5 steps to create an online program

A SOMATIC EXPERIENCE WITH KEBRINA DE JÉSÚS

1.) CREATE YOUR BRAND

What is it that you want to teach or share? A class, tutorial, paint session? Get creative and think about what makes you happy and unique and how that can serve the virtual community. Who are you teaching it to? Know your audience.

2.) PRE-PRODUCTION

What do you need to prepare your program before you launch it? How long is your program? What makes your program special? I recommend creating a simple lesson plan with an introduction, body and ending. I suggest using the 15-30 or 45-60 minute time stamp to get you started.

3.) FILMING OPTIONS

Where are you filming? What device will you use to film? Some great options are: the good ol’ camera, laptop, iPad and cellular device. Will you be going live or is your lesson pre-recorded? If pre-recorded, I recommend using iMovie to edit simple videos on MAC. Getting a friend to help you film or with audio is key.

4.) ONLINE PROGRAM OPTIONS

Going Live can be a fun and rewarding experience! Some options are: Instagram, Facebook and Google Chat. WhatsApp is great for one on one lessons or Zoom if you are hosting multiple people. You will need to create an account for whichever you choose. Be sure to test out your software of choice before you go Live. What are the lighting and microphone settings? There are great tutorials on Youtube for help.

5.) IT’S TIME!

Launch your lesson and smile, you are on camera! Always check in to make sure your viewers can hear and see you clearly. After your success, follow up with a questionnaire for feedback. Have fun and always thank your viewers for watching.

Compiled by Kebrina de Jesús

boulderartsline.org
boulderartweek.org
sambacolorado.com