

Content You Care About

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What this Session is **Not**.

This is not a session on **Blogging**
or **Writing**.

This is a session on
Other Media formats.

How can I create **dynamic** content?

- Blog - Share Your Words
- Audio - **Share Your Voice**
- Video - Share Your Action
- Photo - Share Your Vision



Audio Content Creation Tools



Audio Content Creation Tools

Skype - Simple easy way to have multi-person conversations.
Interviews, Podcasts, Testimonials

G-Recorder - Record conversations from Skype as MP3.
Automatic import into Gmail: for easy forwarding, downloading and organizing.

Pamela - Recording Skype conversations both Audio and Video

Audacity - Free simple sound recording software

Tumblr - Call via phone to leave audio messages automatically

Where do I post my **Audio** content?

AudioBoo - Allows you to upload audio directly send from iPhone or Android Apps.

Chir.ps - Audio posted goes directly to Twitter Feed. Can send audio via e-mail.






Tward.io - Audio posted goes to Twitter. Listeners can subscribe via iTunes.

Evernote - You can send yourself audio messages. You can share notebooks.

Posterous - Audio posted here is automatically formatted for iTunes podcast.

Tumblr - Post, Audio, Video, Photos and Blog posts to this micro/macro blogging site.

Ideas for using **Audio** to enhance your blog

-  Create an interview podcast to enhance your blog's niche.
-  Answer reader questions each week.
-  Provide Audio Versions of Pages and Articles
-  Create and Record Teleseminars
-  Provide instructions on how to use your products or services

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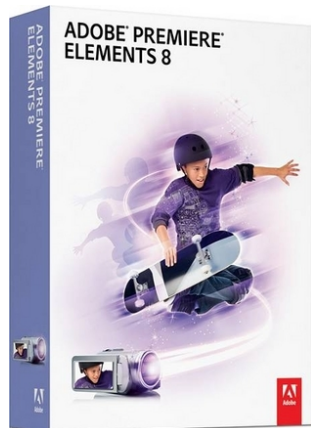


Video Content Creation Tools

 **Pixorial**

You Tube

JayCut



blogworld



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Video Content Creation Tools

Pixorial - Send video content from anywhere. Then edit it and post it anywhere. Site captures video from everywhere and posts it to your social networks after you edit it.

YouTube Video Editor - Simple editor that allows you to pull together video clips, add simple transitions, royalty free music and then post automatically to Youtube.

JayCut - Free online video editing software, add music, video, stills and publish directly to YouTube. Some more advanced features, nice transitions.

Photoshop Premiere Elements - Consumer level video editing software with many advanced features. Export video in many different formats

Device Software - Video capture devices like the Flip, PlaySport and others provide users with quick & easy software that they can use to create and edit their videos.

Where do I post my **Video** content?

Zannel - Easily upload video from your phone to post to social networks.

Youtube - The second largest search engine, primary place for videos online.







Vimeo - Premium Services for HD quality video hosting.

Viddler - Add annotations and personally brand your video player.

12 Seconds - Upload 12 seconds of video for short clips

blip.tv - Earn money producing your own video content.

Ideas for using **Video** to enhance your blog

-  Thank your readers.
-  Review stuff.
-  Answer questions.
-  Share something you are learning.
-  Tell a joke, story, poem.
-  Stimulate an emotional response: Humor, Cuteness, Sadness.

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Photo Content Creation Tools.

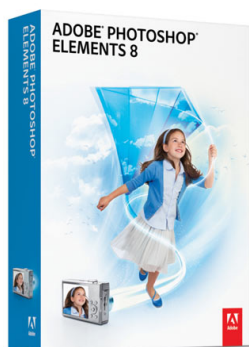


Photo Content Creation Tools

Picnik - Free online photo editing site that integrates with photo hosting sites like Flickr, Picasa, Webshots and more. Users can upgrade to premium features.

FotoFlexer - Free online photo editing site that allows you to access your Picasa, Facebook, Flickr, SmugMug photos and more. No additional cost for premium features.

Photoshop.com - Free online photo editing site. Integrates with Photoshop Elements, Allows access to Picasa, Facebook, Flickr and Photobucket.

GIMP - Free downloadable photo editing software for major operating systems. Save files to various formats.

Photoshop Elements - Consumer level photo editing software, can process Raw files, organizes photos. A very comprehensive program for all levels of photo editing.

Taking Great Photos

Tips, Tricks and Memory Sticks

Cell Phone Cameras



Capturing the spontaneous moments of life

Point and Shoot Cameras



Get up close and personal

DSLR Cameras



Capturing high quality detail

Green means NO!



Step away from Automatic mode



Flash or No Flash



That is the question



An amazing world is found in the small details



Change your Perspective

*See the world
from a different angle*



Photograph the Ugly



Find the beauty in everything

What is your Focus?



Make photos "Pop" using Depth of Field

Experiment



Take Chances, Make Mistakes, Create Amazement

Don't Toss the "Mistakes"



Sometimes it is the imperfections that bring out our best

What do I need to take Great Photos?



Photography Resources

[PhotoJojo](#) - Funky projects, quirky products and an active forum.

[DPS](#) - Tips and Tutorials, Reviews and an active forum.

[Kodak](#) - Kodak Tips and Projects exchange. Have Fun. Learn. Get inspired.

[dumprr](#) - Free service that allows you to make fun things from your photos.

[Rollip](#) - Run your photos through 40 expert filters.

[Strobist](#) - Learn how to light correctly and without fear.

Where do I post my Photo content?

photobucket

Picasa
Web Albums

ShutterCal.com
Daily photography projects

blipfoto.com

dailybooth

Buzznet

posterous™

72photos

facebook

23

tumblr.

Plinxi
twitpic
share photos on twitter

Google buzz

flickr™

yfrog

Zoomr

photob★x



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Where do I post my **Photo** content?

PhotoBucket - Free service for hosting photos, built in photo editor fotoflexer.

Picasa - Google's photo hosting service. Blogger photos saved here automatically.

Shuttercal - Free service that allows you to upload one photo each day.

blipfoto.com - Free service that allows you to upload one photo each day.

Daily Booth - Shoot a photo of yourself every day. Comment and be social.

Buzznet - Free site to host photos, make galleries, be social about fashion and music.

Where do I post my **Photo** content?

Posterous - Post photos, text and then comment and autopost to social networks.

72 Photos - 72 features including hosting, editing and importing from other services.

Facebook - Tag friends in photos, make galleries, add captions.

23 - Hosting photos, multiple sizes for easy addition to blogs.

Tumblr - Post, Audio, Video, Photos and Blog posts to this micro/macro blogging site.

Plixi - Autopost to Twitter. Like, dislike, favorite. View photos in public feed.

Where do I post my **Photo** content?

twitpic - When comments are added photographer automatically gets @reply on Twitter.

Google Buzz - Pull photos from computer or Picasa, Comment, like, share.







Flickr - Host Photos. Tag, geotag, tag people, groups, sets, comment, highly popular.

yfrog - Autopost to Twitter, Facebook. Rate, favorite and comment on photos, videos.

Zoomr - Host Photos. Very similar to Flickr. Can sell photos through site.

photobox - European on-line photo service.

Ideas for using **Photos** to enhance your blog

-  Have a "Title This Photo" Contest.
-  Explain a Concept in Photos.
-  Visual Answers to Questions.
-  Start a Photo Challenge.
-  Illustrate Your Post Title.
-  Create Emotional Response: Humor, Cuteness, Sadness.

How can people **FIND** my content?

Tag, Tag, Tag - Add descriptive tags, geotags, people tags

Caption This - Add a caption to your photos with a link to your blog or blog post.

Submit to Groups - Spread your photos around, be relevant. By adding your photos to different groups you can increase your social relevance within hosting sites.

Creative Commons - Allow your photos to be reposted to attract new audience

Embed Plug In - With this plug in your can allow content on your blog to be reposted on other blogs and can control what ads are displayed on your content.

Geotag - People searching for places can find your work.

How do I upload my **Dynamic Content** quickly and easily?



Have your content distributed through [Pixelpipe](#) across over 100 social networks, photo/video sites and blogs, & online storage around the globe.

Thank you very much!

Andrew Bennett - [@BenSpark](https://twitter.com/BenSpark)

