



We are ALL DevOps YouTubers now

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Amazon Web Services (AWS)

Influence:

“To have an effect on the way that someone behaves or thinks, especially by giving them an example to follow”

Source: <https://www.oxfordlearnersdictionaries.com/>

Why video-based influence matters:

95% of Teens use Youtube

Source: [Pew Research Center, Teens, Social Media and Technology 2022](#)

Gen Zs and Millennial top 3 reasons to choose their current organization:

- #1: Good work/life balance (32% / 39%)
- #2: Learning and development opportunities (29% / 29%)
- #3: High salary or other financial benefits (24% / 27%)

Source: [The Deloitte Global 2022 Gen Z and Millennial Survey](#)

Influence is not accidental

[Intention | Strategy | Execution]

The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

1. INITIATE



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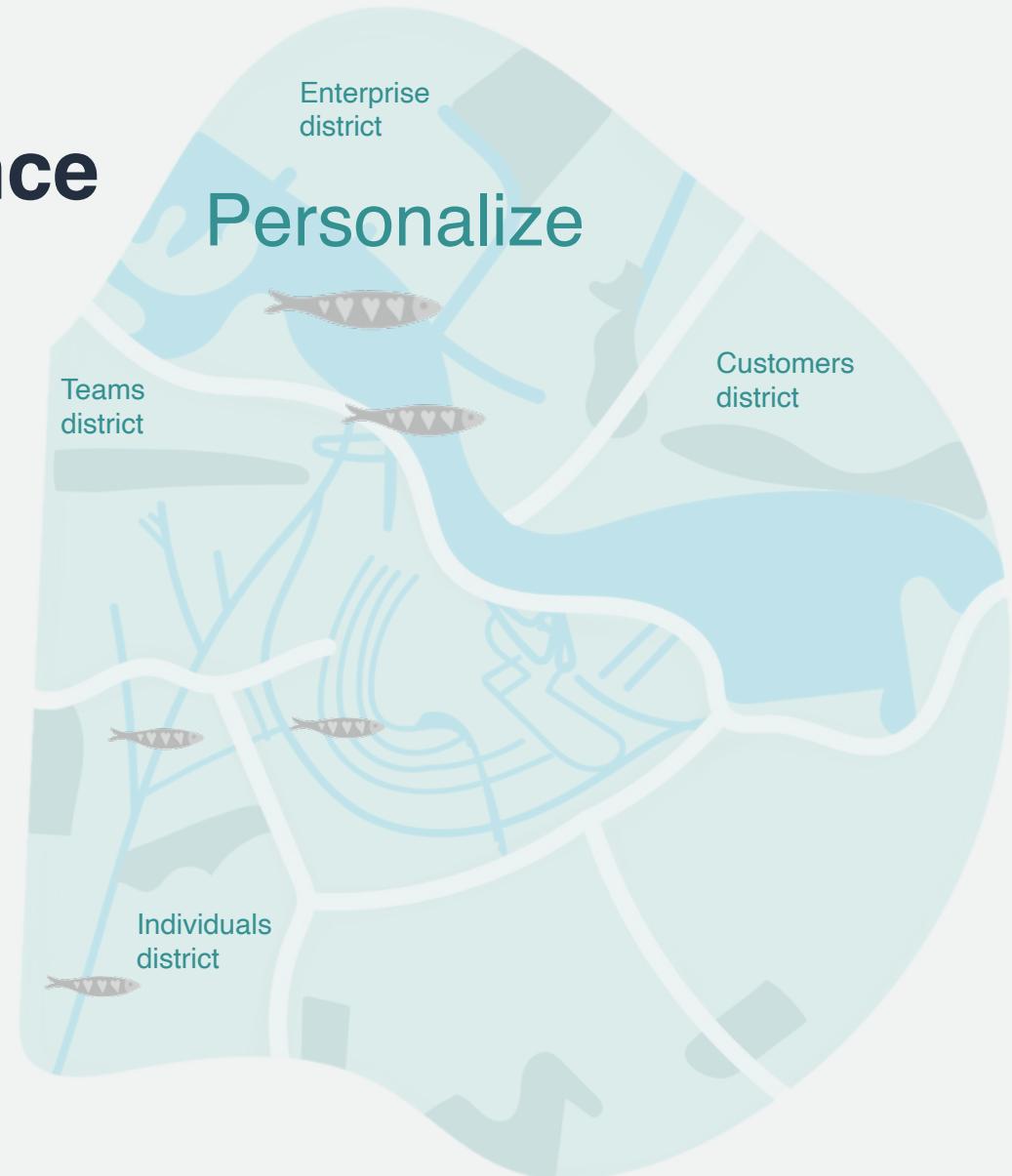
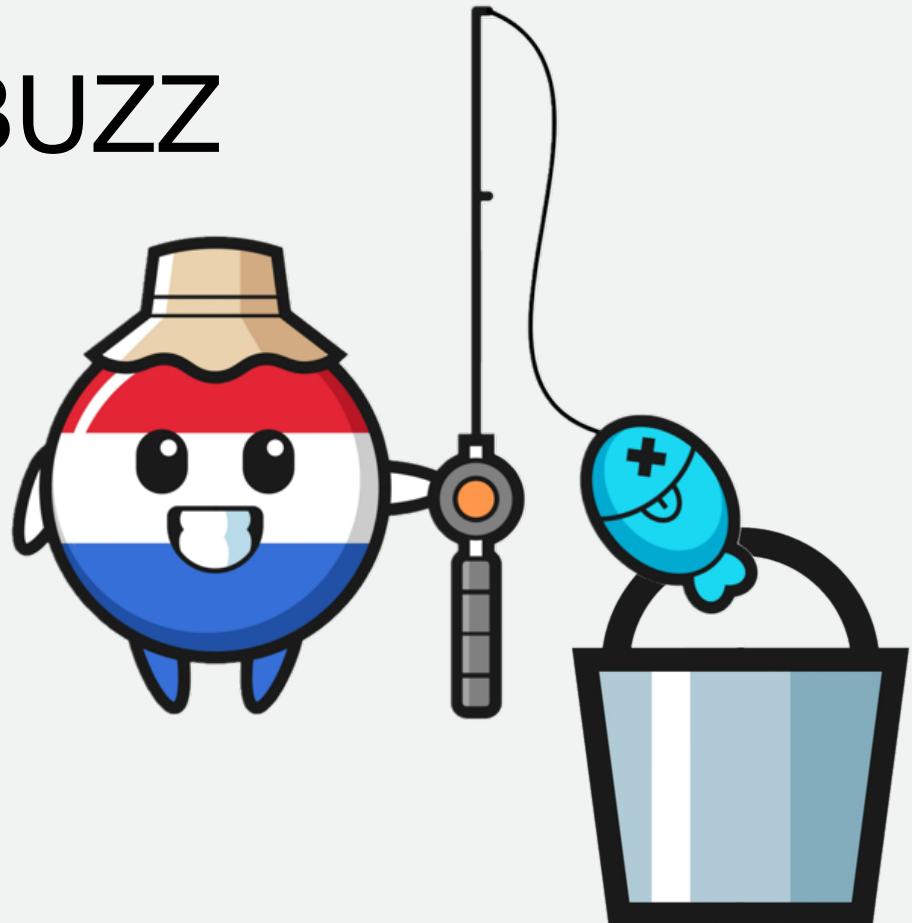
2. BUZZ



The fish map: scaling influence

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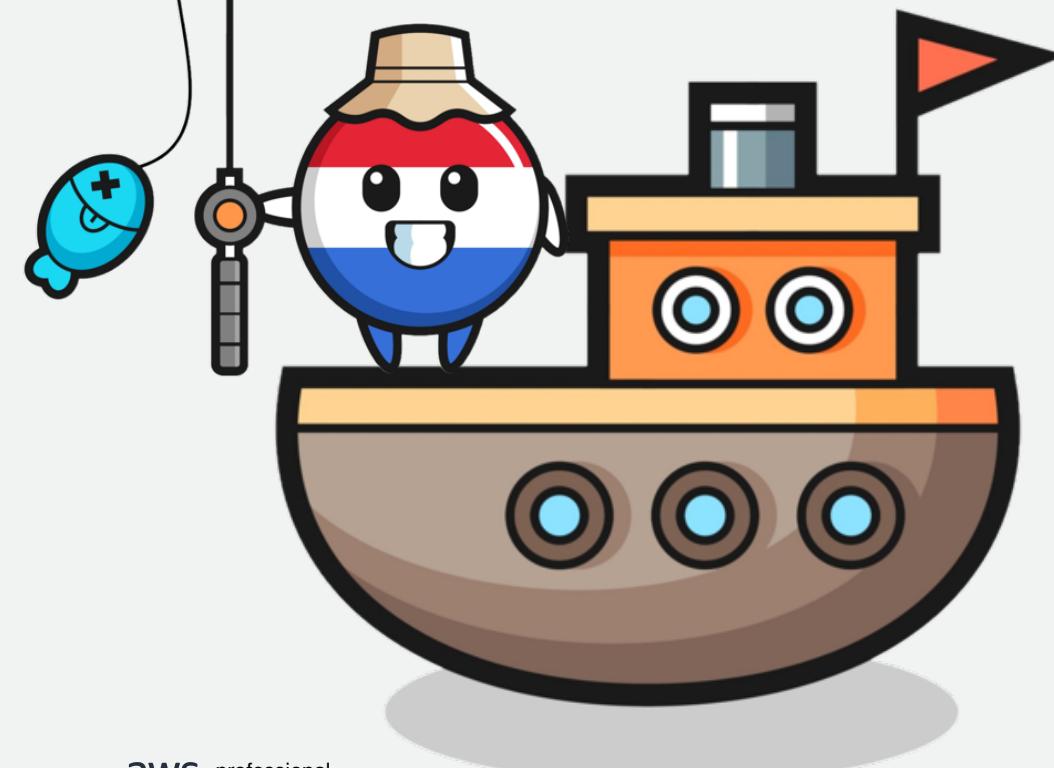
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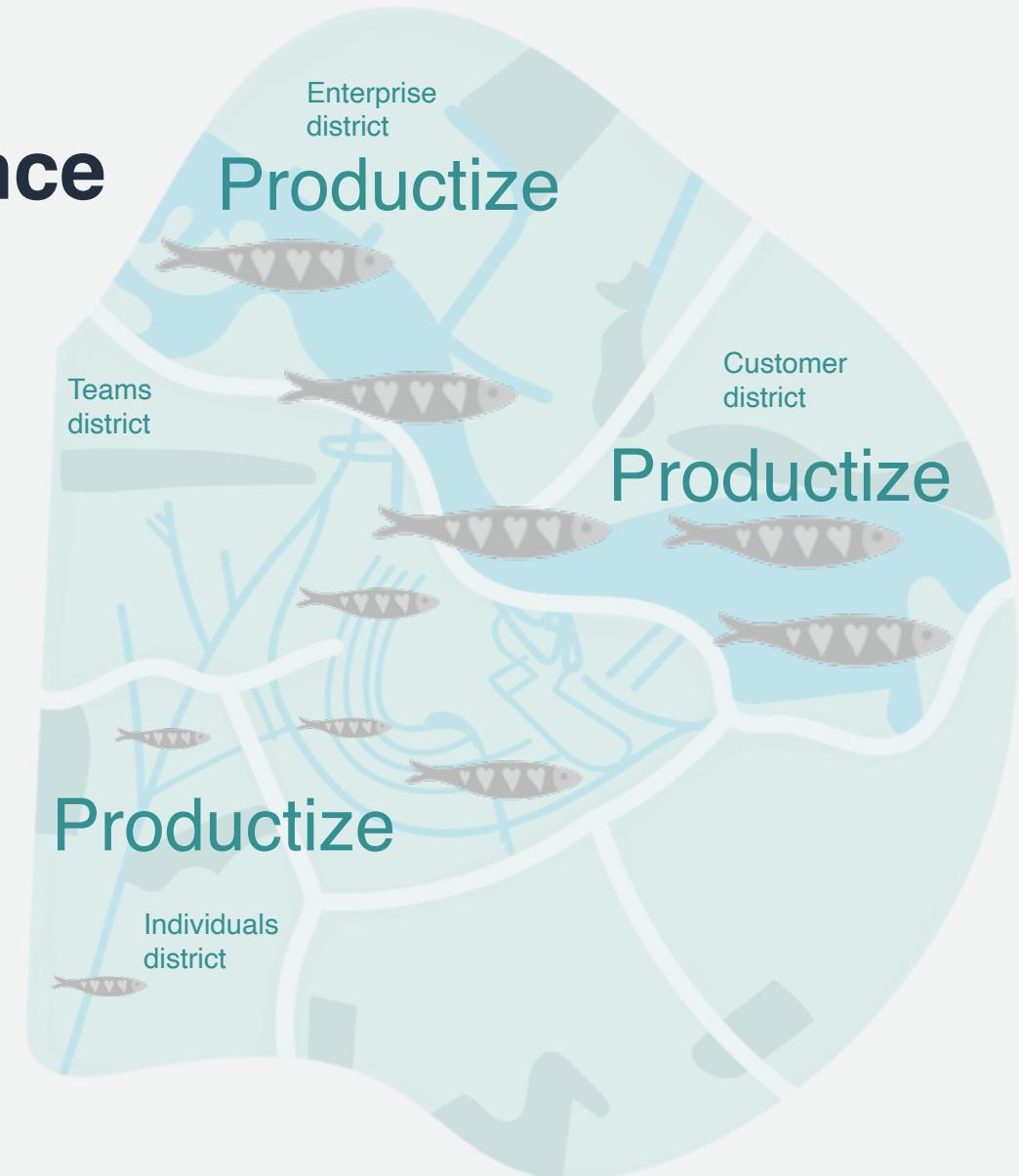
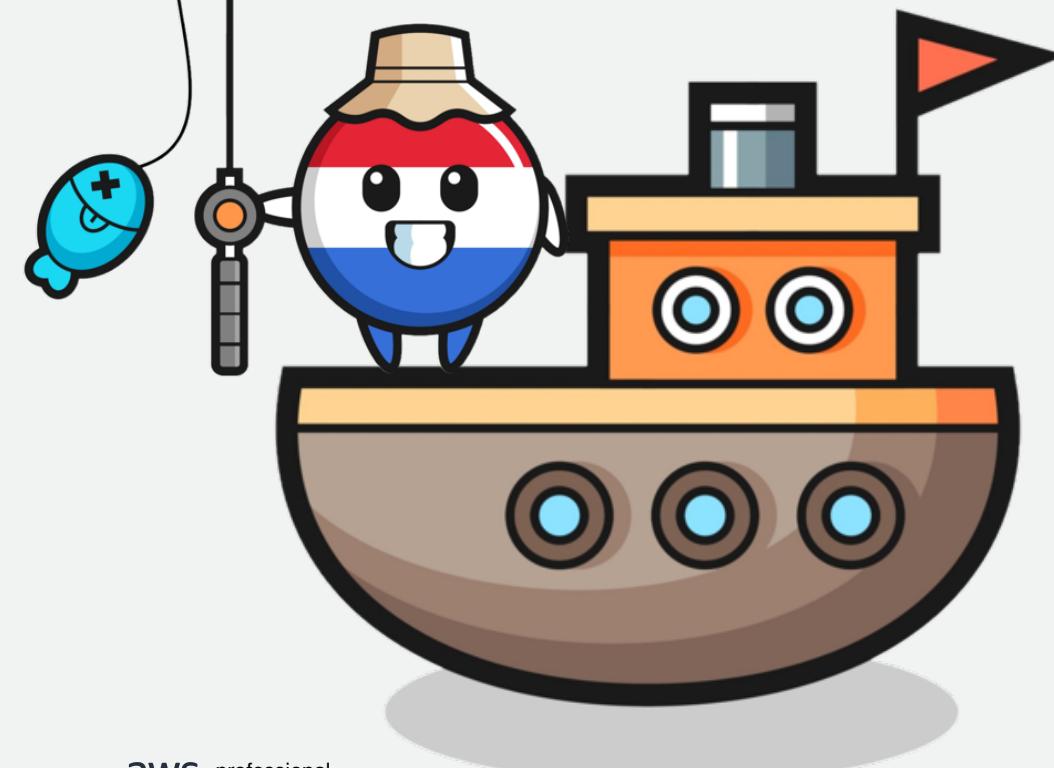
3. SCALE

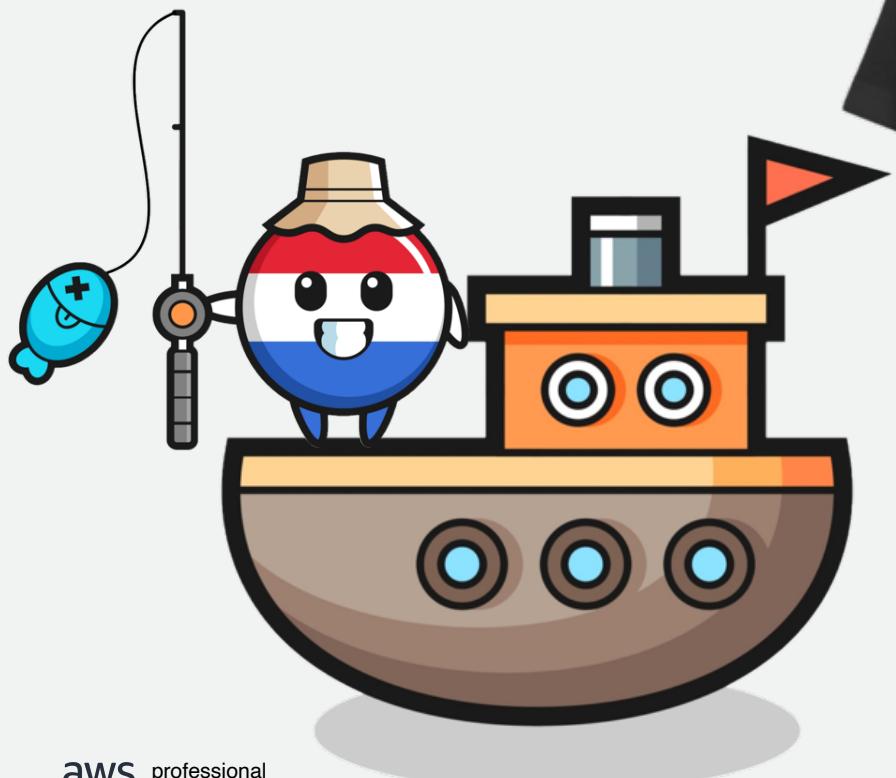


The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

3. SCALE





You're
gonna
need a
bigger
boat!

The fish map: scaling influence

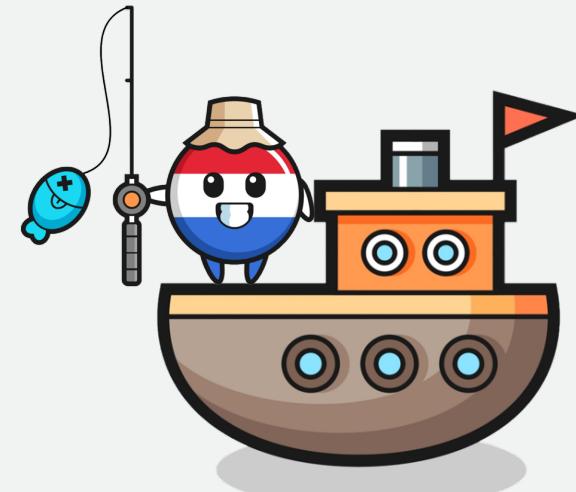
SINGLE PLATFORM, MULTIPLE FORMATS

1. INITIATE VIDEOS

Presentations

Demos

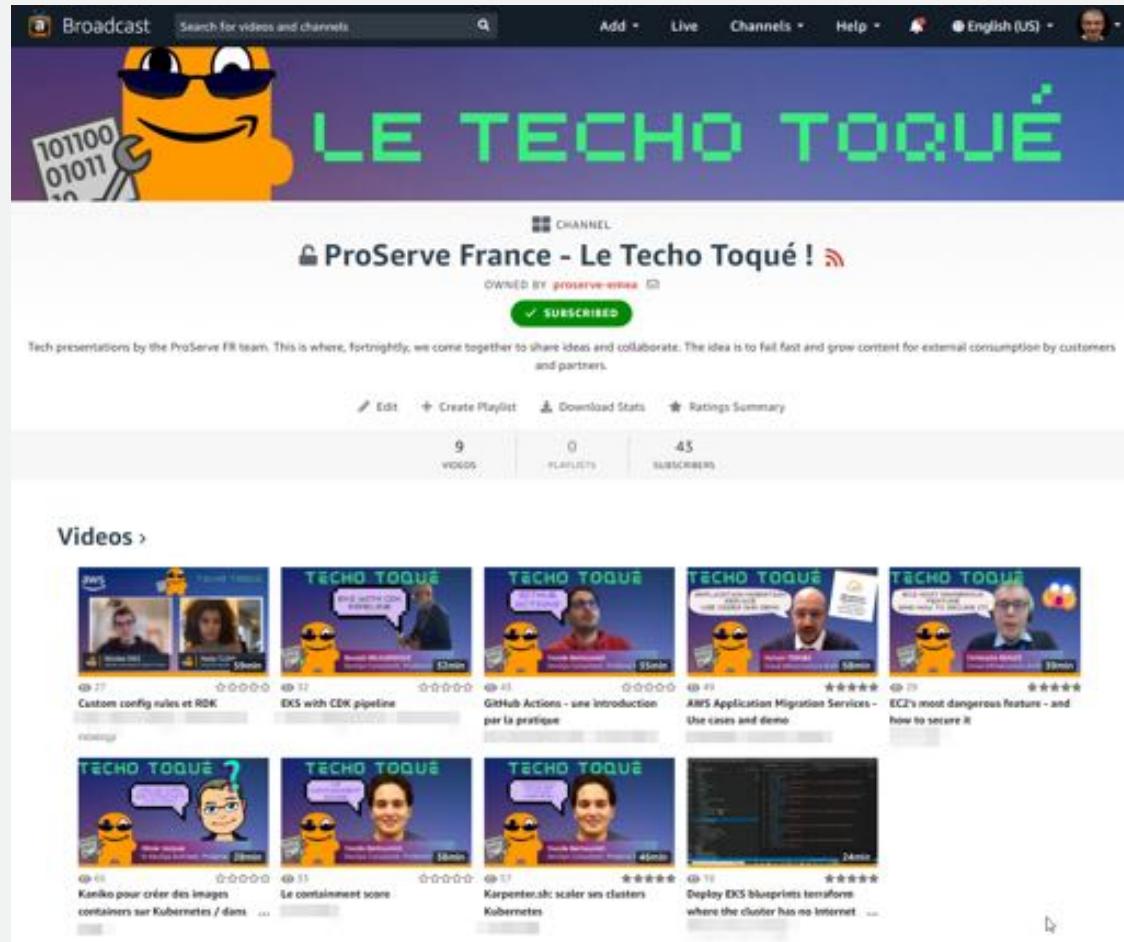
Transparent white boards



How YOU can be a DevOps YouTuber



Hosting videos



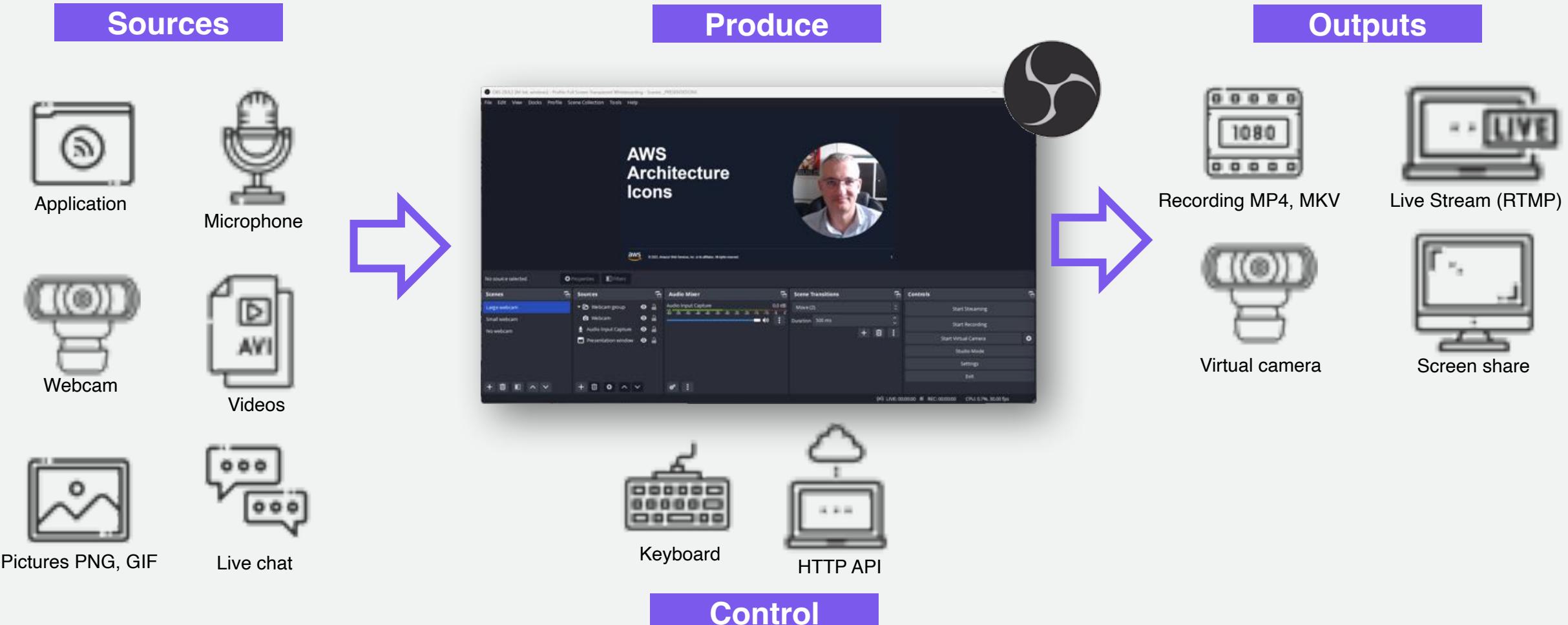
- Set up an internal video on demand channel
- At AWS, we have our own – “Broadcast”. Follow this blog post to create yours:



3 use cases (and a bonus)



Producing content: the workflow



Let's watch a 5 min demo...



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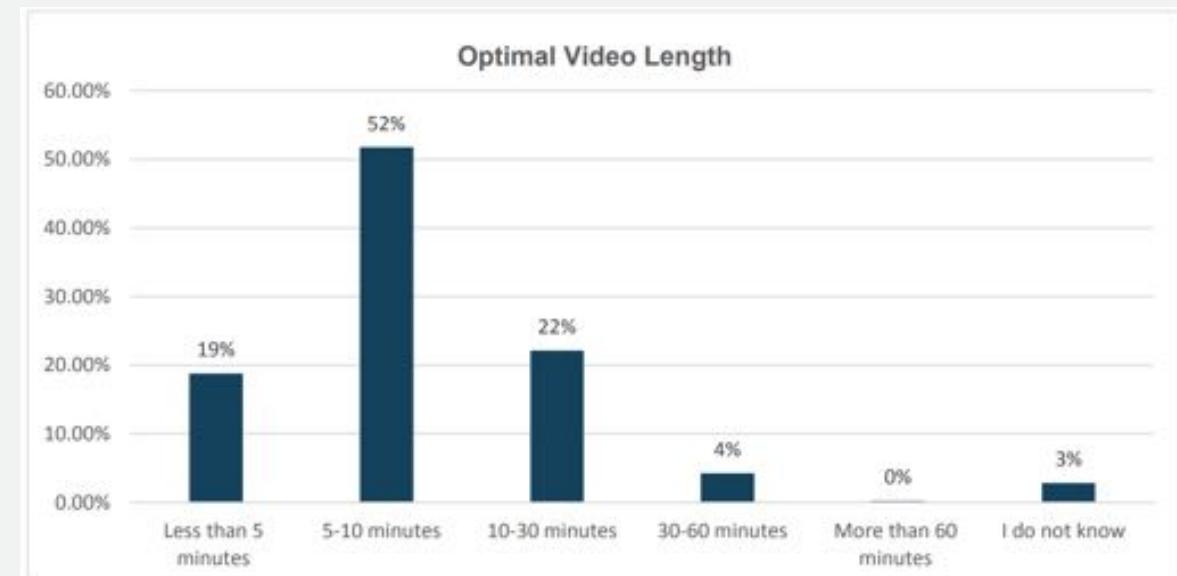
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Presentations

Remote presentations – what is it good for

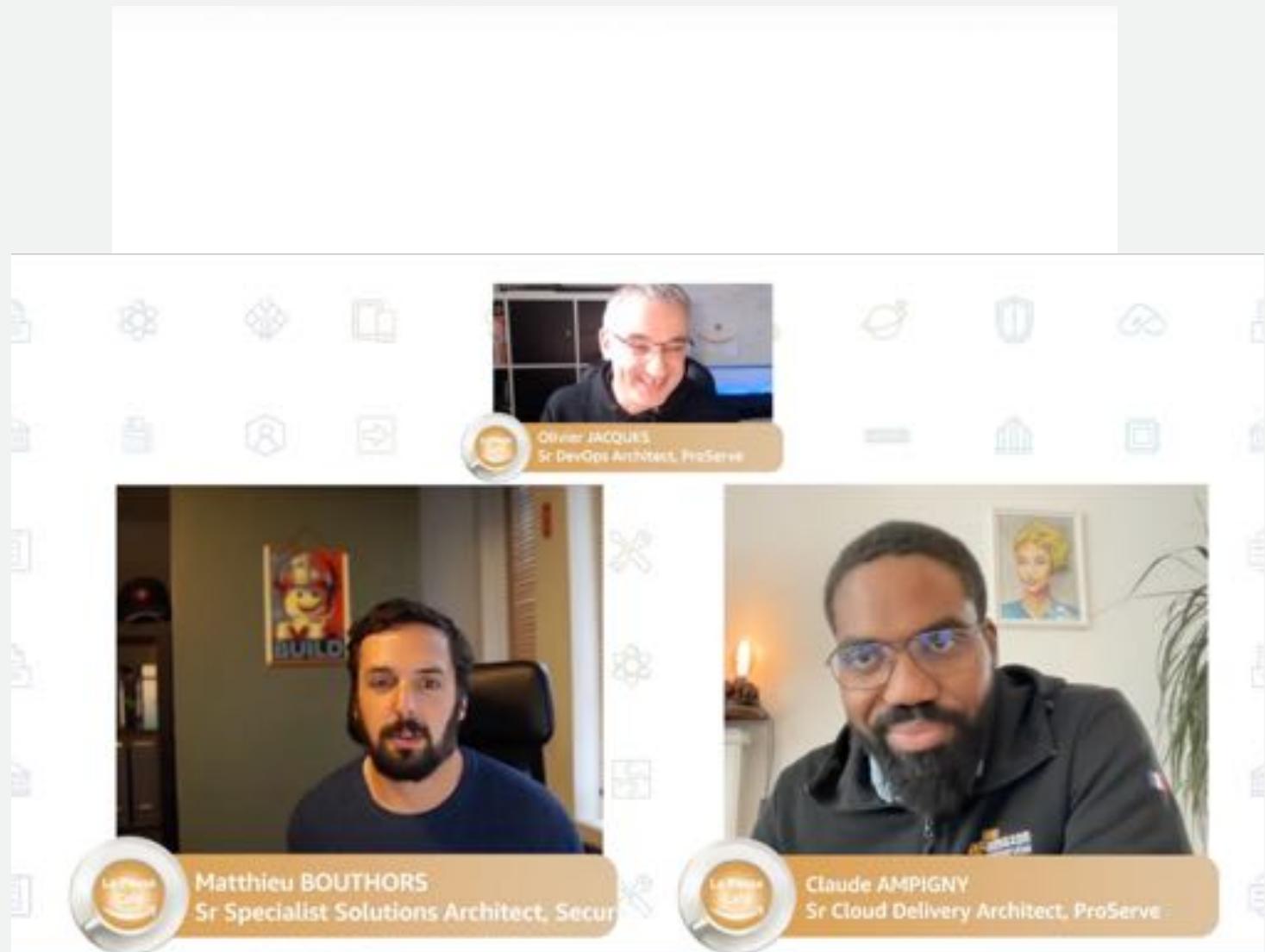
- Better engage the audience, maintain engagement after
- Ready to share
- Record and produce them, live
- Transcript
- 0.5x to 2x speed
- Less than 15 minutes**



Source: the state of video in education - Kaltura

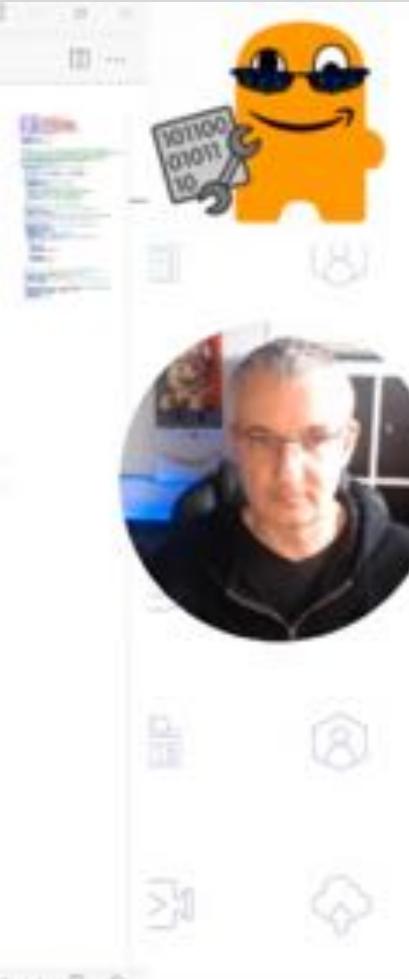
Raise the bar

- Use a pen
- Keep the audience engaged: add live comments
- Chrome plugin to capture chat, overlay on video: https://github.com/steveseguin/social_stream



Tech demos

Demos



```

1  import * as route53 from 'aws-cdk-lib/aws-route53';
2  import * as s3 from 'aws-cdk-lib/aws-s3';
3  import * as cfnDeploy from 'aws-cdk-lib/aws-cfn-deployment';
4  import * as acm from 'aws-cdk-lib/aws-certificatemanager';
5  import * as targets from 'aws-cdk-lib/aws-route53-targets';
6  import * as cloudfront from 'aws-cdk-lib/aws-cloudfront';
7  import * as origins from 'aws-cdk-lib/aws-cloudfront-origins';
8  import { CfnOutput, RemovalPolicy, Stack } from 'aws-cdk-lib';
9  import { Construct } from 'constructs';
10
11
12  export interface StaticSiteProps {
13    domainName: string;
14    siteSubDomain: string;
15    hostedZone: route53.IHostedZone;
16  }
17
18  /**
19   * Infrastructure pour un site web statique. Le contenu est déployé dans un compartiment S3.
20   * Le compartiment S3 est privé, et accessible uniquement depuis l'URL du site (OriginAccessIdentity - OAI).
21   *
22   * Le site utilise HTTPS, redirige HTTP vers HTTPS et est mis à disposition via un réseau de
23   * distribution mondial CloudFront. Le certificat est généré par Certificate Manager.
24   * Une enregistrement DNS dans Route53 redirige vers la distribution.
25  */
26  export class StaticSite extends Construct {
27    constructor(parent: Stack, name: string, props: StaticSiteProps) {
28      super(parent, name);
29
30      const siteDomain = props.siteSubDomain + '.' + props.domainName;
31      new CfnOutput(this, 'Site', { value: 'https://' + siteDomain });
32    }
33  }

```

File: /src/main.ts - Last modified: 2023-07-10 10:00:00 - 1000 lines of code - 100% coverage - 0 errors - 0 warnings - 0 deprecations - 0 breaking changes - 0 critical errors - 0 critical warnings - 0 critical deprecations - 0 critical breaking changes - 0 critical errors - 0 critical warnings - 0 critical deprecations - 0 critical breaking changes

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Demos - what is it good for

- Tool/technique/patterns walk through
- Colors, beautiful shell prompts
- Big fonts
- Raising the bar:
 - GitHub/VHS: **software defined** demo videos

```
Output file.gif    Down@500ms 4
                   Up@500ms 1
Type "gum file ./  Sleep 1s
src"               Enter
Sleep 1s           Sleep 1s
Enter              Down@500ms 4
Sleep 2s           Sleep 1s
```



Transparent whiteboarding

Transparent whiteboarding



Transparent whiteboarding - what is it good for

- Powerful way to explain concepts, tell a story
- You don't need to know how to draw
- Dare to mix drawings and icons / digital assets / GIFs
- The cinema green screen trick, but digital

What we need help with

What we need help with

- How do we keep video content fresh?
- Have a solution for terminal with tools such as VHS, what about GUI demos? Use Selenium?
- How will generative AI help us create videos?



Thank you!

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