

How To: Increase Presentation Access

There are times when your presentation needs that extra touch. Perhaps you are trying to make the link more memorable (so that you get more views), or more portable (so that viewers can access a mobile or podcast version). Maybe you want to add tags, topics and a description to market your content and make it more easily searchable in your [Content Portal](#) or in your [Rapid Learning™](#) catalog. This document covers those presentation access settings and will get you on your way to increased views.

Create a Custom Presentation URL

Creating a custom URL replaces the end of the URL automatically generated by Brainshark based on your presentation's identification number, with a "vanity" URL that may be easier for your viewers to remember or use.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, enter the custom URL in the **New Address** field. For example: if you entered **MyPresentation** in the New Address field, the new URL for your presentation would be <http://www.brainshark.com/<YourSiteName>/MyPresentation>. Brainshark will notify you if you attempt to repeat a vanity URL that has already been used in the site. Remember that what you type in the **New Address** field will become part of the URL so there can be no spaces.
3. Click **Save** to save the changes and exit **Edit Presentation**, or **Apply** to save your changes and remain in **Edit Presentation**.

Add a Description for Your Presentation

Adding a description for your presentation helps viewers find it when searching in your site. The Brainshark search engine searches the description field as well as the title, tags, and script for words that match those entered in the search field. An accurate description helps to ensure that the right people are watching your presentation.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, enter the description in the **Description** field.
3. Click **Save** to save the changes and exit **Edit Presentation**, or **Apply** to save your changes and remain in **Edit Presentation**.

Change the Folder Where Your Presentation Resides

Storing your presentation in the right folder not only helps to keep your Brainshark site organized, but gives you the ability to control who can edit or delete your presentations, since author and administrative permissions are granted at a folder level. Additionally, you can restrict viewing of presentations in certain folders. Contact your Company Administrator or [Brainshark Support](#) for assistance.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, select the **Folder** for the presentation. You can change this at any time. For example, you may store your presentations in one folder while you are finalizing them, and then move them to a different folder for long-term storage.
3. Click **Save** to save the changes and exit **Edit Presentation**, or **Apply** to save your changes and remain in **Edit Presentation**.

Adding Tags to Your Presentation

Adding tags for your presentation helps viewers find it when searching in your site. The Brainshark search engine searches the tags as well as the title, description, and script for words that match those entered in the search field. Adding tags helps to ensure that the right people are watching your presentation.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, enter the description in the **Description** field.
3. Click **Save** to save the changes and exit **Edit Presentation**, or **Apply** to save your changes and remain in **Edit Presentation**.

Create a Podcast from Your Presentation

Creating a podcast from your presentation lets your audience listen to the audio portion on an mp3 player or mobile device. You can use a podcast as a precursor to, or overview of a longer, more visual presentation. When enabled, Brainshark automatically creates a podcast from all audio recorded on a presentation.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, select that **Enable podcast**.
3. Click **Apply** to create the podcast files.
4. Click **Copy URL to clipboard**.
5. Paste the URL onto a webpage or in an email to share.

Enable Mobile Viewing

Any Brainshark presentation can be enabled for mobile viewing, helping you to reach geographically dispersed or mobile audiences with your communication. For more detailed information, please see the *Making Your Presentation Mobile* [tutorial](#) and [process document](#).

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, ensure that **Enable mobile devices** is selected.

NOTE: It will take at least as long as the duration of your communication to create the mobile assets which will display when a viewer clicks the presentation link from a mobile device.

3. Click **Save** to save the changes and exit **Edit Presentation**, or **Apply** to save your changes and remain in **Edit Presentation**.

Publish Your Communication to YouTube

Enabling your presentation for YouTube communication allows you to increase access to your message. If this option is not available to you, please contact your Company Administrator. For more detailed information, time constraints and considerations, please see the *Publish Your Content to YouTube* [tutorial](#) and [process document](#).

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, ensure that **Enable mobile devices** is selected.

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

3. Click the **Publish to YouTube** link and follow the on-screen instructions.
4. Click **Save** to save the changes and exit **Edit Presentation**, or **Apply** to save your changes and remain in **Edit Presentation**.