


REACHING YOUR YOUTUBE GENERATION: VERSION 2.0

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OVERVIEW

- Version 1.0 refresher
 - Elements of 2.0
 - Using video to capture a project from beginning until end
 - Next steps
 - Discussion
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HOW OLD IS
YOUTUBE?

VERSION 1.0 REFRESHER

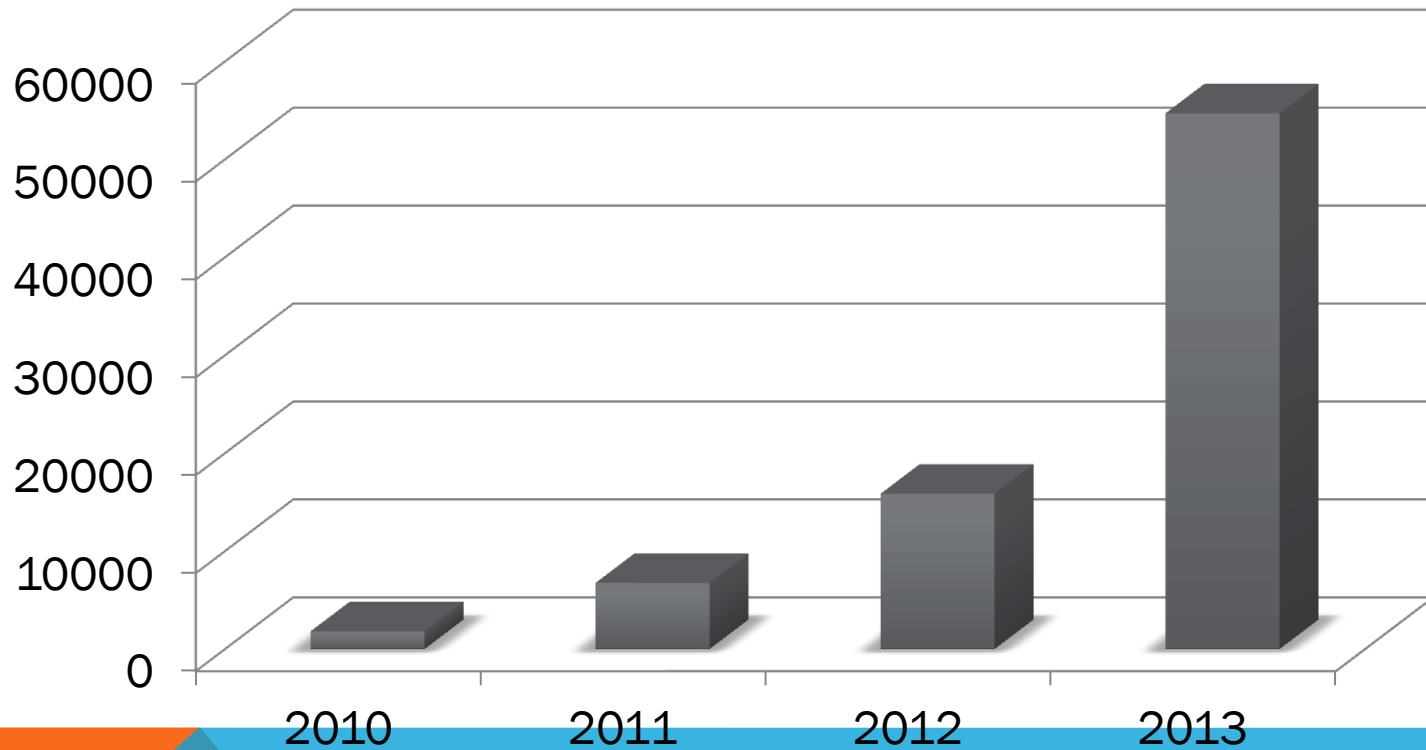
- Overview of YouTube & Counseling Center work
- Student-centered outreach
- Creative expression
- Nuts & Bolts
 - video consent
 - mac vs. PC
 - creating a YouTube channel
- You can do it

ELEMENTS OF 2.0

1. Not just slapping videos up on a channel
2. Packaging—show channel (e.g., views)
3. Not just for outreach
 - Liaisons
 - Training and seminars
 - Clinical sessions
 - UM Gateway
 - Staff meetings & retreats
 - Annual reports, newsletters

VIDEO VIEWS: 2010-2013

Video Views



ELEMENTS OF 2.0

4. Copyright issues

5. Student Advisory Board

6. Legitimizes our work to our higher ups and rest of campus community

- North Campus


7. Showing vs. Saying




AN EXAMPLE

- Creative process
- Storyboarding
 - Capturing “heart messages” and “story changers”
- Harnessing creativity
 - Suicide video
 - <http://youtu.be/EhKvltPP5D0>

NEXT STEPS

- Vine app
 - Intakes
 - Human element, taking it to the everyday (e.g., Play)
 - Photojournalism → Videojournalism (capturing the progression moment by moment)
 - Library of work (selfishly for us)
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NEXT STEPS

- Capturing student sound bites about coping (e.g., depression, creating a uniquely Michigan student app)
 - Capturing student culture (e.g., use campus landmarks)
 - Incorporating students' voices and talents = more buy-in
 - Showing your stuff
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DISCUSSION

Think about a project or initiative that is coming up at your center. How could you use video?

For those who have experimented with video, how has it impacted the work you do?



QUESTIONS/WRAP-UP

