

# ESTABLISH A FOUNDATION

6 Considerations Before You Record a Tutorial



PRESENTATION BY

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*Handshake*



# MEET YOUR PRESENTER



**Tiffany Taylor**

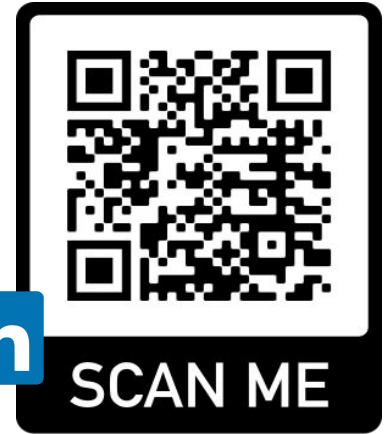
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Director, Success + Education

**Handshake**



**Handshake** is an early talent recruitment platform that works with employers & education partners to connect students to career opportunities.



# 6 CONSIDERATIONS BEFORE YOU HIT RECORD



- **Reiterate:** Your Design Formula
- **Repeat:** Consistently Calling Out What MAY Seem Familiar
- **Reduce:** Keep it Simple & Small
- **Reviews:** Customer-validated Decisions to Drive Change
- **Redesign:** Diversity of Learning & Accessibility
- **Rally the Troops:** Collaborating for Content



# REITERATE: YOUR DESIGN FORMULA



Be open to adjusting your format and content (even if it works)

- What order is your content delivered in now?
  - Are the video evenly spread throughout?
  - Do you use videos for a specific purpose (best practices/cases studies)
  - Have you tried picture in picture?
  - How are you using video to leverage “work as you show”?
- Get feedback on those nuanced adjustments (focus groups, in-content surveys)
- TRACK TRACK TRACK



# REPEAT: CALL OUT WHAT MAY SEEM FAMILIAR



Don't make assumptions about what your audience should/could/may already know

- This might mean always navigating from the homepage before getting to what that section is about
- Always introducing yourself and your role
- This helps to be inclusive of new learners/customers while ensuring minimal work on their part to "figure it out"



# REDUCE: KEEP IT SIMPLE & SMALL



Be intentional with your video length, let the content dictate the flow

- Challenge yourself to copiously edit by speeding up sections that can be
- Can a larger action be broken down into smaller “bites”
- Editing is its own skill set
- Allow the video to speak for itself (where possible)



# REVIEWS: USED TO DRIVE CHANGE



- You are not designing for how YOU learn you are designing for your audience
- Use in-video opportunities to take polls, whether live like we will today using Slido or within a video with embedded links or post content follow up
- When change is made, let your audience know it was THEIR feedback that drove that change
- Hold focus groups and speak live with customers



# REDESIGN: DIVERSITY OF LEARNING & ACCESSIBILITY



- Start somewhere/anywhere: don't let perfection be the enemy of progress when it comes to accessibility, if done right the work is never done and is ongoing
- Starting with captioning can be a good entry point and making a commitment around that
- Consider both localised and neutral language where possible/useful - be intentional
- Diversify WHO is presenting (this gives way to different styles of learning even when following a template)





# RALLY THE TROOPS: COLLABORATE FOR CONTENT



- Helps ensure more robust content delivery
- Reduces time-spend for a single individual/team
- May challenge you to consider perspective you were not thinking about to share information (eg. a how to video, versus a quiz or a show as you go)
- Great teams for collaboration are Support, Success, Documentation, Marketing (sharing materials/assets)



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