

Video-Sharing Procedure for Access Management Professionals

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1 VIDEO CAPTURE PROCEDURE

1.1 Overview

Real-world implementation experiences shared in access management case studies are stored as recorded presentations on the Standing Committee on Access Management (AHB70) website. These cases hold the potential to assist other engineers and transportation officials in deploying best practices of access management in their jurisdictions. Currently these professionals may not even be aware of the case studies and are unable to find them using common web search engines. These presentations are stored in formats that are difficult for search engines to crawl. To address this concern, these presentations need to be shared in a new format that can be searched and shared on social media platforms. This document describes a procedure for creating sharable clips from these case studies that promises to increase and improve outreach.

This document serves as a video social media training document for access management professionals. This is a component of a three-point plan to increase awareness of access management best practices and improve outreach. This procedure helps with the first step, where a presenter snips a short portion of his or her recorded presentation and shares it on YouTube. These clips can then be shared on TRB's social media platforms. An interested individual can then click backward from social media to YouTube and then click backward a second time returning them to the original presentation. This document describes the

development of the training procedure, explains the steps in that procedure, and then offers a summary.

video-file storage vendors. The software bears a subscription fee that hopefully reduces the likelihood of the product disappearing and offers longevity to the procedure. SnagIt also offers technical support, functional consistency, and ease of use that are difficult to find on free products.

For video storage, the Google platform YouTube was selected by members of the AHB70 outreach subcommittee. YouTube is free and ubiquitous, and it offers fairly seamless integration with all major social media platforms.

1.2 Video-Capture Procedure

The video-capture procedure includes instructions about how to set up and configure the video-capture software, how to capture the video, and how to gain access to the upload account. The procedure also includes instructions about how to write metadata for the video and how to upload the file to a video-sharing web site. The procedure is presented in a step-by-step format for ease in achieving successful results.

1.2.1 SnagIt Configuration

- a. Purchase and install the **SnagIt** software (www.techsmith.com) onto the user's computer. This procedure may vary slightly between SnagIt 13 and SnagIt 2018 (or newer versions).
- b. Open the software. On the left bar, select "All-in-One" mode, as shown in Figure 1-1.

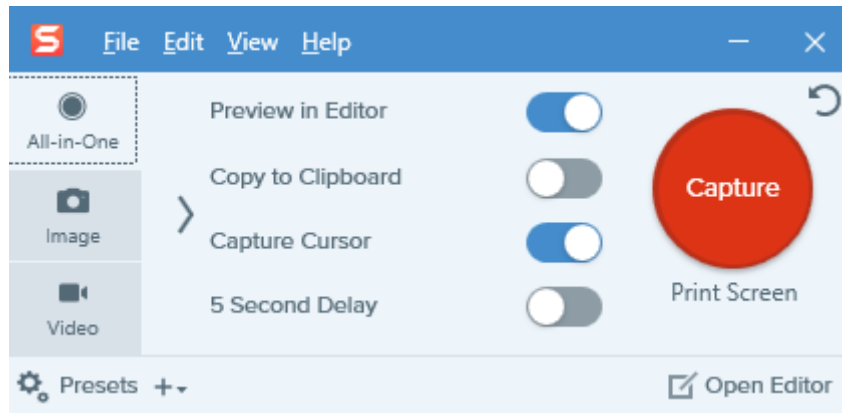


Figure 1-1: Mode selection in SnagIt.

- c. Select “Video” mode. This switches SnagIt to a video capture mode, as illustrated in Figure 1-2.

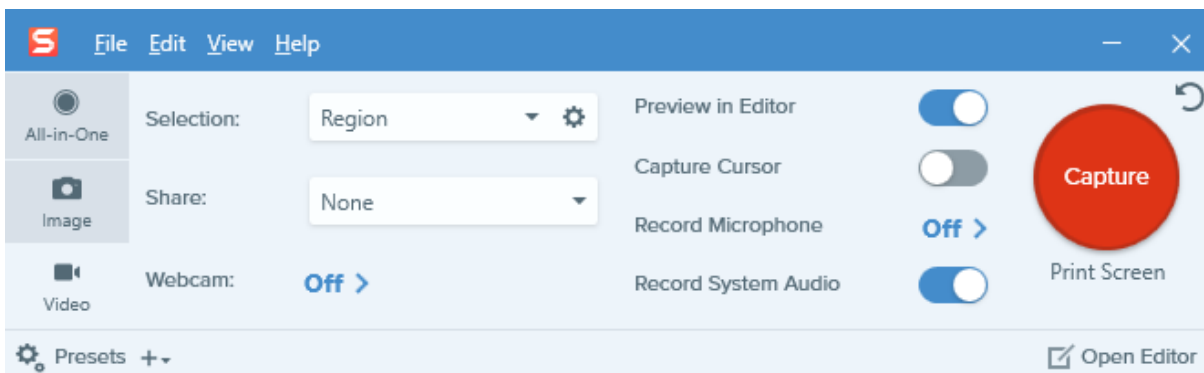


Figure 1-2: Selecting “video capture” mode in SnagIt.

- d. Examine the recording settings:
- Set Preview in Editor to “On”
 - Set Capture Cursor to “Off”
 - Set Record Microphone to “Off”
 - Set Record System Audio to “On”

- Set Selection to “Region”

When configured properly, SnagIt will appear as it does in Figure 1-2.

1.2.2 Video Capture

- a. Open a web browser and navigate to the AHB70 Access Management website, <http://www.accessmanagement.info>. Search the website and locate a presentation from which to clip a portion. Where available, click the link at the bottom of the presentation description to open the Adobe Presenter player.
- b. If the Adobe Presenter player opens, skip the following sub-steps, otherwise:
 - Adobe Presenter runs on Adobe Flash. Modern web browsers are slowly phasing out support for Flash for security reasons. Flash can be enabled. The web browser may provide a pop-up dialogue asking to allow or deny Flash from running. Click “allow.” If Adobe Presenter loads, please skip the remaining steps.
 - In Google Chrome, this pop-up may not appear. If so, Flash must be enabled inside Chrome’s advanced settings menu, as shown in Figure 1-3. In Chrome’s address bar, type `chrome://settings/content`.

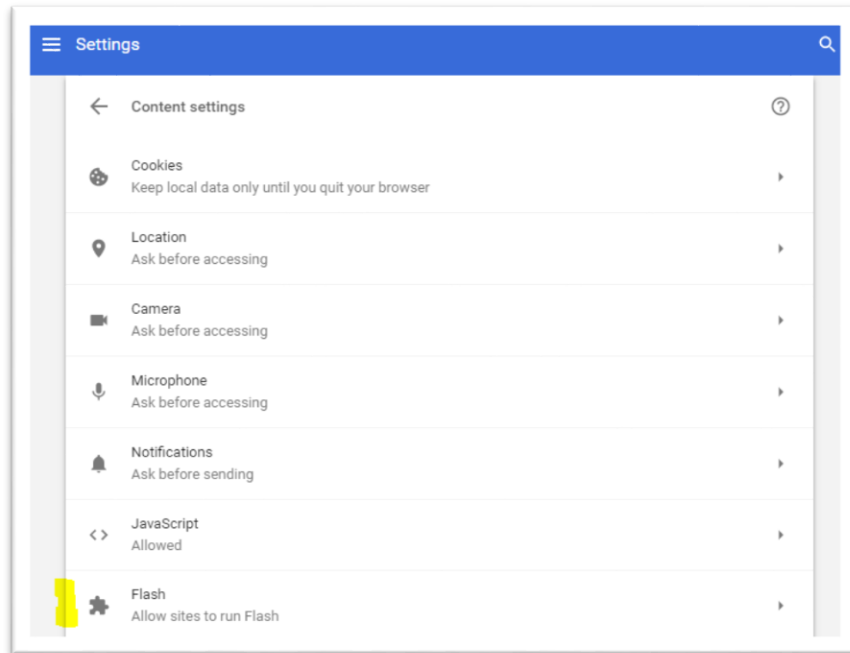


Figure 1-3: Google Chrome settings to enable Adobe Flash.

- Click on Flash. Turn on “Allow sites to run Flash.” Turn off “Ask first.”

(Note: This may pose a long-term security risk to your computer. A user should consider disabling Adobe Flash after he or she finishes capturing clips.)

c. Setting Capture Region:

- Cue the presentation to a point you wish to capture.
- Resize your browser window to be as large as reasonable, similar to that shown in Figure 1-4. A larger window size has more pixels and improves video capture quality.

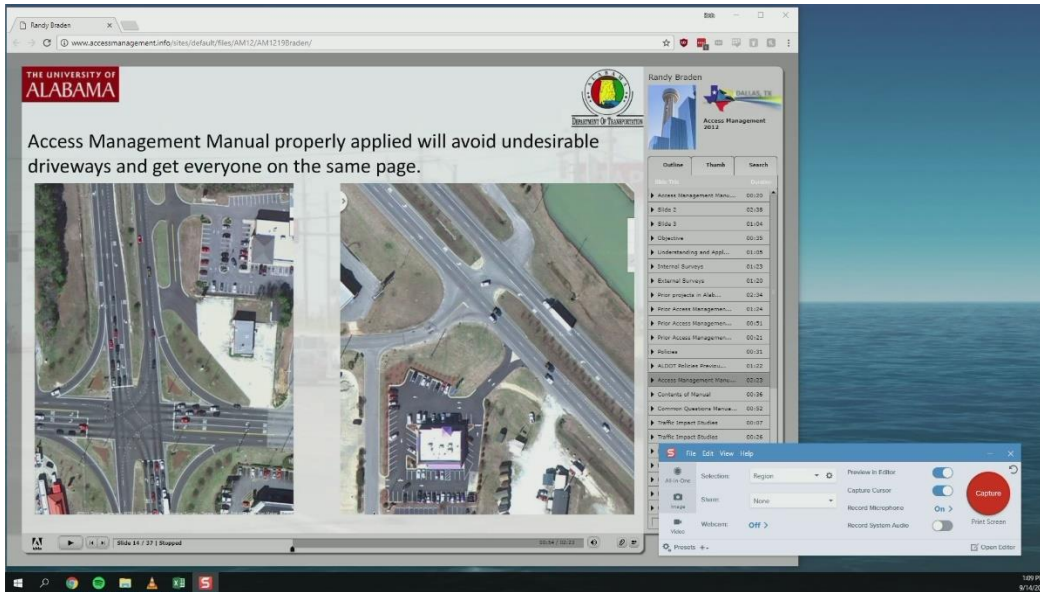


Figure 1-4: Selecting a region of the screen to capture.

- Select the specific slide you want to capture. Stop playback.
- On the SnagIt application, press the “Capture” button.

(Note: On your very first capture, SnagIt will offer a tutorial that will show the user how to select a region.)

- Select the presentation as a region, as shown in Figure 1-5.

(Note: Please take care to ensure only the presentation appears within the bounds of the capture region. Avoid encroaching onto presentation controls below the selection or the outline to the right.)

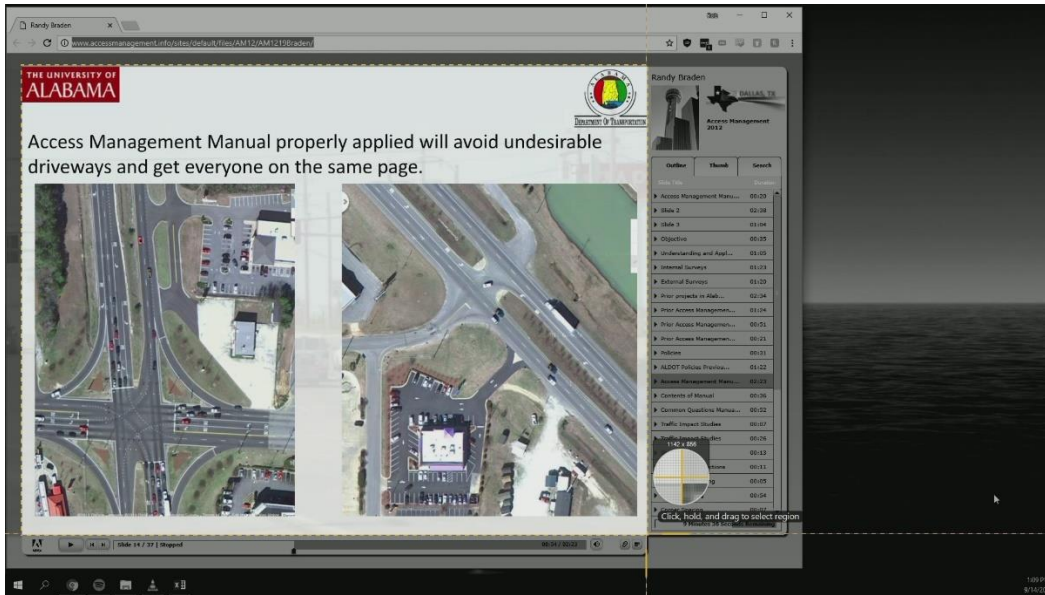




Figure 1-5: Region of screen selected for capture.

d. Begin Recording:

- With the region now selected, press  to begin capture. SnagIt will countdown from 3 seconds, as shown in Figure 1-6, giving you time to prepare to press play.
- Allow the presentation to play through without any computer interruption. (Note: Slides frequently do not automatically advance. As each slide ends, be prepared to press the “next slide” arrow below or click the next slide in the outline to the right.)

e. At the end of the clip, the user may wish to capture, press stop  on SnagIt.

f. SnagIt Editor will open, as shown in Figure 1-7.

- Review the presentation for quality. If the user is dissatisfied with the capture, close SnagIt Editor and repeat the capture process.

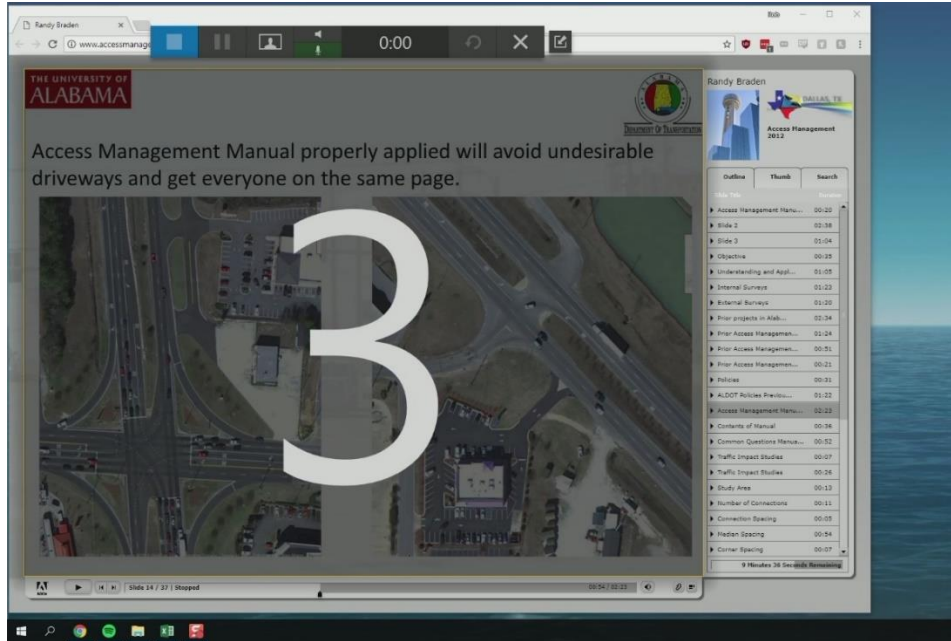


Figure 1-6: Capture region begins recording countdown.

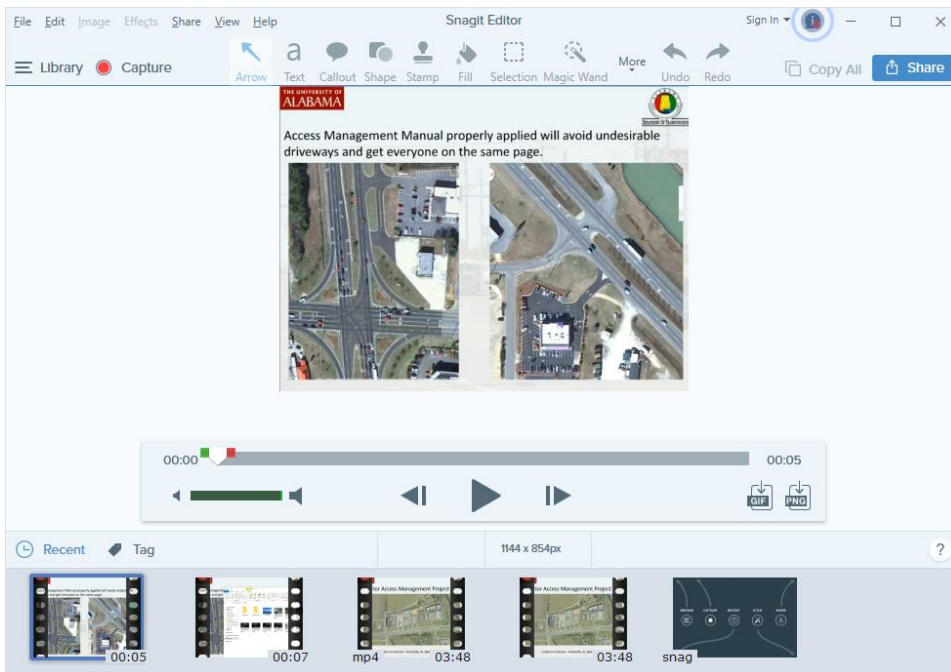


Figure 1-7: Snagit Editor opens for review.

1.2.3 File Upload

a. Be Granted Editor Access:

- A moderator of the TRB AHB70 channel will need to add the user as an editor. Contact the AHB70 Committee Communication Coordinator [fbroen@teachamerica.com] before beginning this procedure to ask for editor access.
- You will receive an email from YouTube granting you access, as shown in Figure 1-8.

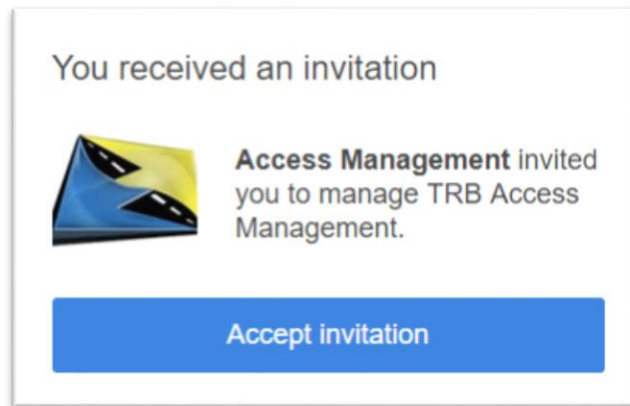




Figure 1-8: Email invitation for YouTube editor access.

- Click "Accept invitation." This will open a web browser tab connected to a Google account. Complete any remaining steps. This will link your email address with permission to upload videos to YouTube.

(Note: If the user does not already have a Google/Gmail account, he or she should follow the on-screen prompts to create one. At the end of the account creation process, the user will be given the opportunity to "become a member of TRB Access Management.")

Once the editor grants permission for the user's associated email account, SnagIt Editor lets you effortlessly post your clip to the "Access Management AHB70" channel on YouTube directly from the app. On your first use of SnagIt Editor, you will need to sign into the channel.

b. Sign into YouTube:

- Click the  button, located at the upper-right corner of SnagIt Editor. A drop-down menu will appear with sharing options.
- Click the  icon to the right of the YouTube option.
- A drop-down menu will appear. Select "Account."
- A dialog box that looks like the one shown in Figure 1-9 will appear and prompt the user to sign in. Click "Sign in."

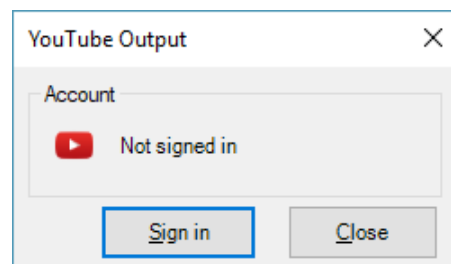


Figure 1-9: Sign into YouTube inside SnagIt.

- This will open a tab in your web browser.
- A Google sign-in page will appear.
- Press the "Use Another Account" button.
- Log in using email credentials (Gmail/Google account credentials).
- Google will ask the user to select an account. The user should select the one with his or her name.

- The user should enter his or her email password.
- Google will ask a “brand” to log into. Select the following, as shown in Figure 1-10.

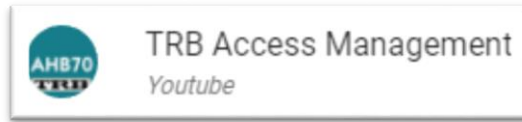



Figure 1-10: Account profile badge for TRB Access Management.

- Click  to grant Snagit permission to “Manage your YouTube Account,” as shown in Figure 1-11.

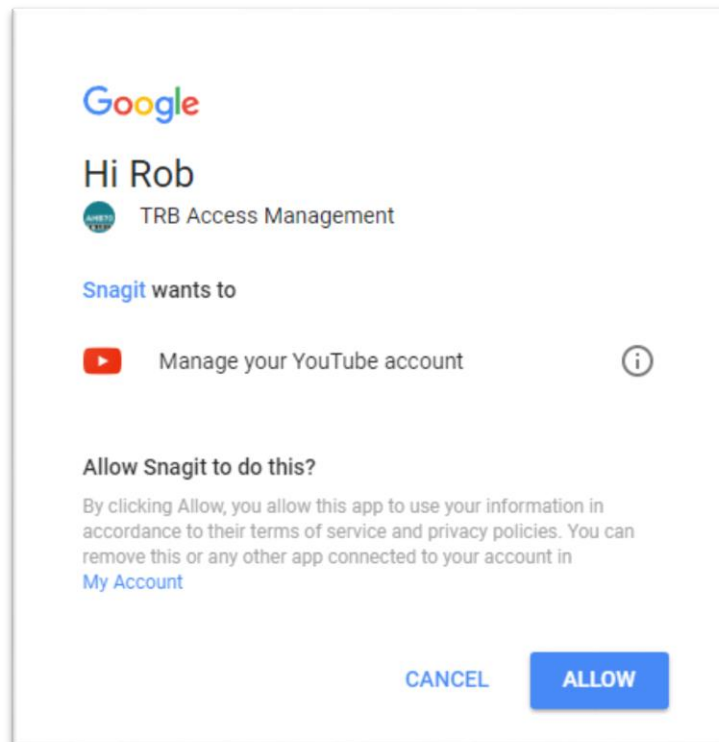


Figure 1-11: YouTube account permissions management dialog box.

- Return to the SnagIt application. Press “Close” on the dialog box, as shown in Figure 1-12.

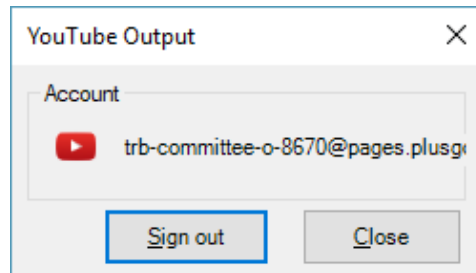



Figure 1-12: SnagIt account dialog box for YouTube credentials.

1.2.4 Metadata Creation

a. Share content with YouTube:

- In SnagIt Editor, click the  **Share** button in the upper-right corner.
- Select “YouTube.”
- SnagIt Editor will open a “YouTube Output” window, as depicted in Figure 1-13. Enter the metadata (title, description, web search tags) for the video here.

(Note: Metadata is the most important step of the media process. It may feel menial; however, metadata are the only attribute YouTube’s search algorithm can use to direct viewers to your clip amongst all of the other videos.)

b. Metadata:

- Providing metadata is an important opportunity to grab a viewer’s interest.
- Metadata appears in social media (Facebook, Twitter, etc.) shares.

- The user should ask: “What’s in it for me?”
 - Why and how is this attribute of access management important to a person’s day-to-day life? If the user would not care about it, then a viewer of the video will most certainly not care about it.
- c. Formatting guidelines:
- Title in title case (words that are four letters in length or longer are capitalized).
 - Something short and specific that grabs attention.
 - Description in sentence/paragraph case.
(Note: Do not press enter while typing the description. This will not create a hard carriage return, but rather will click the “Upload” button.)
 - Plan on 2-3 short sentences that include the presenter’s name. Include a link to the original presentation in the description.
 - Tags are keywords and not case sensitive. Separate the tags with commas.

1.2.5 Upload to YouTube

- a. Press the “Upload” button.
- b. SnagIt Editor will display the upload progress in a bar in its upper-right corner, like the one shown in Figure 1-14.

(Note: Upload time varies depending on the length of the clip and internet connection speed.)

YouTube Output ✕

Video Information

Title:

Description:

Tags (comma separated):

Category:

Copy to Clipboard

URL

HTML embed code

URL Tags

HD

Full Window

Autoplay

Loop

Privacy

Public (anyone can search and view)

Priate (only specific YouTube users can view)

Unlisted (can only be accessed by direct link)

By clicking "Upload," you certify that you own all rights to the content or that you are authorized by the owner to make the content publicly available on YouTube, and that it otherwise complies with the YouTube Terms of Service located at <http://www.youtube.com/t/terms>.

Figure 1-13: SnagIt metadata configuration window.

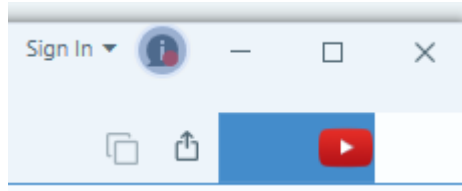


Figure 1-14: Upload status bar on SnagIt Editor

c. Review on YouTube:

- When pressing “Upload” on SnagIt Editor’s YouTube Output window, the application copies the URL (web address) of your video to your computer’s clipboard.
- Open a new internet browser tab.
- Paste the URL into the address bar.
- Review the video for quality. (Note: An uploaded video that has a problem can be deleted by the AHB70 Committee Communication Coordinator [fbroen@teachamerica.com].)

1.3 Summary

This document described the development of a video-sharing training document prepared for the TRB Standing Committee on Access Management. This document outlined the development of the video-capture procedure and then explained the steps of that procedure. This procedure was presented to the committee at the January 2018 annual conference in Washington, D.C. Feedback was collected from those in attendance. Additionally, at the request of the committee’s chairman, a group of seven volunteer beta testers were given a copy of the video-capture procedure and asked to evaluate it. This included granting beta testers editor access to

the TRB Access Management channel on YouTube. To date the procedure has worked smoothly, and additional content is being added successfully to the YouTube channel. The final results of the procedure will be presented at the 12th National Conference on Access Management in the summer of 2018.