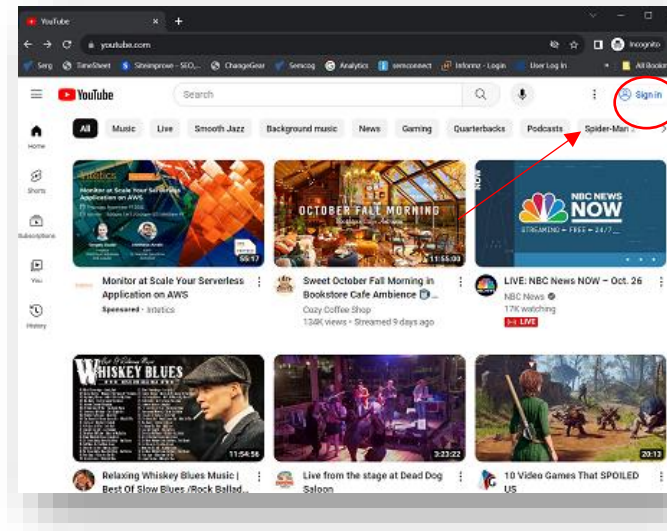
4. Video Preparation

Before you upload your video, ensure it's well-prepared:

- Make sure it's saved in a supported format (e.g., .MP4).
- Optimize your video's title, description, and tags for better visibility *(tags and descriptions aren't needed but add at you own discretion).*
    - videos are titled by full name: first name and last name or last name and first name.
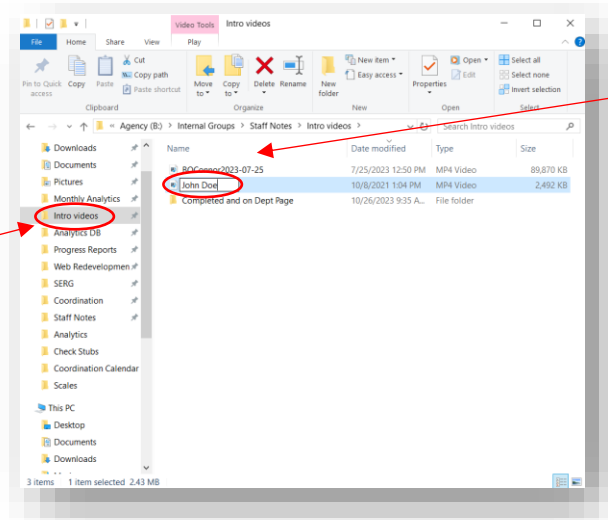

Change file name to employee's full name

Access bio videos in the B:/ drive folder titled Intro Videos

5. Uploading Your Video

Follow these steps to upload your video to YouTube:

- Sign in to the GENERIC Departments YouTube account.
- Click the "Create" button (represented by a video camera icon) in the top-right corner.
- Select "Upload Video."
- Click the "Select files to upload" button.
- Choose the video file from B:\Internal Groups\Staff Notes\Intro videos.
- As the video uploads, you can add a title (Employee's name).
- Select the settings:
  - Audience not for kids
  - Not age restricted
  - Unselect allow automatic chapters
  - Unselect Automatic Concepts
  - Allow embedding
  - Unselect Publish to subscriptions feed and notify subscribers
  - Don't allow remixing
  - Disable comments
  - Unselect Show how many viewers like the video
- add video to the correct Playlist (ordered by department).
- Click the "Next" button.
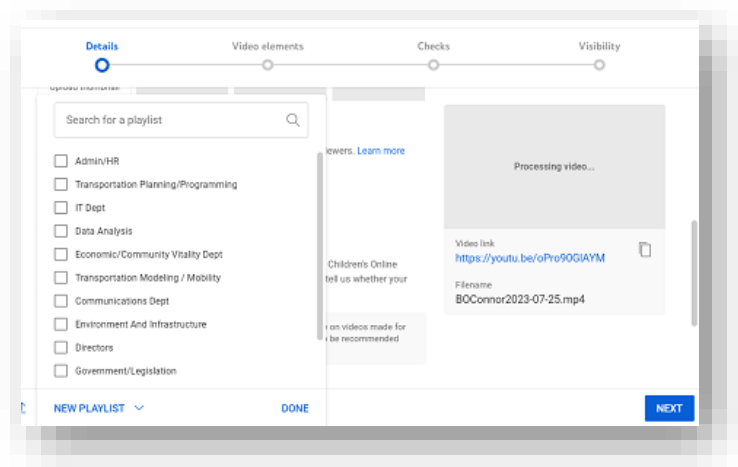
Audience

This video is set to not made for kids   Set by you

Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. What's content made for kids?

ⓘ Features like personalized ads and notifications won't be available on videos made for kids. Videos that are set as made for kids by you are more likely to be recommended alongside other kids' videos. Learn more

○ Yes, it's made for kids

◉ No, it's not made for kids

∧ Age restriction (advanced)

Do you want to restrict your video to an adult audience?

Age-restricted videos are not shown in certain areas of YouTube. These videos may have limited or no ads monetization. Learn more

○ Yes, restrict my video to viewers over 18

◉ No, don't restrict my video to viewers over 18 only

SHOW MORE

Select these 2 buttons

De-Select these 3 buttons

Automatic chapters

Chapters and key moments make your video easier to watch. You can overwrite automatic suggestions by creating your own chapters in the video description. Learn more

☑ Allow automatic chapters and key moments

Featured places

Help viewers explore key places in your video. These are public places like restaurants and shops – we don't display your current location or other private info. Learn more

☑ Allow automatic places

Automatic concepts   Experiment

Help viewers learn more about unfamiliar terms without leaving the video. Concepts mentioned in your video may automatically appear in the description.

☑ Allow automatic concepts

Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. Learn more

Add tag

Enter a comma after each tag   0/500

Category

Add your video to a category so viewers can find it more easily

People & Blogs ▾

Comments and ratings

Choose if and how you want to show comments

○ Allow all comments

● Hold potentially inappropriate comments for review ?

☐ Increase strictness

○ Hold all comments for review

○ Disable comments

Sort by
Top ▾

☑ Show how many viewers like this video

Select this button

License

Learn about license types.

License
Standard YouTube License ▾

☑ Allow embedding ?

☑ Publish to subscriptions feed and notify subscribers

De-Select this button

Shorts remixing

Let others create Shorts using content from this video. Learn more

● Allow video and audio remixing

○ Allow only audio remixing

○ Don't allow remixing

Select this button

6. Adding Subtitles/Closed Captioning to Video

- The Next page are the video elements.
- Select "Add subtitles".
- You can allow google to auto-generate the subtitles/closed captioning and then go in to edit the mistakes that the generator may make or manually inscribe the subtitles/closed captioning.
- Click the "Next' button.
- You will not need to do any form of copywriting, so click "Next" button.
- In Visibility Section, under save or publish select "Unlisted".
- Click the "Save" button.
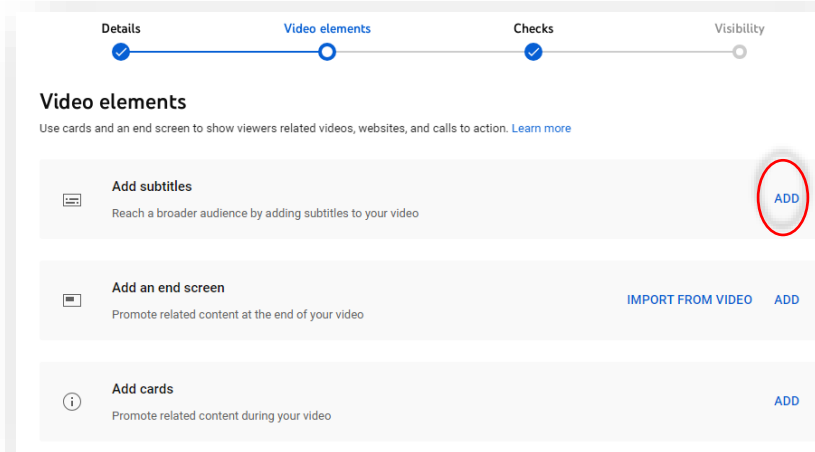
Select Add to access and add subtitles

Select to Manually enter subtitle\closed captions
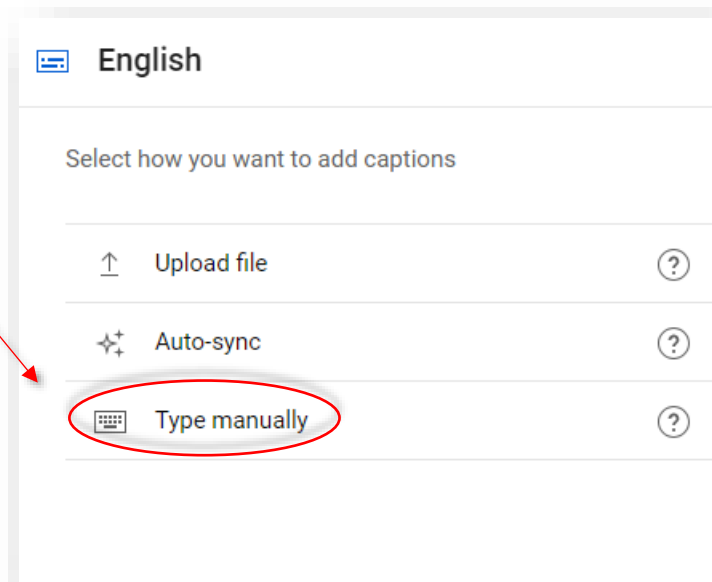
Note: add subtitles without picking an option will automatically generate a transcript that you can go back later to correct mistakes.
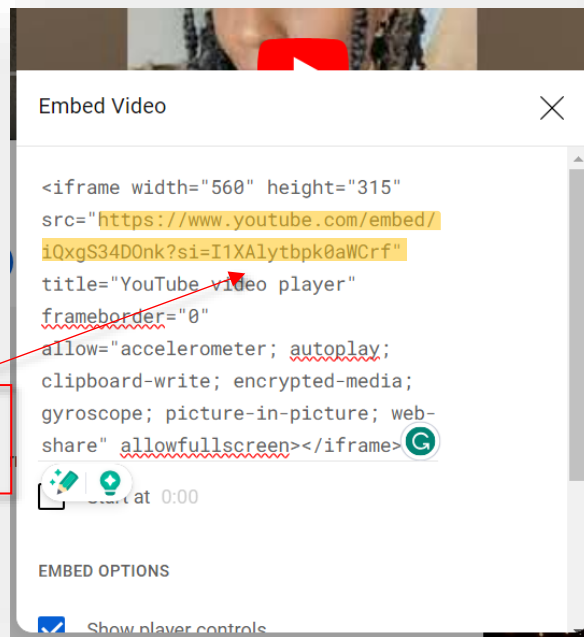
7. Publishing Your Video

Once you've adjusted your video settings and optimized your content, proceed to publish your video:

- Review your video details to ensure they are accurate.
- Click the "Publish" button to make your video live on YouTube.
- After publishing, click "share" and copy the embed video link *(just the embed link not the full code).*
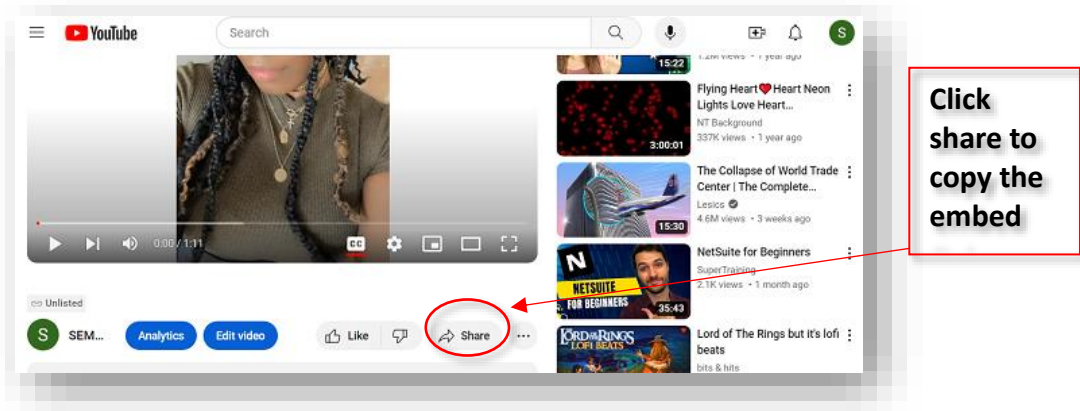
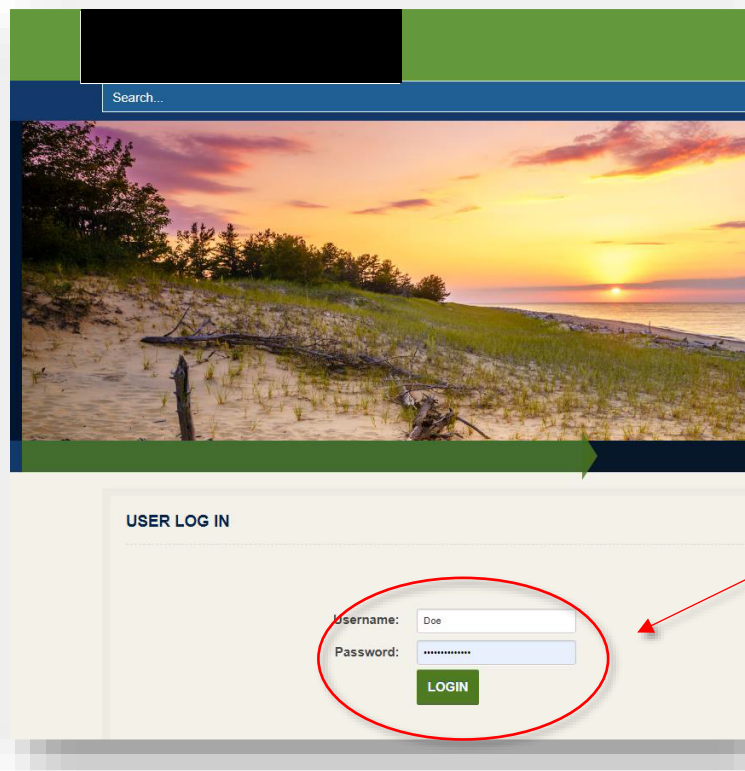
Click share to copy the embed

Copy the embed link ONLY

8. Adding the Bio Video Link to ▮▮▮ Departments

- Log-in into GENERIC.org
- Go into edit mode.
- Navigate to Departments.
- Click on the Department of the employee bio you are uploading.
- Keeping the employee video in alphabetical order, place the embed link within the div code
- Add alt title as employee's name
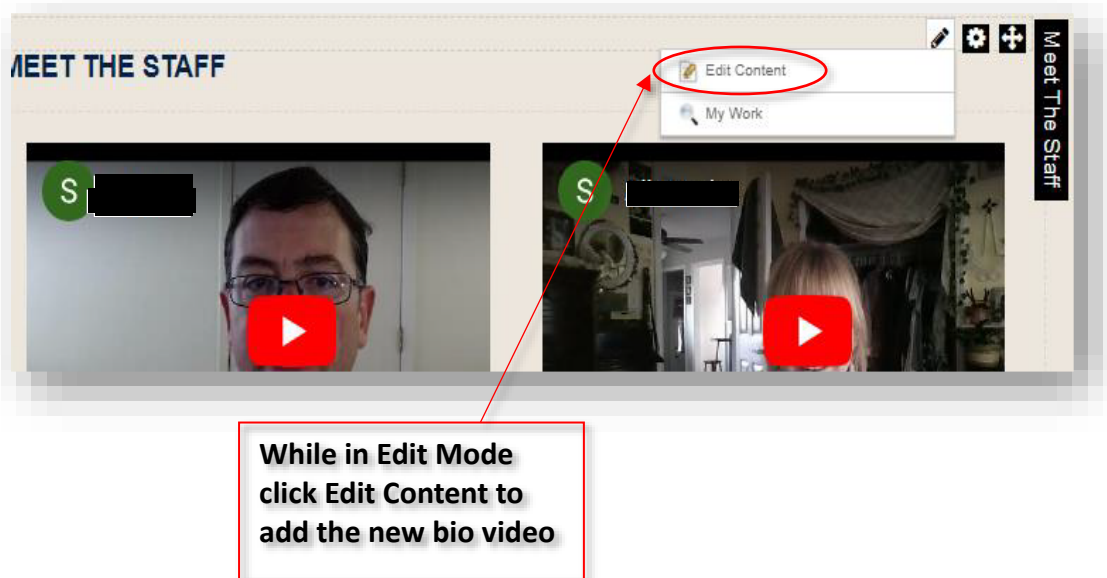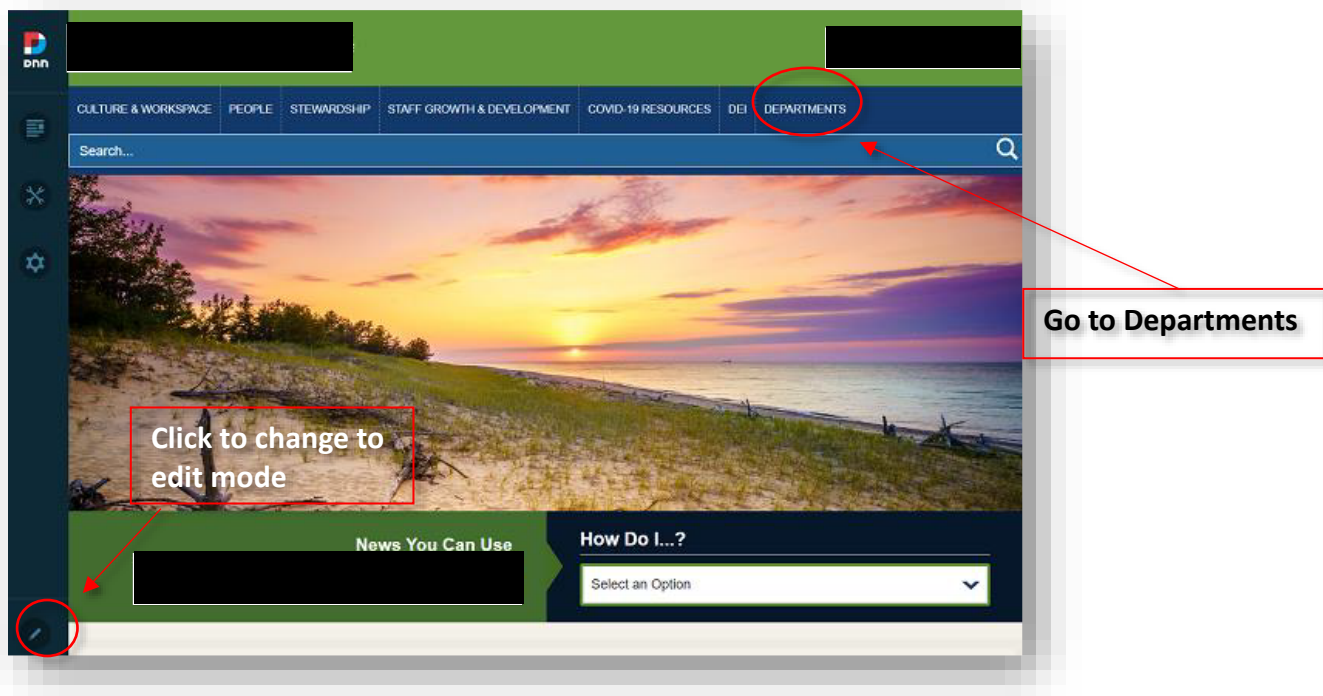- Save your edit.
- Make corrections if needed.
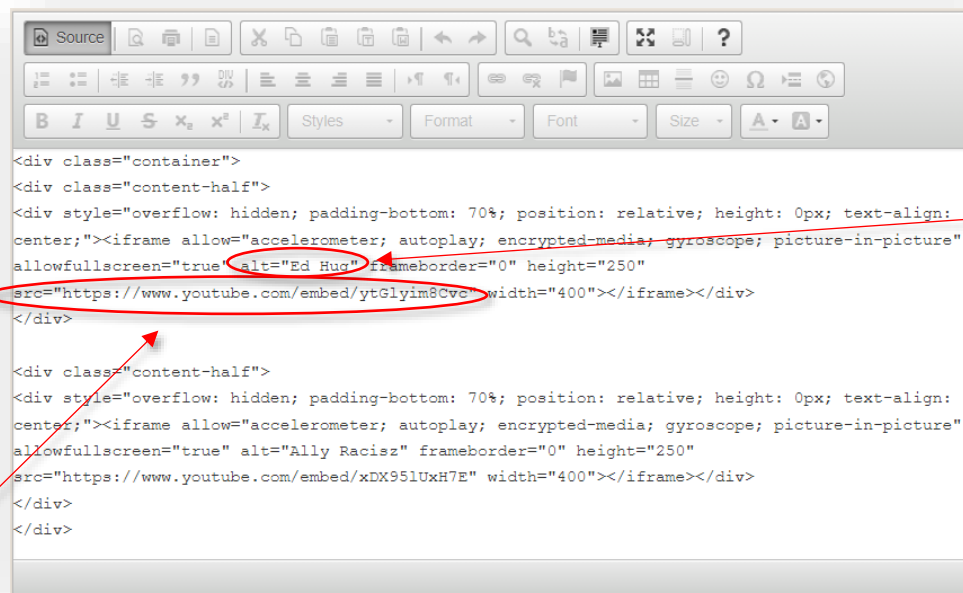
Log in to GENERIC using your ceredentials

How Do I…: Upload Bio Videos to YouTube and GENERIC

Go to Departments

Click to change to edit mode

While in Edit Mode click Edit Content to add the new bio video

Add name as alt text

Copy and paste embed link

Save and close editing window
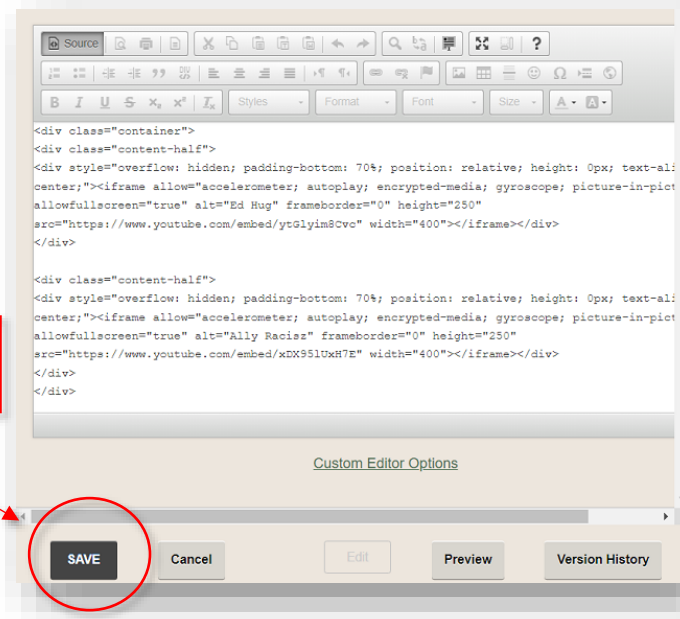
9. Conclusion

Congratulations, you've successfully uploaded your video to YouTube and added it to the GENERIC employ department pages on GENERIC!

Optimizing Photos for your Website

A Step-by-Step Image Optimization Guide

The following recommendations are followed by web contributors. If you have any questions or additional tips to share, *let us know.*

We all know the saying, "A picture is worth a thousand words." If the photo is too big, too small, or formatted incorrectly, it may say everything that you intend. In the realm of web design and content creation, striking the right balance between aesthetics, performance, and accessibility is paramount.

This article delves into the importance of image file size optimization, introduces the 1MB rule, and provides step-by-step guidance on how website contributors and editors resize and compress images to elevate website performance and accessibility.

The Significance of Image File Size Optimization

In an era where user experience reigns supreme, website loading speed plays a pivotal role. Large image files can substantially hinder a website's loading time, resulting in frustrated users and potential SEO setbacks. Moreover, accessibility for users with varying internet speeds and devices can be compromised. This is where image file size optimization comes into play as a key practice.

Introducing the 1MB Rule

One of the cornerstones of image optimization is the 1MB rule – a guideline that emphasizes keeping image files below 1 megabyte in size. This rule encourages content creators to maintain a delicate equilibrium between image quality and website performance.

Balancing Quality and Performance: Best Practices

Here are the best practices to consider when optimizing image file sizes:

1. **Appropriate Image Format:** Choose the right format for your images. JPEG is ideal for photographs, while PNG is suitable for images with transparency.

PNG images (left) is known for its transparency and is great when you have logos that you want to blend into your page's background. JPG or JPEG (right) is the most preferred and ideal format for images.

2. **Resolution and Dimensions:** Resize images to match their intended display dimensions on the website. Avoid uploading unnecessarily large images.

3. **Compression Techniques:** Utilize compression tools or online platforms to reduce file size without sacrificing image quality. Strive to find the sweet spot where quality remains high while the file size is minimized.
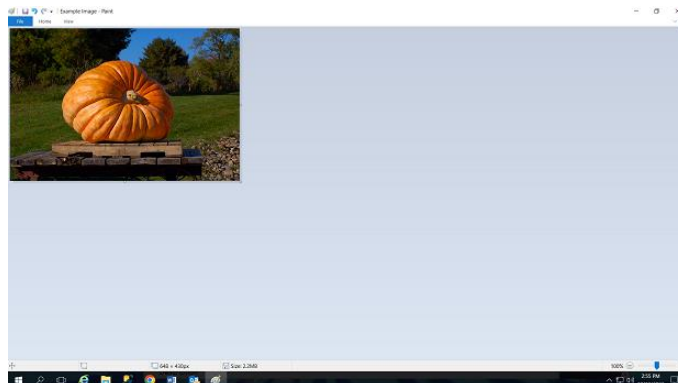
A comparison of an oversized and high-resolution image (left) and a properly resized and compressed image (right). A properly resized image can enhance a user's web experience while an oversized and high resolution image will disrupt and slow down loading times. Always resize a large image BEFORE uploading, if resized in the web editor the image will still read as its original size.

4. **Consistent Alt Text:** While optimizing, don't overlook the importance of adding descriptive alt text to images. This is crucial for both accessibility and search engine optimization (SEO).
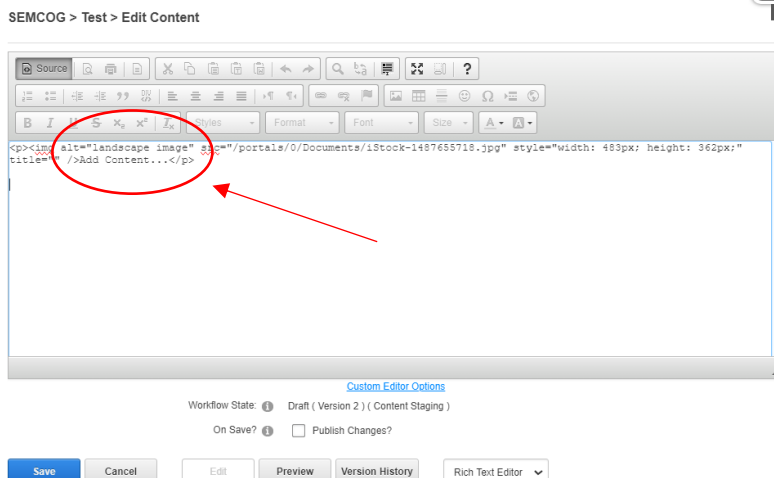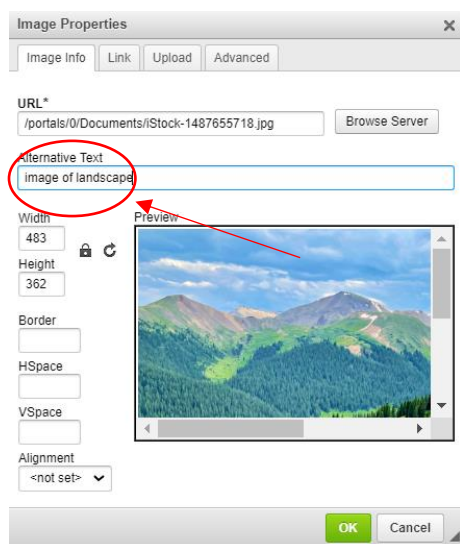
Consistent use of an alt text improves accessibility and boosts search engine optimization efforts. Both images show the different options on how to add alt text.

5. **Save and Preserve:** Since you do not want to lose your original photo file, save the compressed image with a new filename while retaining the original high-resolution version.

7.**Responsiveness and Cross-Device Testing**: Preview the optimized image on various devices and screen sizes to confirm its responsiveness. Always consider aspect ratio. Always ensure that the aspect ratio remains consistent for visual integrity across all platforms that users may view it on.

Consistent use of an alt text improves accessibility and boosts search engine optimization efforts. Both images show the different options on how to add alt text.
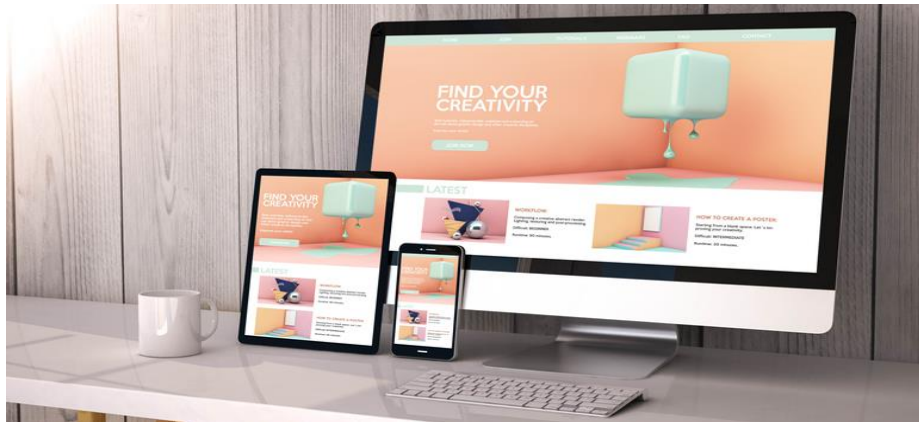

Image test across all devices and even browser to ensure the responsiveness ,of your site, for a seamless user experience.

For deeper insights, resources like Google's Page Speed Insights (https://developers.google.com/speed/pagespeed/insights/), The Ultimate Guide to Website Images [2023] (https://www.cronyxdigital.com/blog/the-ultimate-website-image-guide#size) and Image Optimization Guide (https://developers.google.com/web/fundamentals/design-and-ux/image-optimization) provide valuable information and tools to further enhance image optimization skills.

By following these simple steps for image optimization, you can help ensure your website stands as a beacon of best-in-class design and accessibility. High-quality photos are essential to telling the story of Southeast Michigan, and we hope these tips are useful in telling the story of your community. Stay tuned for more tips on more web content best practices and a follow-up article on optimizing photos for social media!