Share and Track: myBrainshark Pro Series

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

- What you want to know about your audience and their viewing patterns.
- The best ways for your audience to access your message
- Which sharing methods will work best for your content

Finding the right distribution methods can make the difference between a successful launch or one that falls flat. 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

When you have considered how your audience will access your presentation, you'll be on your way to providing the best distribution options for them.

- Will your viewers go to your website to access your communication?
- Will they click the link in an email? Or might they do both?

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**.
- Share your presentation on the **myBrainshark** site, which is optimized for search through Google and other search engines.

Once you know how your viewers will access your presentation, think about what you want to know about them. Determine how you will identify your viewers before you send your presentation out.

- **Guestbook at the beginning**—good for presentations that you know your viewers want to watch since the viewer must complete any required fields prior to viewing
- **Guestbook at the end**—good for presentations that communicate the importance of taking action since viewers are more apt to complete the Guestbook after being motivated by the communication
- **Tracking code**—an alternative to Guestbook that uses an identifier in your presentation URL to gather information about your viewers. When you view your reports you'll be able to identify specific viewers or more easily make comparisons across viewers.

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Consider Your Content

Consider the changes you might need to make to your content so that your audience has the experience you intended. Incorporate 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.
- **Security features**—Your presentation may contain sensitive information or is intended only for a designated audience.
    - **Private**—making your presentation private will remove it from the searchable myBrainshark database, while still allowing you to share the URL whenever you need to.
    - **Password**—adding a password restricts viewing to those who have the correct password regardless of how the viewer came by the URL.

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?

The best practice checklist on the next page will help you prepare for the tracking you need after you share.

Best Practice Checklist

- ☐ What do you need to know about your viewers and how your presentation is performing?
- ☐ Do you need to enable the guestbook so that you know who is watching your presentation?
- ☐ Will a Guestbook have a negative impact on the number and quality of views on your content?
- ☐ If you are using a tracking code, develop the custom URL and test it before distributing to a wider audience.
- ☐ Did you enable the needed security?
  - Presentation is private
  - Presentation password
- ☐ Have you considered which other presentation settings are needed prior to distribution?
  - Presentation is active
  - Mobile
  - Completion Criteria (*Pro Trainer only)
  - View Receipts
  - Publish to YouTube
  - Allow viewers to email invitation to view presentation
  - Allow viewers to embed presentation (on a website or in an email)
  - SCORM (*Pro Trainer only)

How to Share your myBrainshark

Email a Link to Your Presentation from Your Email Client

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 preview.

    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 preview.

    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.

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

    b. Navigate to **Edit Presentation**.
    c. 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. Enter a **Tracking Code**, if desired. For more information on using Tracking Codes, please refer to the Adding Tracking Codes document.

Email Blast with Tracking

Brainshark has the capability to report on a tracking code that is appended to the presentation URL. A tracking code can be whatever you want it to be, but it should be meaningful to you so that when you view the code in your reports, you will know what it means.

Essentially, there are three main ways to distribute using a tracking code:

- Hardcode the tracking code into the URL for the presentation.
- Use the **Share** option on the *Things you can do* menu and place the tracking code in the field provided.
- Create a custom tracking code to use with your email distribution tool. Typically you would create a spreadsheet and use the concatenate feature to create the custom code based on the information you would like to track. Consult the technical documentation provided with your application for more information regarding support for this.

The Tracking Codes document has additional details about using tracking codes with your communications, and view the step-by-step videos of how to *Send a video email campaign via Constant Contact* and *iContact*. If you find that you need additional guidance on sending an email blast, please contact Brainshark Support for assistance.

Get the QR Code for Your Presentation

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

How to Track myBrainshark Pro Series Views

Sharable Content Object Reference Model (SCORM)

SCORM is a collection of standards and specifications for web-based e-learning. It defines communications between client side content and a Learning Management System (LMS). Brainshark makes it easy to integrate myBrainshark Pro Trainer courses with your existing LMS by offering a SCORM download option for Pro Trainer presentations.

1. Navigate to **Edit Presentation**.
2. On the *Things you can do* menu, select **Download SCORM**.
3. Select the package you would like to download and click **Download**.
4. When the page refreshes, select **Click here**.
5. Click **Save** and select a location to save the Zip file.
6. Consult the technical documentation included with your LMS for further instructions.

Turn on View Receipts for your Presentation

View Receipts give you immediate notification by email that your presentation has been viewed. You can use this information to follow-up when your communication is fresh in the minds of your viewers.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, select **Notify me when this presentation is viewed**.
3. Click **Save** to save your changes and exit *Edit Presentation*, or **Apply** to save your changes and remain in *Edit Presentation*.

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*.

Run a Detailed Viewing Report

Pro and Pro Trainer users can also see a more detailed report that can be printed, saved, or exported.

1. Select **Run Detailed Viewing Report** on the *What Can I do now?* menu. If your presentation does not have Pro features enabled, you will be prompted to enable them prior to running the report.
2. Your report will open in a new window and show the following information:
    a. **Date** and **Time** of each view
    b. **Viewer** information (this will show as "User, Public" if you have not included a guestbook or a tracking code)
    c. Total **Viewing Time**
    d. **Slides Viewed**
    e. **Percentage of Slides** viewed
    f. Answers to any included polls, surveys, or questions
3. When the report runs, you will have the option to launch a PDF copy of the report for printing or saving, or you can download a CSV to import into a spreadsheet program.