

Sharing Options

Once you have created your content, you want to get it out to your viewers in a way that will get you the best results. Brainshark offers a variety of distribution methods, giving you the ability to reach your viewers in the way that works best for them. This document will help you make the determination of what methods work best for you and how to put them into practice.

How Will Your Audience View Your Communication

Will your viewers go to your website to access your communication or from a link in an email you send them, or both? Offer multiple ways for viewers to view your communication as it can result in a greater percentage of views. Additionally, you may reach viewers you weren't aware had interest in your message. Will the presentation be played at a conference or trade show? You might want a second version of the Brainshark that will loop continuously.

What Can Make Viewing More Convenient

You might consider posting your presentation on your webpage in addition to sending it via email to make it easier to access. You could also enable an audio podcast version of your presentation. Your audience might be mobile or away from an internet connection so providing a mobile version or downloadable copy would increase the accessibility of your message.

What Limitations Face Your Audience

When you consider how your audience will access your presentation, you'll be on your way to providing the best distribution options for your viewers, but you also need to be aware of any limitations facing your audience. Consider whether your viewers have speakers so they can hear your presentation audio. There may be privacy issues or time constraints affecting how secure your viewers feel watching your message. Your viewers may or may not be able to get to your website or the attachments you may be linking to. If ADA compliance is a concern, ensure that you have done everything you can to accommodate those regulations.

Determine the Best Way for Your Content to Be Viewed

If you anticipate that your audience will need to view your presentation on a mobile device you might need to create another copy of your presentation specifically for delivery on a mobile device, so you can adjust visuals, remove extraneous text, and apply other [mobile best practices](#).

You may decide that your communication is not best suited for an audio podcast version, but creating an audio podcast introduction to the presentation will better prepare your viewers for your communication. Maybe you have decided to post your presentation on YouTube and you realize the duration limitations require a new approach to your content.

Remember to view your presentation content again with a critical eye to ensure you have done everything you can to be sure that it is clear, concise, consistent and compelling. If someone sent you this presentation, would you watch it?

Apply Brainshark Best Practices

Don't make the final determination on distribution methods without a quick review. This checklist can help you finish up right.

- Use the distribution methods that work best for your audience.
- Adjust any other settings that your audience will need for the best viewing experience possible.
- Consider your reporting needs to make the final adjustments.

Review Your Options Checklist

1. Distribution Methods

- Email link
- Webpage link
- Embed on webpage
- Share
- Email blast with tracking
- QR Code

2. Adjust Settings

- Password
- Slide notes
- Mobile
- YouTube

3. Reporting Needs

- Guestbook
- Login
- Demographics

How to Distribute Your Brainshark

Email a Link to Your Brainshark from Your Email Client

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, two URL options are available:
 - a. **Stand-alone Player URL** launches the communication directly in the Brainshark player.
 - b. **Landing Page URL** directs viewers to the content portal view of your communication and displays the presentation at the left and other presentation options at the right.
3. Click to select the **URL** you would like to use.
4. Use **[Ctrl] + [C]** to copy the URL.
5. Use **[Ctrl] + [V]** to paste the URL into an email message using any email client or service you prefer.
6. Enter a **Subject**, **Body**, and **Address(es)**, and **Send** your message.

Include a Thumbnail Image in Your Email

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, click the **Embed** link, located next to the *Stand-alone Player URL* field.
3. On the *Links* tab, instructions for copying the thumbnail image are included.
4. Right click the image and select either **Copy** (if you want to immediately copy the image) or **Save Picture As** (to save the image for future use).
5. Once you have inserted the image, you can hyperlink your presentation to it by following the instructions included with your email client.

Post a Link on Your Webpage

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, two URL options are available:
 - a. **Stand-alone Player URL** launches the communication directly in the Brainshark player.
 - b. **Landing Page URL** directs viewers to the content portal view of your communication and displays the presentation at the left and other presentation options at the right.
3. Click to select the **URL** you would like to use.
4. Use **[Ctrl] + [C]** to copy the URL.
5. Use **[Ctrl] + [V]** to paste the URL into the code for your webpage.

Embed Your Communication on a Webpage

Embedding your communication on a webpage captures the viewer's eye the way a hyperlink cannot. You don't need any experience with HTML, since the code is already assembled for you.

1. Navigate to **Edit Presentation**.
2. On the *Presentation Properties* tab, click the **Embed** link, located next to the *Stand-alone Player URL* field.
3. Click the *Embed Code* tab.
4. Select the **Size** of the embedded image that will display on your webpage.
5. Use **[Ctrl] + [C]** to copy the code directly below the thumbnail images.
6. Use **[Ctrl] + [V]** to paste the URL into the code for your webpage.
7. Click **X** to close the window.

Share Your Communication through Brainshark

1. Navigate to **Edit Presentation**.
2. 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 spreadsheet and use the concatenate feature to create a custom tracking code to use with your email distribution tool.

The [Tracking Codes](#) document has additional details about using tracking codes with your communications, but if you find that you need additional guidance on sending an email blast, please contact [Brainshark Support](#) for assistance.

Use a Quick Response (QR) Code

Please see the *Using Quick Response (QR) Codes in Brainshark* [document](#) for more information and process steps.