



## **Professors as Thought Leaders: Building Your Digital Footprint with Vlogging**

Noel Broman, PhD

Sean Doyle, PhD

Glen Jenewein, MSIT



## Summary

Educators are invaluable assets to institutions of higher learning. They play an important role in educating students that enroll in degree granting and certification programs. However, limiting the reach of such knowledge, wisdom, and talent to institutions of higher learning can be perceived as a social travesty. Educators have a grand opportunity to go beyond the walls (firewalls) of higher learning to build and establish a digital footprint as a respected thought leader entrepreneur. As an entrepreneurial vlogger, educators have an opportunity to realize and hone their professional brand by contributing valuable and unique content in their areas of expertise. Novice practitioners have dominated the vlogosphere, becoming highly successful by building Youtube channels, Patreon membership communities, Udemy classes, and much more. This presentation will provide an overview that encourages educators to build a thought leader brand with the possibility of becoming the world's next Youtube sensation. It's time for educators to break down the walls of higher education and contribute more respectable content to the vlogosphere aimed at shaping society and nurturing inquisitive minds in 2019. When educators build their digital footprint, all content can easily be shared with students in the online classroom to add value and inspire deeper learning. Once an educator's thought leadership brand is shared with online learners, the educator becomes part of the students lifelong personal learning network.

# What is a Thought Leader

- **Informed Industry Leaders**
- **Inspiring**
- **Trustworthy**
- **Knowledgeable**
- **Creditable**
- **Dependable**
- **Creative**



# Becoming a Thought Leader


## Important Things to Consider

- It will take dedication and hard work!
- Doesn't happen over night!
- Consistency is critical to success!
- Use multiple channels of distribution to build awareness:
  - Youtube, Linkedin, Minds, Periscope, Twitter, Tumblr, etc...
  - Design a Professional Brand associated with your "WHY"
  - Identify and communicate with target audience




# Building Your Professional Identity

- Mission statement
- Philosophy
- Vision
- Values
- Goals and Objectives



What's Your Why?



*“People Don’t Buy WHAT  
You Do, They Buy WHY  
You Do It!”*

Simon Sinek

<https://tinyurl.com/ofwc34x>

Thought provoking talk by  
Simon Sinek: Start with why  
- how great leaders inspire  
action:TEDxPugetSound

# Building a Professional Brand

## Establish your Brand

- Identify your color palette and stick to it (consistency)
- Memorable Logo (Find a Symbol you Love)
  - <http://www.canva.com>
- Slogan (Tagline)
- Professional Typography
- Professional Dress / Image
- Business Cards
- On-Brand Supporting Images
- Website, Social Media Accounts, etc..



\*\*\* Learn & Use Technology Tools and Skills



**Getting set up to for your first Podcast and Vlog**

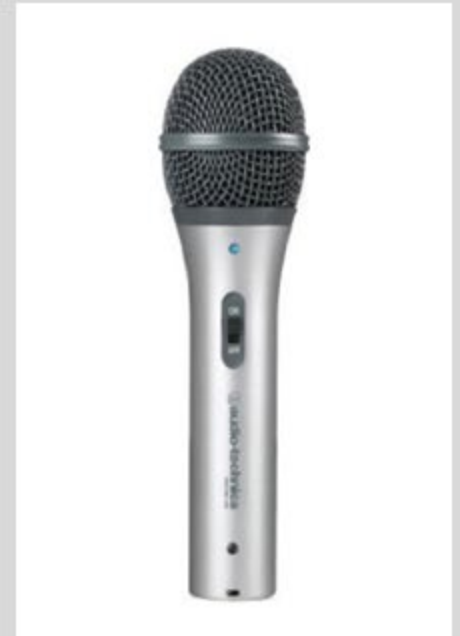
# Yamaha MG10XU Stereo Mixer





# Microphones

- Audio Technica ATR 2100
- Shure SM58
- Heil PR40
- XLR Cable



# Headphones

- Sony MDR7506
- Behringer Headphone Amp



# Podcasting Software



- GarageBand (Mac only)
- Adobe Audition (PC and Mac)
- Audacity (PC and MAC)



# Podcast Hosting Services

# Comparison of Podcasting Services

	Podiant	Blubrry	Buzzsprout	Castos	PodBean
Cost (monthly)	\$12.99	\$12	\$12	\$15	\$9
Storage (monthly)	Unlimited	100MB	Unlimited	Unlimited	Unlimited
Bandwidth (monthly)	Unlimited	Unlimited	250GB	Unlimited	Unlimited
Podcast analytics	✓	✓	✓	✓	✓
RSS support	✓	✓	✓	✓	✓
Website host	✓	✓	✓	✓	✓
Promotion	25% off first three months with code: <b>discoverpods</b>	First month free with code: <b>discoverpods</b>	<b>\$20 Amazon card</b>	First month free with code: <b>discoverpods</b>	<b>First month free</b>

# Vlogging



# Podcasting Hardware, Software & Hosting Services Links

**Yamaha MG10XU 10-Input Stereo Mixer**

<https://www.amazon.com/Yamaha-MG10XU-10-Input-Stereo-Effects/dp/B00IBIVL42>

**Audio Technica ATR 2100**

<https://www.amazon.com/Technica-ATR2100-USB-Microphone-Studio-Filter/dp/B01MSQFIRE>

**Shure SM58**

<https://www.amazon.com/Shure-SM58-LC-Cardioid-Dynamic-Microphone/dp/B0179T2CM8>

**Heil PR40**

<https://www.amazon.com/PR-40-Dynamic-Studio-Recording-Microphone/dp/B000SOYOTQ>

**XLR Cable**

<https://www.amazon.com/AmazonBasics-Male-Female-Microphone-Cable/dp/B01JNLTTKS>

**Sony MDR7506 Headphones**

<https://www.amazon.com/Sony-MDR7506-Professional-Diaphragm-Headphone/dp/B000AJIF4E>

**Behringer Headphone Amp**

<https://www.amazon.com/Behringer-HA400-Ultra-Compact-4-Channel-Headphone/dp/B000KIPT30>

**GarageBand**

<https://www.apple.com/mac/garageband/>

**Adobe Audition**

<https://www.adobe.com/products/audition.html>

**Audacity**

<https://www.audacityteam.org/>

**Podcast Hosting Services**

<https://discoverpods.com/best-podcast-hosting-services/>

**Podcast Comparison Chart**

<https://discoverpods.com/best-podcast-hosting-services/>

**OBS Studio**

<https://obsproject.com/>

## How Is Vlogging Shaping Digital Media?

From 2012 to 2016, worldwide digital video viewers have grown from 372 million to nearly 700, an increase of 87% (eMarketer).

Digital video time spent has also risen sharply by 120% from 26 minutes per day to nearly an hour (fueled largely by mobile which has overtaken desktop viewing).





## **Three reasons Vlogging is growing & scaling rapidly:**

**Reason 1. Popularity**

**Reason 2. Low Competition**

**Reason 3. Development in Technology**



# Vlogging into the Future

Rise of YouTube

Age of Video Content Consumption

Using Video Channels as a Marketing Tool

Solutions for Seamless Video Advertising



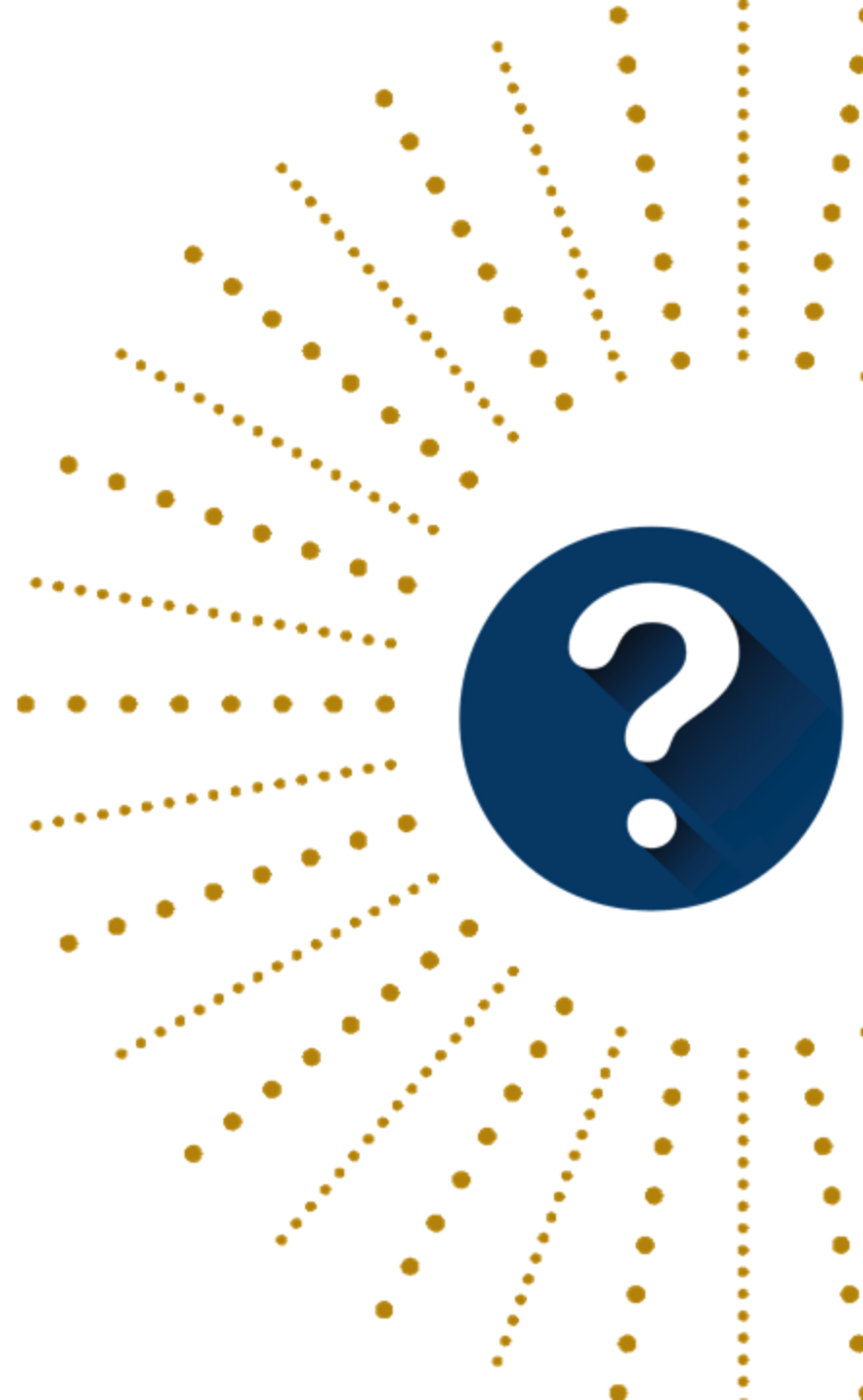
# The Massive YouTube Ecosystem



# References

- Fallon, N. (2016, July 20). What Is Thought Leadership, and Why Does It Matter? Retrieved January 14, 2019, from <https://www.businessnewsdaily.com/9253-thought-leadership.html>
- O'Brien, J. (2013, May 20). How to Identify a Wannabe Thought Leader. Retrieved January 14, 2019, from <https://mashable.com/2013/05/20/thought-leadership/#88SnhKl8O8qQ>
- Lewis, B. (2018, June 14). Your Journey: What's Your 'Why' - Brandon Lewis Blog. Retrieved January 14, 2019, from <https://www.brandonlewis.blog/whats-your-why/>
- Cosmin, G. A. (2018, January 13). Set of social media logos stock illustration. Illustration of beautiful - 109007581. Retrieved January 14, 2019, from <https://www.dreamstime.com/set-social-media-logos-set-beautiful-social-media-logos-set-logos-white-background-image109007581>
- Byrom, M. (2019). Will Vlogging Be the Next Big Thing in Branded Content? Retrieved from: <https://www.business.com/articles/will-vlogging-be-the-next-big-thing-in-branded-content/>
- Beattie, C. (2017). 3 Reasons Vlogging is Only Going to Grow Exponentially in 2017. Retrieved from: <http://www.sitepronews.com/2017/02/15/3-reasons-vlogging-is-only-going-to-grow-exponentially-in-2017/>
- eMarketeter (2016). Digital Video Platforms Are Drawing Ever-Increasing Numbers of Viewers. Retrieved from: <https://www.emarketer.com/Article/Digital-Video-Platforms-Drawing-Ever-Increasing-Numbers-of-Viewers/1014297>

**Thank  
You**



**Questions**