

# ОСВІТНІ ОНЛАЙН-ПЛАТФОРМИ ДЛЯ ДИСТАНЦІЙНОГО НАВЧАННЯ ШКОЛЯРІВ

**iLearn**

**ВШ** ОНЛАЙН  
ВСЕУКРАЇНСЬКА ШКОЛА

Learning  
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МІЙКЛАС

ПЛАТФОРМА HUMAN  
ДЛЯ БАТЬКІВ ТА УЧНІВ

/ 20:00 / 8 СЕРПНЯ / 18:00

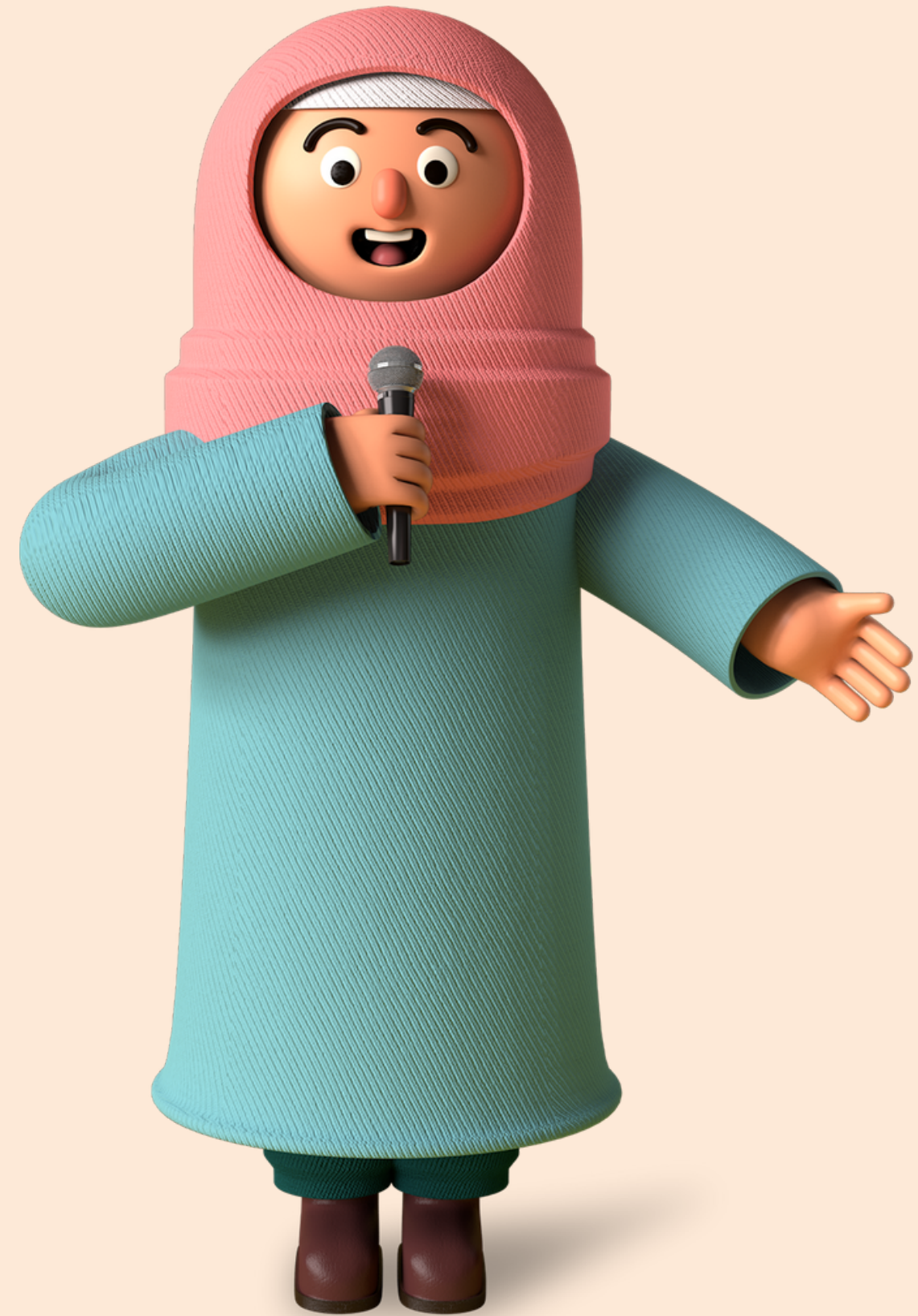


**MOSAİK**  
education

**EDERA**

# THE VLOG, DON'T TELL.

Nothing captures the imagination like moving pictures. Storytelling has found a new medium in the short video. Show, don't tell. Better yet, vlog!







# ANDREA ISLOTTE

Digital Marketing Specialist

## **Background**

A designer by training, a storyteller at heart.

## **Vlogging Experience**

Established 2 successful vlog channels, with a decade of experience

# A IS FOR "AUTHENTICITY"

Find your unique voice!

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



# B IS FOR "BUILD"

Find your unique voice!

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



## **Find your audience**

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



## **Grow your community**

It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for teaching.



## **Build on their feedback**

Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.



# C IS FOR "CONTENT"

Curate or create, but keep it engaging!



## Curate good content

Presentations are communication tools that can be used as lectures, speeches, reports, and more.



## Create your own

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



## Connect with your audience

To create a stunning presentation, it's best to simplify your thoughts.

# D IS FOR "DISTRIBUTE"

Know when and where to advertise your vlog.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience.



# E IS FOR "EVALUATE"

Use data to improve your content strategy.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.





# INDUSTRY SECRETS

**Best practices for vlogging**



# VLOG BRANDING TIPS

Maximize the medium

## Step 1

Choose a memorable title

Presentations are communication tools that can be used as demonstrations.

## Step 2

Don't copy; stand out!

To create a stunning presentation, it's best to simplify your thoughts.

## Step 3

Grow your audience organically

Make sure you do enough research to support your points.

# Must-Haves for Content Creators

## Unique Story

Content is king; make sure yours is worth your viewers' time.

## Personality

Vlogs are all about the creators; endear yourself to your audience.

## Equipment

You will need to invest in some basic yet professional recording equipment.

## Software

Install and master your editing software.

## Time

Vlogging takes up considerable time and energy; make sure you have space in your life for it!





Photo collage of those must-haves

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.

# DESIGNING A LOGO AND BANNER



## Keep it simple

Presentations are communication tools that can be used as demonstrations.



## Ensure it's apt

To create a stunning presentation, it's best to simplify your thoughts.



## Include only the necessary details

Make sure you do enough research to support your points.

# ENGAGING WITH YOUR COMMUNITY

How to grow your audience organically

## **Seek loyalty before royalties**

Presentations are communication tools that can be used as demonstrations.

## **Never sacrifice authenticity for popularity**

To create a stunning presentation, it's best to simplify your thoughts.

## **Respond to feedback**

Make sure you do enough research to support your points.



# Quick guide on vlog monetization



## Advertising

Presentations are communication tools that can be used as demonstrations.



## Sponsorship

To create a stunning presentation, it's best to simplify your thoughts.



## Affiliate Marketing

Make sure you do enough research to support your points.



# READY, SET, VLOG!

Tell your story well, and the rest will follow.



# FOLLOW ON SOCIAL MEDIA

Connect with me!



**Facebook**

@reallygreatsite



**Twitter**

@reallygreatsite



**YouTube**

@reallygreatsite