

Publish to YouTube

Since its inception, YouTube has changed the way we share videos and information, and is now the most popular online video community. Brainshark has made it even easier to publish a video version of your presentation directly into your YouTube Account by offering a Publish to YouTube link on the *Presentation Properties* tab. If you do not see the option to *Publish to YouTube*, be aware that it is turned off by default for Enterprise users. Your Company Administrator can enable the feature for your Brainshark site.

Consider Your Audience

Before you determine whether to post a communication to YouTube, you must consider your audience. Would it benefit your audience to be able to view your message on YouTube? Would YouTube exposure help you distribute your message or promote your product or business to a wider audience? Can you get by with limited reporting since YouTube only lists the total number of views of a video and not who did the viewing? If it would benefit your audience to post your content to YouTube, then this may be a good option for your communication.

Be Mindful of Your Content

What Should Be Posted?

Brainshark provides the capability to post any presentation you have created, but not all content is appropriate for YouTube publication. Consider the following scenarios:

- YouTube is a public website with limited security offered so sensitive content which contains personal information about anyone, or confidential business information, should likely not be posted.
- Secure content cannot be posted to YouTube. If your presentation has a username and password associated with it, you must remove that first in Brainshark on the Security tab before you can upload to YouTube. If you try to upload without removing Brainshark security, Brainshark will remind you to make the change.
- YouTube has a maximum video size which corresponds to a 15-minute Brainshark presentation. If your presentation is over 15 minutes long, you will still be able to post it to YouTube, however it will be cut off at the end.
- If your content requires Completion Criteria to be enabled, you will not be able to post it to YouTube. You would need to copy your presentation and remove Completion Criteria before publishing the copy to YouTube.

How Will Content Be Featured?

- YouTube is not customizable for your audience so your content will be shown alongside ads and other information presented on the displayed web page.
- All of the animations, audio, and video will play as they do in Brainshark
- Viewers will not see a Table of Contents
- Interactivity is not supported with the YouTube video so if there are questions, polls, surveys or a guestbook, they will display, but will not receive input.
- All ties to Brainshark are severed when the presentation is published to YouTube, so Brainshark will not capture information about your YouTube viewers.
- All updates to content must be done in Brainshark and the presentation republished to YouTube. YouTube will not overwrite existing videos, so it is good practice to delete previous versions prior to republishing.

Consider Best Practices

Once you have determined that your audience and content would benefit from posting to YouTube, Apply Brainshark Best Practices to get the most out of your YouTube posting.

- Ensure that you know your YouTube login credentials before you begin publishing to YouTube, since this functionality requires that you have access to a preexisting YouTube account.
- You must select the “**Enable mobile devices**” checkbox on the Presentation Properties tab since this action creates the video that will be posted to YouTube.
- Confirm that you have removed the requirement of a login for the presentation. Brainshark logins may be on by default for the presentations created in your site.
- It is good practice to remove interactions, URL slides, and guestbook since they are not functional in YouTube.
- Delete stale or expired content from YouTube when you remove it from your Brainshark site since it will not be automatically updated.
- Delete changed content from YouTube prior to posting the new version since YouTube will not overwrite what is already there. This ensures that you have the most updated version available for viewing.
- Although your original content resides in your Brainshark site, if you choose to post to YouTube you must comply with YouTube’s Terms of Use.

How to Publish Your Brainshark to YouTube

If you do not see the option to *Publish to YouTube*, be aware that it is turned off by default for Enterprise users. Your Company Administrator can enable the feature for your Brainshark site.

NOTE: You cannot publish a presentation with Completion Criteria to YouTube. Copy the presentation, remove Completion Criteria, and then post that copy to YouTube.

1. Log in to your Brainshark site, select the presentation you want to publish and navigate to **Edit Presentation**.

2. On the *Presentation Properties* tab, confirm that “**Enable mobile devices**” is selected.

NOTE: It will take at least as long as the duration of your communication to create the mobile asset which will be used to post to YouTube. You will not be able to post the presentation to YouTube until the mobile asset is available.

3. Click **Publish to YouTube**.
4. Review the *Disclaimer* and click **OK**. Please note that if you are signed into YouTube automatically, you will not receive any other confirmations to post your content—it will automatically be posted after this step.
5. If you are not automatically logged into YouTube, a browser window will open, prompting you to sign in to your YouTube account. Enter your YouTube **username** and **password** and click **Sign in**.
6. The first time you post you will need to click **Allow Access** to confirm that you would like Brainshark to have access to your YouTube account.
7. Your content will be placed into a queue for publishing. Once published, YouTube will review it for appropriateness and make it available in your YouTube account.
8. You may see your video available from your account before it has finished processing. The quality of the video will not be optimized until it finishes processing.