

## Share and Track a myBrainshark Presentation

Your content is in myBrainshark, but don't share it until you consider:

- The best ways for your audience to access your message
- Which sharing methods will work best for your content

This document will help you determine the best ways to share and track your communication, then give you the process steps to get it done.

### Analyze Your Audience

Consider how your audience will access your communication. Offering multiple ways for viewers to get to your message can result in a greater percentage of views. Sometimes it is the combination of distribution methods that make your content easier for your audience to access. And, you may reach viewers you weren't even aware had interest in your message.

- Consider posting or embedding your presentation on your **webpage** in addition to sending it via **email**.
- Include the link to an audio **podcast** version of your message
- Enable the **mobile** version of the presentation for viewers on-the-go.
- Share your public presentation with your network on **social media** sites like LinkedIn, Twitter, or Facebook.
- Consider posting your presentation directly to **YouTube**.
- Remember that your presentation will be available on the **myBrainshark** site, which is optimized for search through Google and other search engines.

### Consider Your Content

Depending on how you will share your content, you may need to modify it so that your audience has the experience you intended. Remember to attach the necessary supporting documentation and adjust your presentation settings.

- **Mobile delivery**—you might need to create another copy of your presentation designed specifically for mobile delivery: adjust visuals, remove extraneous text, and apply other mobile best practices.
- **Audio podcast**—if your communication is not well-suited for an audio podcast version, consider creating an audio podcast introduction.
- **Social Media posting**—you realize the duration limitations on YouTube require a new approach to your content.

### Apply Best Practices

When you think your presentation is ready for sharing, always view it again with a critical eye so you know that you have done everything you can to make it clear, concise, consistent and compelling. If someone sent it to you, would you watch it?

## How to Share your myBrainshark Presentation

### *Email a Link to Your Presentation from Your Email Client*

See also the step-by-step videos of how to *Send a video email campaign* via [Constant Contact](#) and [iContact](#).

1. Click **My Content** on the blue navigation ribbon.
2. Locate your presentation and click the thumbnail.
3. There are two ways to access the hyperlink:
  - a. Click **Embed/Link** below the presentation landing page slide.
- OR**
  - a. Navigate to **Edit Presentation**.
  - b. Select the *Presentation properties* tab.
4. Two URL options are available:
  - a. **Stand-alone Player URL** launches the communication in the myBrainshark player without other content present on the page.
  - b. **Landing Page URL** directs viewers to the myBrainshark.com view of your communication and displays the presentation at the left along with other authored content, ratings, and comments.
5. Use **[Ctrl] + [C]** to copy the URL.
6. Use **[Ctrl] + [V]** to paste the URL into an email message using any email client or service you prefer.
7. Enter a **Subject, Body, and Address(es)**, and **Send** your message.

### *Post a Link to Your Presentation on Your Webpage*

1. Click **My Content** on the blue navigation ribbon.
2. Locate your presentation and click the thumbnail.
3. There are two ways to access the hyperlink:
  - a. Click **Embed/Link** below the presentation landing page slide.
- OR**
  - a. Navigate to **Edit Presentation**.
  - b. Select the *Presentation properties* tab.
4. Two URL options are available:
  - a. **Stand-alone Player URL** launches the communication in the myBrainshark player without other content present on the page.
  - b. **Landing Page URL** directs viewers to the myBrainshark.com view of your communication and displays the presentation at the left along with other authored content, ratings, and comments.
5. Click to select the **URL** you would like to use.
6. Use **[Ctrl] + [C]** to copy the URL.
7. Use **[Ctrl] + [V]** to paste the URL into the code for your webpage.

### *Embed Your Communication on a Webpage*

1. Click **My Content** on the blue navigation ribbon.
2. Locate your presentation and click the thumbnail.
  - a. Click **Embed/Link** below the presentation landing page slide.
- OR**
  - a. Navigate to **Edit Presentation**.
  - b. On the *Presentation Properties* tab, click **Embed** (located to the right of the **Stand-alone Player URL**)
3. Select the **Size** of the embedded image that will display on your webpage.
4. Use **[Ctrl] + [C]** to copy the code directly below the thumbnail images.
5. Use **[Ctrl] + [V]** to paste the URL into the code for your webpage.

### *Get the QR Code for Your Presentation*

Please refer to the *Using Quick Response (QR) Codes in myBrainshark* [document](#) for more information.

### *Share Your Communication through myBrainshark*

1. Click **My Content** on the blue navigation ribbon.
2. Locate your presentation and click the thumbnail.
  - a. Click **Share** below the presentation landing page slide.
- OR**
  - a. Navigate to **Edit Presentation**.
  - b. On the *Things you can do* menu, select **Share**.
3. You can share in *Social Media* or as an *Email*:

#### *Share in Social Media*

1. Click the icon for the Social Media site where you would like to share your presentation.
2. Enter your login credentials for the site, if required, or create a new account.
3. Follow the onscreen instructions to add additional information and share your post.

#### *Share as an Email*

1. Address your message, separating multiple addresses with a comma.
2. Change the **Subject**, if desired.
3. Change the **Intro Message**, if desired.
4. Change the **Closing Message**, if desired.
5. Click **Send**.

## How to Track myBrainshark Views

### *Viewing Reports Tile*

This graphical representation of the number of views, percentage of slides viewed, and the location where the views originated is available to all myBrainshark users.

1. Click **My Content** on the blue navigation ribbon.
2. Locate your presentation and click the thumbnail.
3. The *Viewing Reports* section will show:
  - a. Number of Views
  - b. Percentage Viewed (shows the percentage of slides viewed aggregated by viewers)
  - c. Location of Views (by IP address)
  - d. Aggregate survey and poll responses (if included)
4. The default time period is *All Time*.
5. Click **All Time** to change the filter to be by *Year to Date* or *Month to Date*.