

Global Marketing Meeting promotions and discussion: quality of video contributions for LearnWP workshops

Date started: 27 September 2021

Document co-ordinators: for Hugh Lashbrooke, @webcommsat, Marketing, Training

Please only use *Suggestion Mode* when adding to this document and avoid deleting someone else's suggestions.

Reference documents

Proposal: [High quality video contributions to Learn WordPress Workshops on LearnWP](#): <https://learn.wordpress.org/workshops/>

[Marketing Team GitHub card link](#)

Tasks

Promoted/ actioned from 27 September 2021:

1. Identify with Training specific examples
 - DONE
 2. raise awareness of the post and encourage contributors through networks and promotion in the Marketing Team. Update GitHub
 - DONE (deadline extended to 8 October, needs to be amended on the proposal to link in with Make WordPress promotion on 6 October)
 3. organize a collaboration and promote / invite Training Team collaborators too
 - DONE
 4. contribute ideas and feedback on the proposals
 - DONE, shared document link with Hugh Lashbrooke. **To do: final promotion to add to document in Marketing and Team on Thursday.**
 5. incorporate other resources/ materials on producing videos etc that the Team has been involved with
 - SUGGESTED
 6. suggest ideas for how contributors can improve their production without big budgets
 - Collation of ideas begun, to discuss with Hugh how best this can be advanced and include opportunity for others to add to. Also incorporate previous resources produced on this
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Support for community content video quality/ help for contributors

Main issues are about video quality, avoiding unnecessary barriers for contribution, and usability and sound quality (including implications for accessibility and subtitling).

What could be recommended to help presenters produce video materials at a higher quality?

Please include any links to help and support information, or ideas for what could be provided.

Do we need a video to help presenters prepare?

- [Abha] content could be storyboarded in a way that it would be easier for others to translate and produce in their own local language. This would work with the efforts to encourage non-English versions of workshops
- [Abha] link in with materials we have already researched, produced with other teams on use of microphones and lighting etc
- [Nalini] How-to videos need to be short and either use chapters or separate video files to avoid creating new barriers to download / play large video files as broadband speed, data has a differing cost and access globally
- [Nalini] multi-use opportunities of how-to videos to help in other areas like #WPDiversity, WordCamps, Meetups etc

What templates are there already being used to help would-be presenters?

- (Courtney / Hugh, do you know of any that are in use?)
- [Abha] Could these be created in an easy to follow format, thinking about the wording access internationally / avoiding jargon and ease of translation? Think about accessibility in any template provision
- [Abha] Templates can help community presenters improve their video set up and build a route to being able to contribute more in the future

What other ways could the material be provided without high quality video?

- [Maja Loncar] In case it's not a showcase/workshop video, podcasts would work well, as there is no need to spend extra data and electricity.
- Any video optimization tools that could work in favor of the environment and be cost effective?
- [Sarah Snow] Another option for material that can be made with or without video:
<https://make.wordpress.org/training/2021/08/12/wordpress-101-microcourses-proposal/>
The course for this soft-launched (for feedback with the training team) last night (28 Sept 2021):

<https://learn.wordpress.org/course/getting-started-with-wordpress-get-setup/>

^ The process for helping contributors with this has not yet been defined, but is in the works. :)

Collaboration/ Discussion (agenda item 5a, 6 Oct 2021)

Note from Abha to collaborators / contributors, 6 October

Thanks to everyone who added to this last week and since.

You can add new comments into this document or continue to expand on thoughts charted from this last week. The most common feedbacks from the last two weeks have been about:

- pulling together tips for how to improve your video recording
- the minimum standard of video and could this be one that could be shared without being a barrier to people who could not afford a level of equipment and resources.

What tips would you have?

- [Abha] - *link across to the video document we created with WPTV/ we could do a specific post with just the relevant information.*
- Get an external webcam. [[Mary for internal info: the Logitech model I use was \$128US and is now less than that on Amazon. The quality difference is HUGE].
- Wear headphones/earbuds to separate the mic and prevent echos [Hauwa/ Abha]
- Record yourself to hear what you sound like - you'll be amazed what you can't hear [Hauwa]
- Mute notifications on your laptop/phone - put 'Do Not Disturb' on
- Lightning makes a difference, if you can't pay for lights record in front of a window during the day [Mary]
- A corollary: You don't have to use photo lights -- you can use lamps, or repair lights from your favorite home-improvement store. <https://www.diyphotography.net/>
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- Just thinking that you might not even need to be present in the video - some good examples that don't show the presenter [Hauwa]
 - <https://learn.wordpress.org/workshop/customizer-taglines/>
 - <https://learn.wordpress.org/workshop/managing-comments/>
 - <https://learn.wordpress.org/workshop/regenerate-thumbnails/>
- Screen-capture video software comes for free on the Mac and Windows. [Mary]

Additional comments from Abha

From the proposal: "Production quality must not be a blocker for people contributing their skills and knowledge to the platform"

- This is something the Marketing Team working with Training has been highlighting since last year, so are behind this sentiment and welcome it in the proposal.

From the proposal: “Indeed, it may be the only part of the WordPress.org network that they ever engage with. This is due to the fact that many users will come looking for training on how to do something with WordPress and won’t have any interest in the community beyond that.”

- This will be the case for many. But we should include an opportunity or easy way to encourage a seeker of materials considering/ being inspired to contribute to a video/ Learn WordPress themselves. This can be by a simple button to express an interest or perhaps a follow-up with related courses/ videos and a link to how they could become a contributor to it too.

From the proposal: “If people come to Learn WordPress without any knowledge of how the WordPress community works as an open-source project, they will be expecting to find videos that match the quality they could find elsewhere.”

- Do we have any aggregated feedback on comments on the quality of existing videos?
- Is there a basic breakdown of the number of community-type videos and videos created using professional level equipment are currently available, and if there is any difference in the usage/ take up of these?

From the proposal: TED and TEDx distinction

- My experience of these has been that TEDx is a bit like meetup talks, community-based talks. From the TED website: “TEDx, x=independently organized event. TEDx follows the same format as a TED Talk. The main difference between TED and TEDx is that TEDx is focused on a local, geographic area. It is a local gathering where TED-like talks and presentations are shared with the community.” It operates like a franchise. If we use this as an explanation, we may need to add context for WP. The production quality of TEDx are often very high and use professional / commercial equipment or producers, so this comparison may cause some apprehension if contributors look at some of these videos. It would be useful to be able to give a WordPress example of the quality standard that would be looked for.

Comments in the documents relating to How presenters are selected:

Hugh’s post reference, bullet point 1 “Certain people are selected (through a public application process that anyone can submit themselves) to be approved as presenters & producers – this would have a few requirements along the lines of having access to high-quality recording equipment, being able to present well, etc. – this would need to be clearly defined and formalised with a vetting process for new applications. There would be a strong focus on building up a diverse set of voices for this group.”

- How can diversity of access be promoted/ checked in this?
How would their presentation skills be checked/ approved? Careful to avoid it being onward seen as a WordPress-approval status/ WordPress-approved presenter etc

(unless this is the aim?)

Will this be targeted at companies that have sponsored contributors or firms in the eco-system who offer these services already?

Will there be any restrictions/ guidelines on the re-use of these videos on an individual or firm's own website with its branding wrapper or as a Learn WordPress video?

From the proposal, bullet point 2: “Multiple people collaborate on outlining a video and writing a script for it – this would include anyone who would like to be involved.”

- How can we encourage people with the relevant skills to be involved with this, need to consider support available, and final edit process
- It is very positive to see the idea is for all contributors will be credited on the workshop page. Will we be able to cross-link or credit those doing translations too?
- Possibly consider how these videos may be used in the future, for example,
 - if they are embedded on other sites or used by commercial companies
 - how the contributors who were heavily involved in the creation are acknowledged as there may not be a link to the original workshop page.
 - this is an issue which comes up in other co-production environments relating to training and video material.

From the proposal, bullet point 3: “The finished outline and script is given to one of the approved presenters to record – this could be one of the people who wrote the script or it could be someone else.”

- Think about how the contributions are all valued especially those which may be in the background, eg someone different presenting the script
- Can the scripts be used for subtitling? This may also help with translation.
- Can there be a mechanism / clear process added for others to be able to record it in their local language and get the necessary checks for the translation?
- Currency: if the script relates to a WordPress feature, for example, considering how this might need to be revised to make the video usable for a longer time and reduce the loss of the effort it takes to produce

What would the non-community produced videos be called/ resolution requirements for large screen projection?

- Suggest avoiding the word ‘professional production’ / ‘Professional Content’ / ‘High quality’ etc in the descriptor or tags. Is there a minimum resolution and screen size for videos so teachers/ lecturers etc know which ones could be projected well on large screens? This might be a useful tag
 - Consider how they would be marketed and descriptors as opposed to the community-produced videos with its working title of ‘Community Content’
 - How will these be different or marketed differently from WordPress.tv talks on the same subject, especially from the bigger camps which may budgets for higher quality recordings and edits
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Contributors to the discussion/ collaboration

- Contributions sent in from members who saw collaboration promotion in Training but unable to attend meeting: [Add names]
- Contributors 29/9/2021 include:
 - Abha, Maja Loncar, Sarah Snow, Courtney, Nalini, others (not added WP.org IDs)
- Contributors 6/10/2021 include:
 - Abha, Mary Baum, Yvette Sonneveld, Nalini Thakor, Meher Bala, Hauwa A, Courtney, (not added WP.org IDs)