

Why Screencast?

Screencasting software programs allow you to capture your computer screen, mouse movements, keyboard input, audio and webcam input. You can then edit these recordings into a video that you can post online for your students. Some programs allow you to add interactive features like quizzes and external links within the video. By recording your lessons, students who have time conflicts are not left out of your lesson plan.

Screencasting Tools

Camtasia:

- ~ Windows and Mac compatible
- ~ \$299 per license
- ~ Best for recording screen with little interactivity

Captivate:

- ~ Windows and Mac compatible
- ~ \$799
- ~ Best for fully interactive training videos

Jing:

- ~ Limited to 5 minutes in length
- ~ Free and paid versions

Camstudio:

- ~ Free open source software

Why Livestream?

Livestreaming is similar to screencasting except that your screen capture is being transmitted over the internet in real time. The quality of the cast is often lower in resolution and of course, if you get distracted while streaming, your audience will witness it. Livestreaming is beneficial for showing students a quicker tutorial or interacting in real time to answer their questions on the fly.

Livestreaming Tools

Livestream:

- ~ Free version has a 10 GB limit
- ~ Paid includes 100 GB limit
- ~ Can edit your videos online

Ustream:

- ~ Does not record the screen but streams footage from your camera
- ~ To record your desktop, you will need to upgrade to a paid account

Why Use Social Media?

The heart of Web 2.0 is the ability for your audience to interact with the content creator. In the earlier days of the web, marketing and connecting with potential users and students was a static experience without real time updates. As an educator, social media allows your lesson plans to garnish a worldwide audience with only a limited amount of effort on your part.

Promoting Yourself on Twitter

- ~ Keep your username short.
- ~ Upload a photo of yourself not of an object.
- ~ Google for others in your field and follow them.
- ~ Post often and reply to others' posts.
- ~ Use a URL shortening service.

Promoting Yourself on Facebook

- ~ Create a fan page for your work.
- ~ Be careful in choosing your name since you cannot change it.
- ~ Once you have 25 "Likes," you can request a customized URL.
- ~ Link to your Twitter account so you only have to post once.

