

The Practical Guide to Showcasing Your Videos with Knovio



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The Practical Guide to Showcasing your Videos with Knovio

by Michael E. Kolowich, Founder and CEO of KnowledgeVision

Imagine being able to spin up, in a matter of minutes, a branded mini-website containing a collection of videos and other smart media, complete with its own internet address. Then imagine that you can register and track anyone who comes to watch that collection, and even control who has access to it. As the collection grows, imagine you can organize it with pull-down menus and let visitors search the collection. And imagine you can edit and adjust each showcase as often as you'd like.

That's what's possible with Knovio Showcases, a standard feature available to all Knovio users.

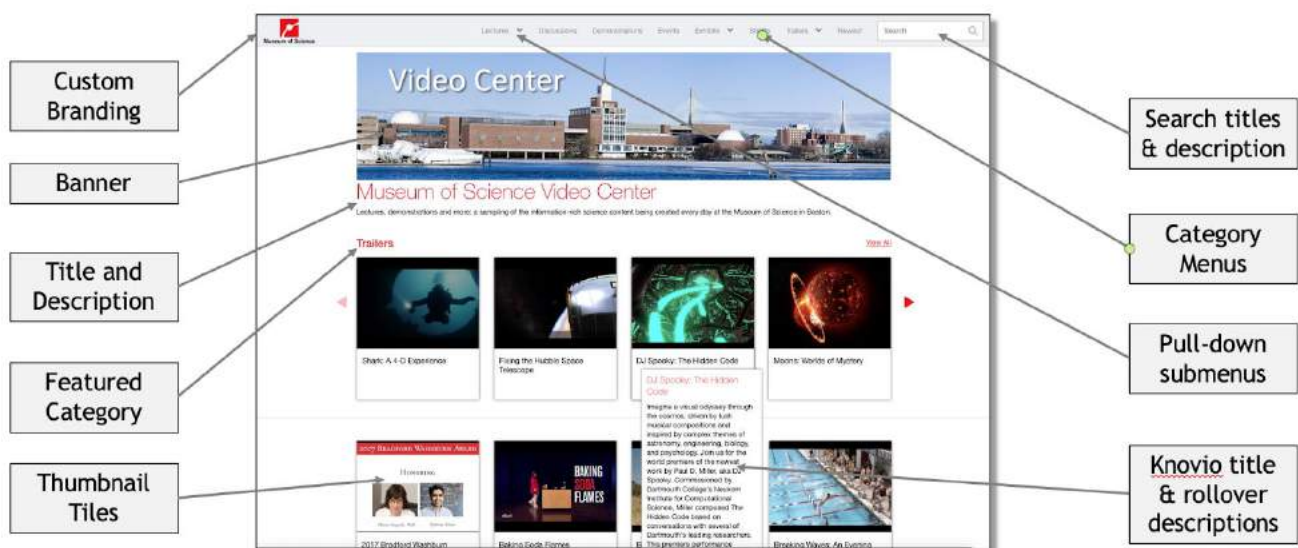
This guide provides you with step-by-step directions for building and managing a Knovio showcase, and realizing the power of instant smart media collections.

What Knovio Showcases Do

Knovio Showcases are a way to create instant collections of smart media -- video, multimedia presentations, and presentation flip decks -- and present them in an attractive grid or list layout, complete with pull-down menus, at their own address on the World Wide Web.

Here is an example of a Knovio showcase:

Knovio Showcase



What You'll Need

All you need to get started with Knovio showcases is a Knovio account of any kind. Subscription accounts add more features like guestbook registration and advanced analytics, but the basic showcase functionality is available to all Knovio users.



Overview: Creating a Knovio Showcase

Creating a Knovio Showcase takes just a couple of minutes, and is done from the Library screen.

Typical steps to create a Knovio Showcase are:

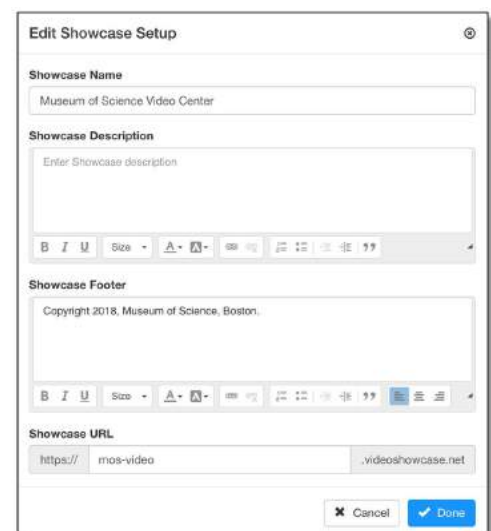
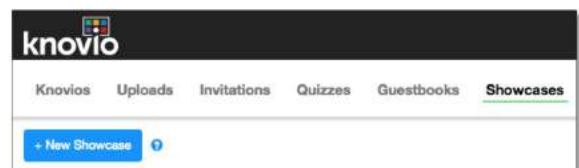
1. Create and name the showcase
2. Select the Knovios you'd like to include
3. Brand the showcase with your own look and feel
4. Add menus to your showcase
5. Add featured categories to the showcase home page
6. Add a guest book and access controls
7. Enable Showcase Personalization Features
8. Share it with the world

The rest of this guide will take you, step-by-step, through this process.

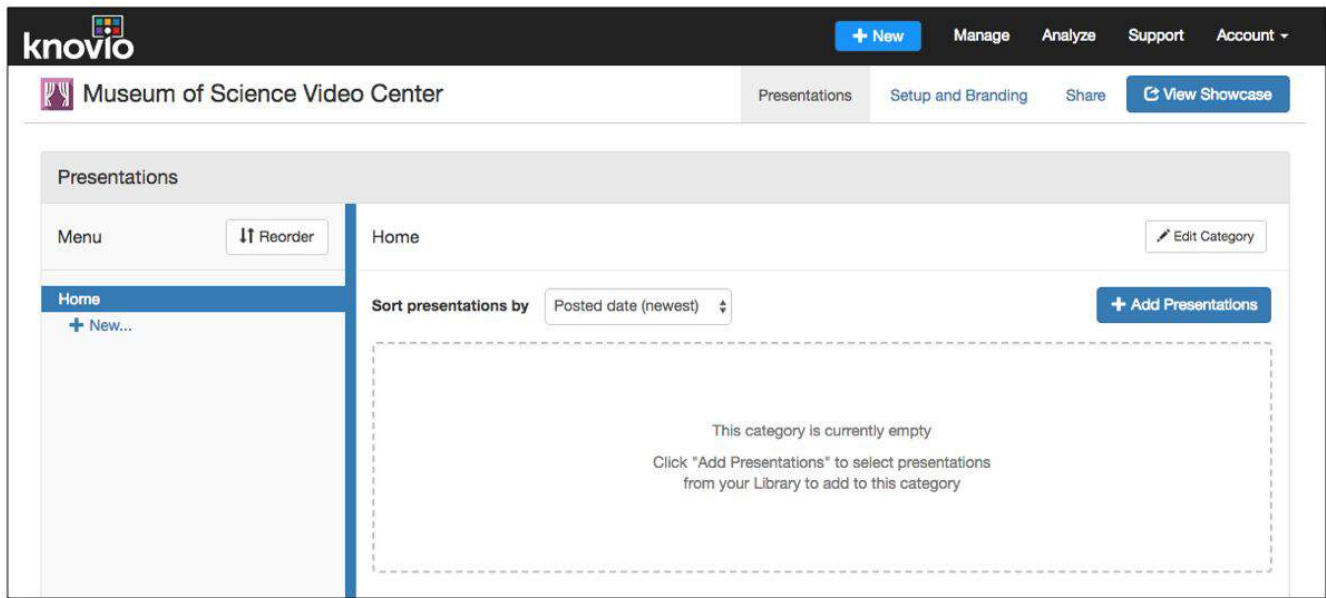
Step 1: Create and Name the Showcase

You'll start building your showcase by logging into Knovio and clicking the **Manage** button in the top menu bar. From there:

1. Click on **Showcases** in the submenu.
2. Click the blue **+ New Showcase** button to open the "Create a New Showcase" Screen.
3. Give your Showcase a name that will be displayed across the top of its home page.
4. Give your Showcase a description that will also be displayed on the home page.
5. Finally, choose a subdomain name for your showcase. All Knovio showcases are hosted on the videoshowcase.net domain, but you can customize your own subdomain (e.g. **mydomain.videoshowcase.net**). Pick any subdomain you want -- as long as another Knovio user hasn't taken it, it's yours!
6. If you want to add a footnote for copyright information, links to your website, etc., then type it into the Showcase Footer field.



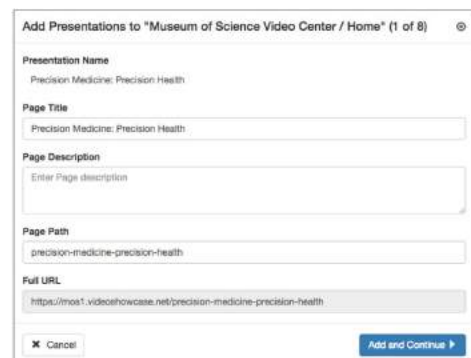
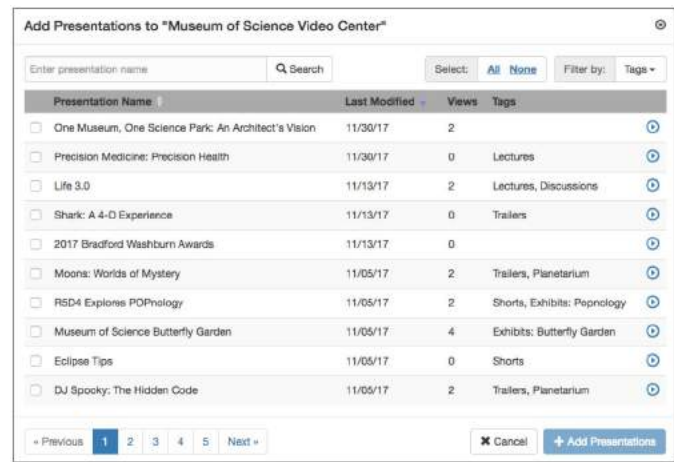
7. Press the **Done** button, and your showcase will be ready to add Knovio smart media to it.



Step 2: Select the Knovios You'd like to Include



Once you've created your empty showcase, you'll see a Showcase Management Screen that looks something like what you see above. Here's how to start filling it with content:

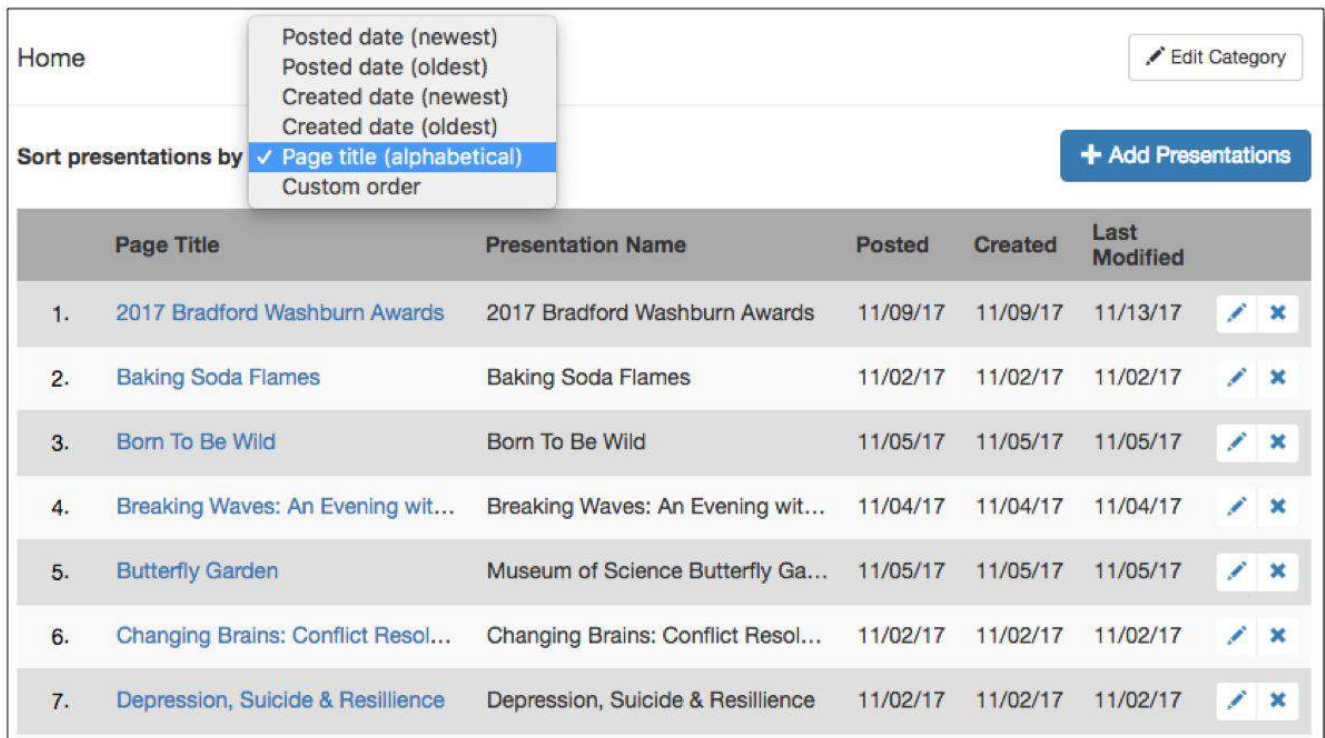
1. Click the blue **+ Add Presentations** button on the right-hand side of the screen. This will open an "Add Presentations" Screen.
2. Choose the Knovios you'd like to add to the showcase by clicking on the checkbox next to the name of the Knovio you'd like to add. The list is ordered with most recent Knovios first by default, but you can click on the various column headers to sort the list however you'd like. If you've tagged your Knovios, you can choose to filter your view to show only Knovios with certain tags.
3. When you're finished adding Knovios, Click the blue **+ Add Presentations** button.
4. For each Knovio that you've chosen to add to the showcase, you'll now have the option to assign a name and description specifically for use in the showcase. (By default, your Knovio will be given the same name and description in the showcase as you've assigned it in the Library, but you may change it.) You also have the option to create a custom link address for the showcase



page on which that Knovio will be shown. For your information, the full URL (or internet address) of the Knovio's showcase page will be shown here. If you want to accept either the default or your edits, then press **Add and Continue**.

Once you've worked all the way through the Knovios you've added, you'll see a summary screen showing all the Knovios you've added to your showcase. From this screen, you can change the order in which the Knovios are displayed -- by the date you posted them to the showcase, the day they were created, alphabetically, or even a custom order via drag-and-drop.

You can also click the  icon to edit the name and description of the showcase entry, or  to remove a Knovio from your showcase. And, of course, you can use + **Add Presentations** to add more Knovios to your showcase.



	Page Title	Presentation Name	Posted	Created	Last Modified		
1.	2017 Bradford Washburn Awards	2017 Bradford Washburn Awards	11/09/17	11/09/17	11/13/17		
2.	Baking Soda Flames	Baking Soda Flames	11/02/17	11/02/17	11/02/17		
3.	Born To Be Wild	Born To Be Wild	11/05/17	11/05/17	11/05/17		
4.	Breaking Waves: An Evening wit...	Breaking Waves: An Evening wit...	11/04/17	11/04/17	11/04/17		
5.	Butterfly Garden	Museum of Science Butterfly Ga...	11/05/17	11/05/17	11/05/17		
6.	Changing Brains: Conflict Resol...	Changing Brains: Conflict Resol...	11/02/17	11/02/17	11/02/17		
7.	Depression, Suicide & Resillience	Depression, Suicide & Resillience	11/02/17	11/02/17	11/02/17		

Step 3: Brand Your Showcase with your own Look and Feel

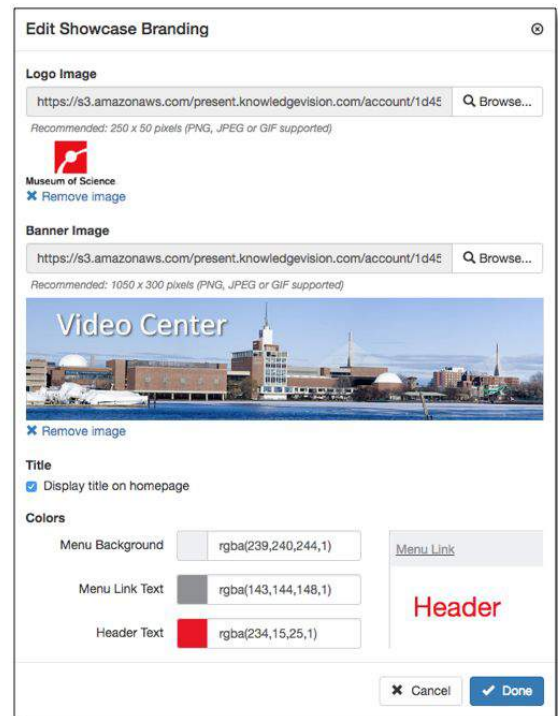
Once you've got content in your showcase, you can customize it to suit your company or organization's brand. On the Showcase Management page, choose **Setup and Branding** to get started.



Here, you'll see an array of options to change the title, subdomain, logo, and colors of your showcase. You can also add a banner image that will extend across the top of the home page of your showcase. Click **Edit Branding** to open up the Edit Showcase Branding Screen.

To customize the branding of your showcase:

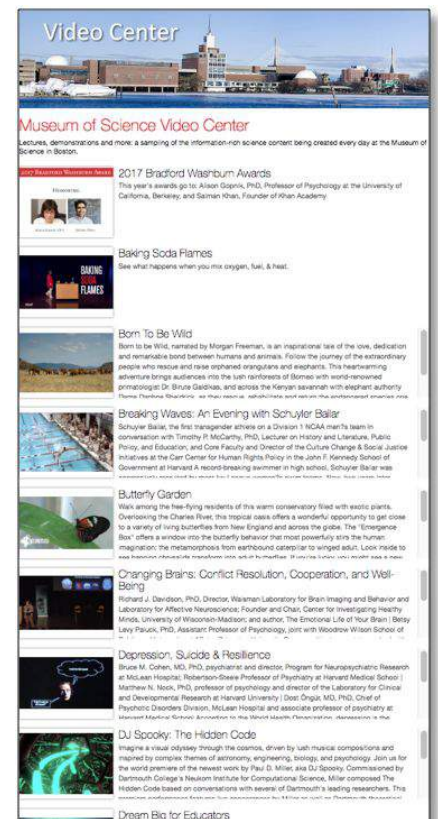
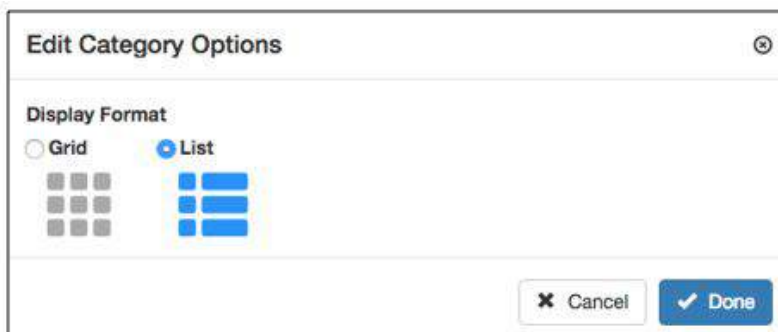
1. Choose a logo image by clicking the Browse button. You can either upload a file or choose a file you've previously uploaded for your logo. Recommended dimensions are 250 x 50 pixels.
2. If you'd like, choose a banner image by clicking the Browse button in that section, and uploading a file. For the banner, the best size is 1050 x 300 pixels.
3. Choose whether you'd like to display the name of your showcase on the home page.
4. You now have the option of choosing colors for the menu background, menu link text, and header text of your showcase. These colors are expressed in RGBA format -- that is, red-green-blue-alpha (red, green and blue values are expressed as a number from 0-255 and the alpha, or transparency, is a decimal number from 0 to 1). White, for example, is rgba(255,255,255,1) and black is rgba(0,0,0,1). An alpha number of 1 is opaque, and 0 is invisible. If you aren't comfortable with this way of designating colors, you can always click on the field and a color picker will pop up! A preview of your colors is displayed near the lower-right corner of the screen.
5. When you're done with your branding, click Done.
6. Then, you can view your finished showcase by clicking **View Showcase**.



One final thing you might consider is whether you want your showcase to display as a 4-tile-wide grid (which is the default) or as a list of thumbnails, titles, and descriptions running the length of the page (see example to the right).

To change your showcase to List format:

1. In the Showcase Manager Screen, make sure you're on the Presentations tab.
2. Click the **Edit Category** button.
3. Choose between Grid and List display formats.
4. Click **Done**.



Step 4: Add Menus to your Showcase

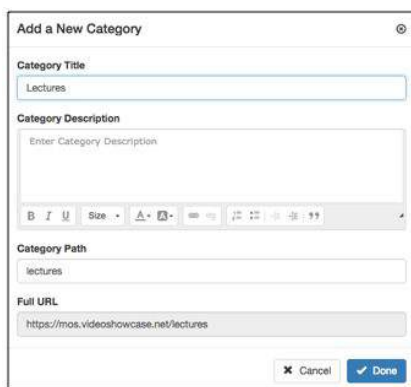
You might have noticed that the example we've been using has pull-down multi-level menus that show various subsets of the showcase content.

The menu structure of your showcase is managed from the left-hand column labeled "Menu" on the Showcase Management Screen. A typical multi-level menu structure can be seen here to the right.

Each item on the menu corresponds to a "category" containing a collection of Knovios. When a showcase containing a multi-level menu is displayed, the menus appear as pull-down menu items across the top of the showcase.

To add one or more top-level menu items or categories:


1. Make sure the **Home** label is selected in the Menu column.
2. Click the + New... link below it.



3. Fill out the **Add a New Category** screen with the name and description of your new category. (Note that the Menu will display the category name and the category page in the showcase will display both the category name and the description.)
4. Click Done to save your new category and make it part of the showcase menu structure.



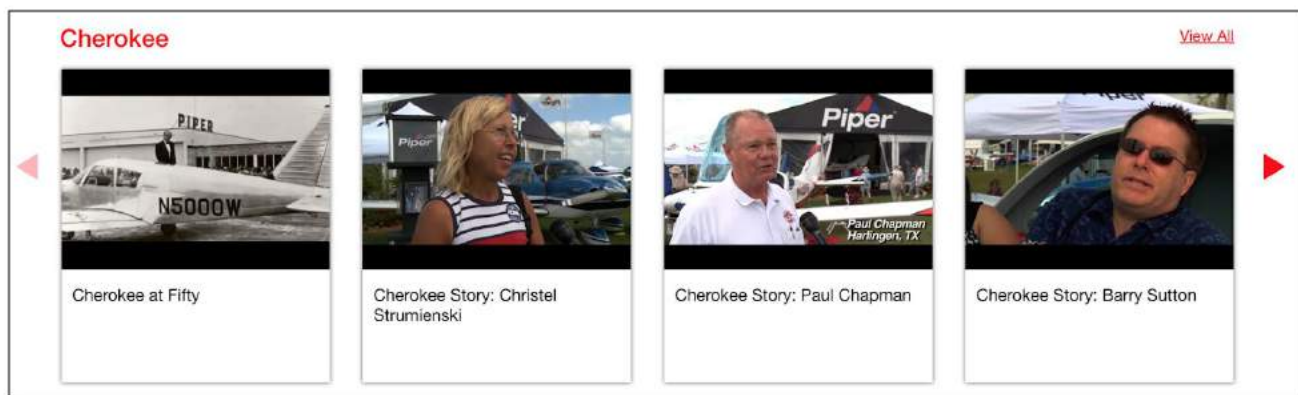
Here are a few additional items to keep in mind:

- Top-level categories are always added by making sure that the Home label is selected before you click + **New...**
- To add a second-level category or menu item, highlight its parent (the top-level category it belongs under) and press + **New...**
- You can always change the order of the menu or change the menu hierarchy by clicking the  button, and dragging and dropping menu items into the order and structure you want.
- To delete a category, highlight it in the menu and press the Delete Category button.
- The content of each category is managed completely separately -- even from its parent. Parent categories do not automatically "roll up" the content from subcategories beneath them.

Step 5: Add Featured Categories to any Showcase Home Page

If you've got a large number of Knovios in your showcase, and have added categories and menus to help visitors navigate the collection, you may want to complete the picture by featuring some of the content from those categories on the home page of the Showcase. This is done by selecting certain categories as "Featured Categories" on the home page -- or, for that matter, on any showcase page.

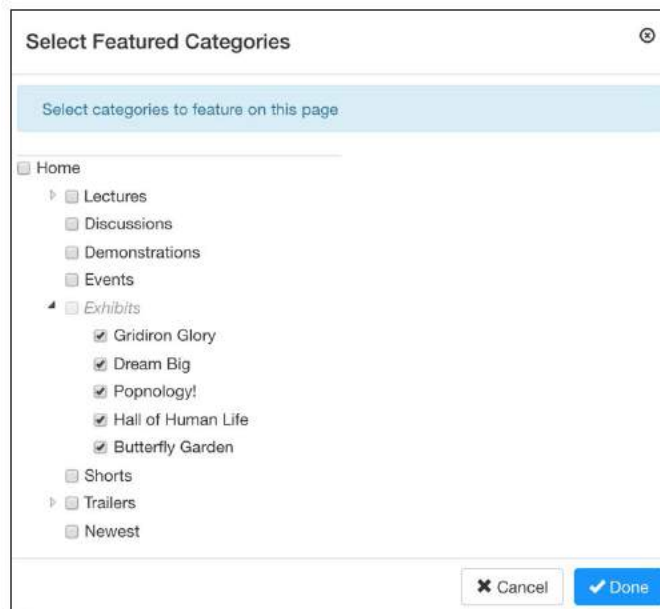
When you select a category to be a Featured Category, a row of thumbnails from that category will be shown across the showcase page, along with scrolling arrows to see more thumbnails and a "View All" link to open the full category page. Here's an example:



To select a Featured Category for a showcase page:

1. From the Knovio Library (**Manage**) Screen, select **Showcases** and **Edit** the Showcase you'd like to change.
2. Select the **Knovios** tab in the Showcase editor.
3. Select either the **Home** page or any category page.
4. Click the **Select Featured Categories** button.
5. From the pop-up list that appears, check the boxes next to the categories you want to feature on that particular page. Typically, these would be main categories on the home page, or sub-categories for category pages. (For example, the illustration to the right shows sub-categories of the "Exhibits" category selected as Featured Categories for the "Exhibits" page.
6. If you want to change the display order for the Featured Categories, you may do so by dragging and dropping, and then clicking **Save Order** once you have them arranged the way you want them.

★ Select Featured Categories

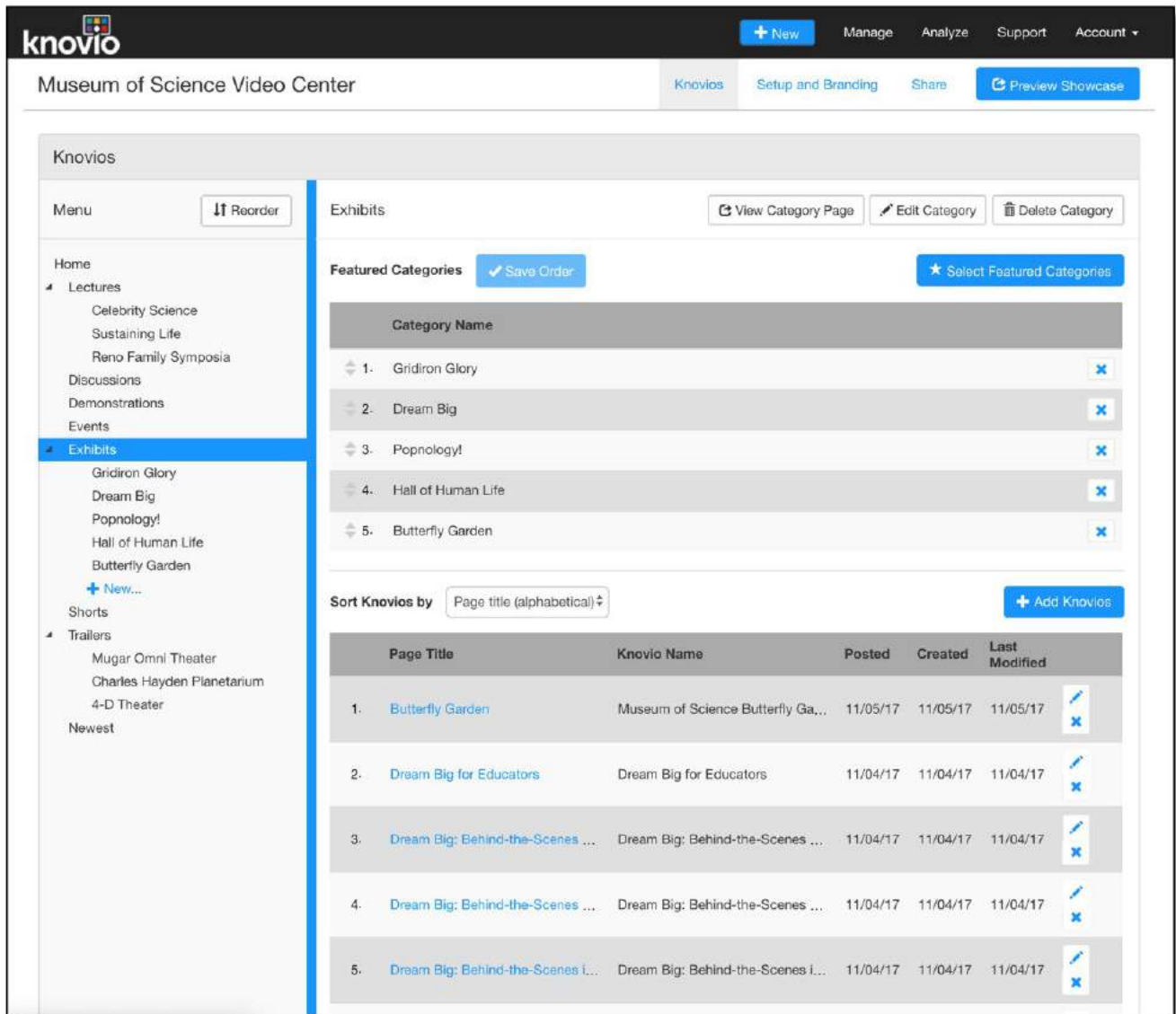


7. If you want to display a featured category but do not want it to appear in the menu at the top of the showcase page, select that category, look for the **Edit Category** button, and once you've clicked it, check the box to **Hide Category in Showcase Menu**.

Menu

Hide category in Showcase menu

Once you've finished building and arranging your categories and selecting which of them should be featured on different showcase pages, your Showcase Editor page should look something like this:



In this example, there are two levels of categories (Lectures, Exhibits, and Trailers each have subcategories). The Exhibits category page will show five lines of featured categories, corresponding to different exhibits.

Step 6: Add a Guestbook and Access Controls

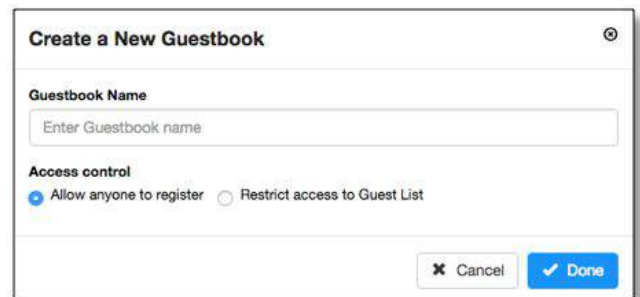
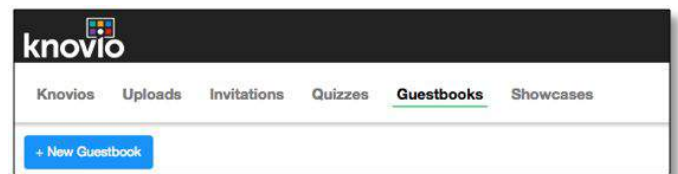
While you can certainly share your Knovio showcase just by sharing the custom web address you created in Step 1, you may want to track exactly who visits your showcase and what they watch. And you may even want to restrict access to specific authorized visitors.

That's what Knovio's Guestbook and Guest List functionality is for, and you can apply Guestbooks and Guest Lists to entire showcases, as well as to specific Knovios.

When a viewer signs in with a Guestbook, Knovio records name, email, and other information about the viewer along with a detailed record of that viewer's engagement with your Knovio content.

To create a Guestbook for your showcase:

1. Start from your Knovio Library Screen (click **Manage** in the main menu bar to get there), and click **Guestbooks** in the submenu bar.
2. Assuming you don't already have a Guestbook in your account, click the **+ New Guestbook** button.
3. From the "Create a New Guestbook" screen, name your guestbook (guestbooks, once created, can be named and re-used) and choose whether you'd like to allow anyone to register, or whether you'd like to restrict viewing to members of a guest list that you specify. For now, choose to allow anyone to register; you can add a Guest List later.
4. You'll then be taken to a page (see next page) where you can custom-configure your registration form. Here are some of the things you can do:
 - Add a logo image
 - Create a title for your registration form
 - Write a rich-text description for your registration form (including links)
 - Specify whether this form is open-registration or controlled by a guest list
 - Specify what fields are requested (with settings to require a response or choose from a drop-down list)
 - Add custom fields
 - Require that viewers enter a password for access
 - Name the submit button
 - Specify how long a viewer remains logged in (i.e. subsequent visits don't require re-registration)
5. At any time, you can Preview what your guest book form will look like.
6. When you're finished, click **Save Form**.
7. To assign this Guestbook as default for all Knovio content, you can do this in the Content tab.

A screenshot of the 'Create a New Guestbook' form. The form has a title 'Create a New Guestbook' and a close button. It contains a text input field for 'Guestbook Name' with the placeholder text 'Enter Guestbook name'. Below this is the 'Access control' section with two radio buttons: 'Allow anyone to register' (which is selected) and 'Restrict access to Guest List'. At the bottom right, there are two buttons: 'Cancel' and 'Done'.

Form

▶ Preview

✔ Save Form

Logo Image

<https://s3.amazonaws.com/present.knowledgevision.com/account/1d45ba33-ac00-47a1-8a86-772474f640c/co> Browse...



Museum of Science

[✕ Remove Image](#)

Title

Museum of Science Video Center

Use name of Knovio or Showcase

Description

Welcome to this unique collection of videos from the Museum of Science in Boston. To register as a viewer, please enter your name, email address, country and state in the boxes provided below.

B I U 16 - **A -** **A -**

Use description of Knovio or Showcase

Access control

Allow anyone to register Restrict access to Guest List

Form Fields

<input checked="" type="checkbox"/>	Name	
<input checked="" type="checkbox"/>	Email Address	
<input type="checkbox"/>	Company	
<input type="checkbox"/>	Job Title	
<input type="checkbox"/>	Phone	
<input type="checkbox"/>	Twitter	
<input checked="" type="checkbox"/>	Country	
<input checked="" type="checkbox"/>	State	

[+ Add Custom Field](#)

<input type="checkbox"/>	Password:	
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Submit Button

Register

Settings

Automatically log out users:

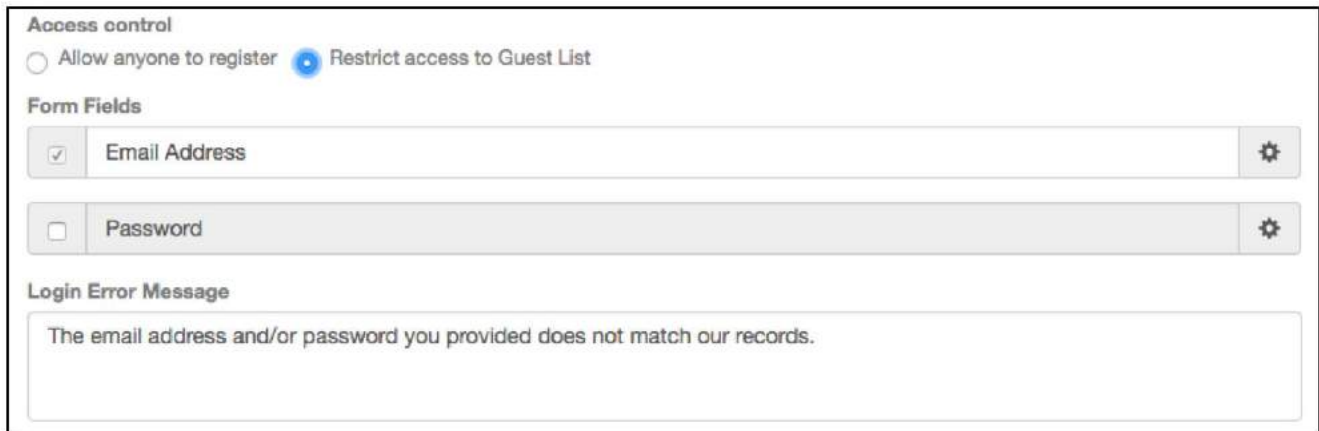
▶ Preview

✔ Save Form

There are four levels of security for Guestbook access to Knovio. In order from least secure to most secure, they are:

- **Open registration, without a password** -- anyone can register, and there is no validation either against an authorized viewer list nor is a password required.
- **Open registration, with a password required** -- anyone can register, and there is no validation against an authorized viewer list, but entry of a common password (same for all viewers) is required.
- **Guest list, without a password** -- viewers must enter an email address that matches an entry on an authorized user list, but no password is required.
- **Guest list, with a password** -- viewers must both match an authorized email and enter a unique password to gain entry to the content.

To use a Guest List on a Guestbook, you must first change the Guestbook's settings to "Restrict Access to Guest List". When you do this, you can customize the message that will be displayed if the email address and/or password don't match the guest list. This is also where you specify whether or not a password will be required.



Access control

Allow anyone to register Restrict access to Guest List

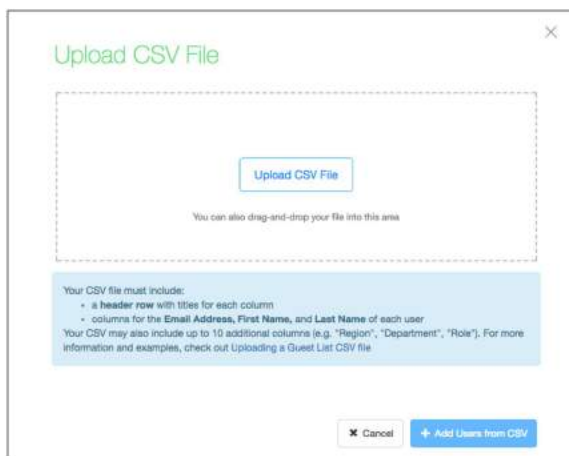
Form Fields

Email Address Password

Login Error Message

The email address and/or password you provided does not match our records.

Near the top right corner of your Guestbook Management Screen, you'll see a three-item submenu that offers you the chance to work with the form, work with the guest list, or see what content the guestbook is associated with. Choose "Guest List" to start building the guest list for this guestbook.



Upload CSV File

Upload CSV File

You can also drag-and-drop your file into this area

Your CSV file must include:

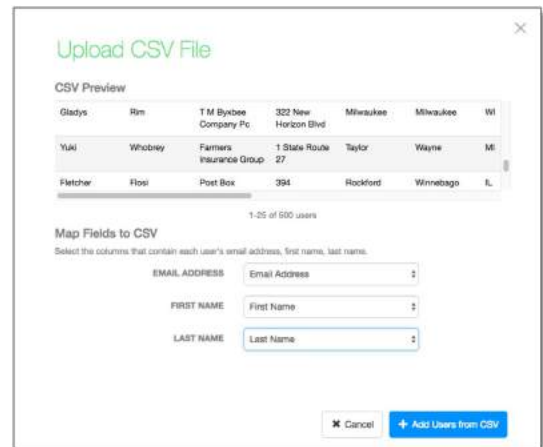
- a header row with titles for each column
- columns for the Email Address, First Name, and Last Name of each user

Your CSV may also include up to 10 additional columns (e.g. "Region", "Department", "Role"). For more information and examples, check out [Uploading a Guest List CSV file](#)

The easiest way to build your guest list is to import your guest list from a comma-separated value (CSV) file which is easy to generate from any spreadsheet program like Microsoft Excel, Apple Numbers, or Google Sheets. When you select Guest List from the submenu, you'll see a place to drag a CSV file to bulk-load your guest list. Note the instructions here about what fields should, at a minimum, be included: a field for email address, first name, and last name. Elsewhere on this screen, you have other options, including the ability to add names to your list, one by one.

Once you've uploaded the CSV file with your authorized viewers, you'll see a CSV preview screen similar to what you see to the right of this page. Here's what to do next:






1. Look over the records on the screen to make sure that the preview looks reasonable.
2. In the section marked "Map Fields to CSV", select from the three pull-down menus the fields in your CSV file that correspond to Email Address, First Name, and Last Name.
3. Click the blue + **Add Users from CSV** button to start the import.
4. Confirm that the correct number of records were imported.
5. Your entire Guest List will now be displayed, in alphabetical order by email address.



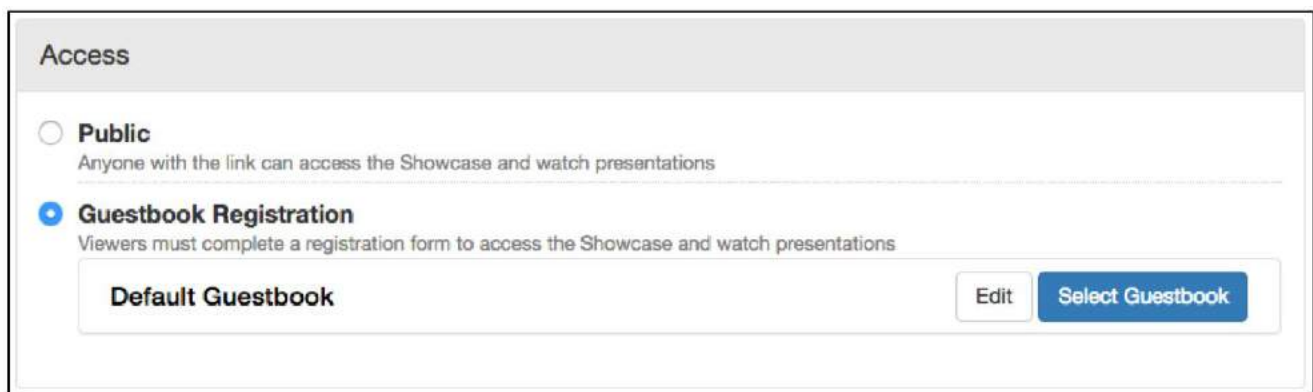
Guest List [Upload CSV](#) [More Options...](#)

500 users have not been assigned passwords [Generate Passwords](#)

	Email	First Name	Last Name	company_name	address	city
1.	adelina_nabours@gmail.com	Adelina	Nabours	Courtyard By Marriott	80 Pittsford Victor Rd #9	Cleveland
2.	adell.lipkin@lipkin.com	Adell	Lipkin	Systems Graph Inc Ab Dick Dlr	65 Mountain View Dr	Whippan
3.	ahmed.angalich@angalich.com	Ahmed	Angalich	Reese Plastics	2 W Beverly Blvd	Harrisbur
4.	ahoneywell@honeywell.com	Ariette	Honeywell	Smc Inc	11279 Loytan St	Jackson
5.	aja_gehrett@hotmail.com	Aja	Gehrett	Stero Company	993 Washington Ave	Nutley
6.	ajeanty@gmail.com	Alline	Jeanty	W W John Holden Inc	55713 Lake City Hwy	South Be
7.	alaine_bergesen@cox.net	Alaine	Bergesen	Hispanic Magazine	7667 S Hulen St #42	Yonkers
8.	albina@glick.com	Albina	Glick	Giampetro, Anthony D	4 Ralph Ct	Dunellen
9.	alease@buemi.com	Alease	Buemi	Porto Cayo At Hawks Cay	4 Webbs Chapel Rd	Boulder
10.	alecia@aol.com	Alecia	Bubash	Petersen, James E Esq	6535 Joyce St	Wichita F
11.	alesia_hixenbaugh@hixenbaugh.org	Alesia	Hixenbaugh	Kwikprint	9 Front St	Washingt
12.	alex@loader.com	Alex	Loader	Sublett, Scott Esq	37 N Elm St #916	Tacoma
13.	alisha@slusarski.com	Alisha	Slusarski	Wtlz Power 107 Fm	3273 State St	Middlese
14.	aliza@aol.com	Aliza	Baltimore	Andrews, J Robert Esq	1128 Delaware St	San Jose
15.	allene_iturbide@cox.net	Allene	Iturbide	Ledecky, David Esq	1 Central Ave	Stevens I
16.	alpha@yahoo.com	Alpha	Palaia	Stoffer, James M Jr	43496 Commercial Dr #29	Cherry H

6. If you're going to require individual passwords for each viewer, press the  **Generate Passwords** button. Be aware that as soon as you do this, emails invitations will be sent to each member of your guest list, with their individualized password for viewing the showcase.
7. If you scroll to the far right side of the list, you'll see four icons --     -- that do the following:
 - a. Inform you that passwords have not yet been set for this user
 - b. Allow you to reset the password
 - c. Edit the details for that guest list member
 - d. Delete the user from the list.

There's one final step that's important to take: you must associate the Guest Book with your Showcase. To do that, go back to your Library Screen (click **Manage** in the Main Menu), click the **Showcases** sub-menu item, and click **Edit** for the Showcase you'd like to Guestbook. Choose the **Share** tab in the Showcase Management Screen, and you'll see an access control section in the Share Screen:

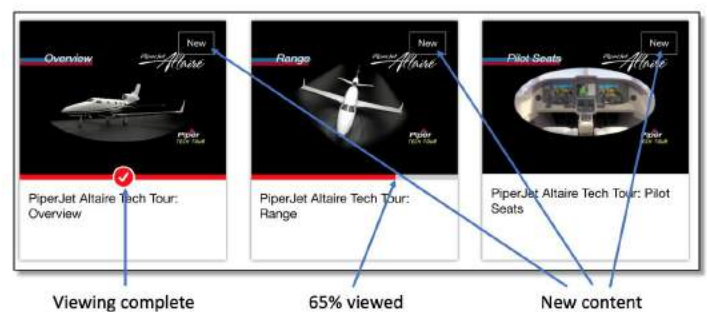


If you want to use a Guestbook other than the default guestbook, then click **Select Guestbook** and you can specify which Guestbook you'd like to use.

Step 7: Enable Showcase Personalization Features

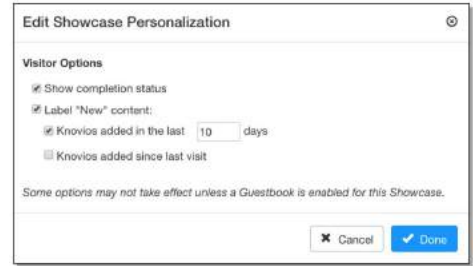
Knovio showcases that are enabled with guestbooks or guests lists can also be set up with features that allow individual viewers to keep track of what's new, what they've viewed, and how much they've viewed of each Knovio in the showcase. When these Personalization Features are enabled:

- Newly added Knovios can be identified with a "New" badge, and the creator of the showcase can set the time frame over which a new piece of content is considered "New".
- Viewing progress is shown with a colored bar across the bottom of the thumbnail, indicating what percentage a viewer has watched. A check mark appears on thumbnails which the viewer has watched completely.



To enable these Showcase Personalization Features (note that you must have a guestbook enabled for your showcase in order to use these features):

1. From the Knovio Library (**Manage**) Screen, select **Showcases** and **Edit** the Showcase you'd like to change.
2. Select the **Setup and Branding** tab in the Showcase editor.
3. Look for the section labeled "Personalization Features"
4. To track the progress of viewers through your showcase material, check the "Show completion status" box.
5. To label new content, click the appropriate option, including whether you want to set an age limit or flag all content published since a viewer's last visit.

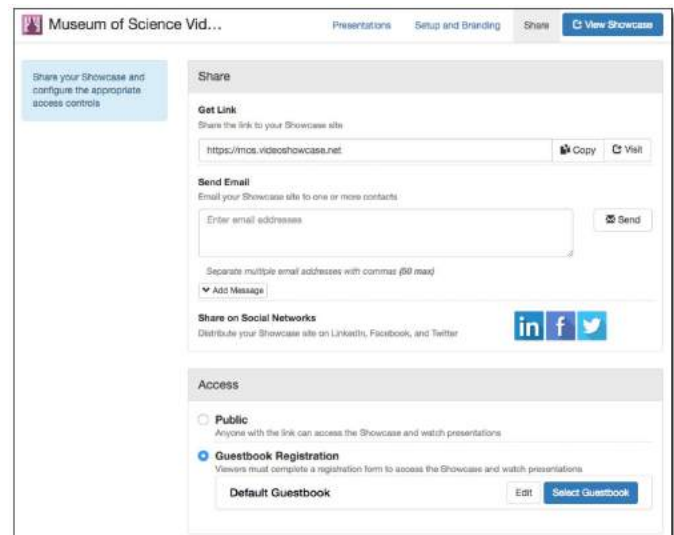


Step 8: Share it with the World (only if you wish)

Like any Knovio, your showcase and its web address will be private unless you choose to share it with others. It will not automatically be indexed by search engines such as Google.

To find ways to share your Knovio, click on the Share tab in the Showcase Management Screen. There, you can:

- View and copy its web link address;
- Send it via email to one or more people; and
- Share it on social networks like LinkedIn, Facebook, or Twitter.



Final Thoughts

As you can see, Knovio Showcases can be either assembled rapidly in a "quick and dirty" manner, or can be meticulously crafted into full-fledged video microsites.

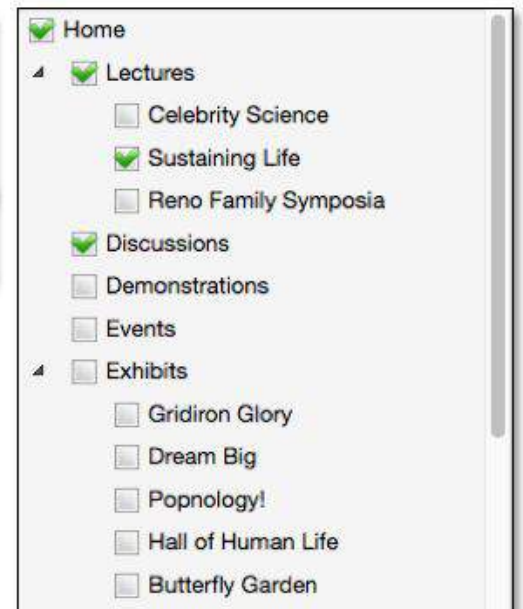
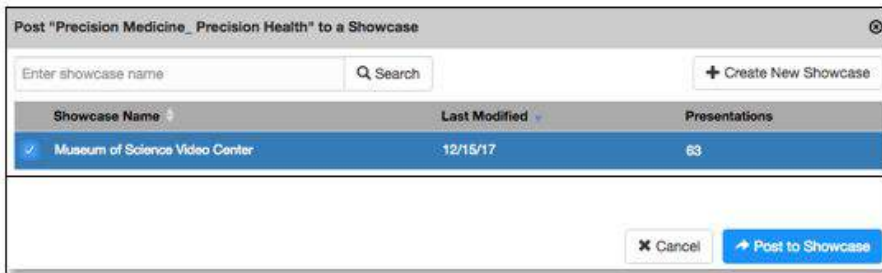
Personally, I use it all the time to put together a half-dozen examples of videos and presentations to share with someone I'm doing business with. And I also see the other end of the spectrum: online versions of major multi-track conferences and events, with hundreds of pieces of content.

In both cases, Knovio's Showcase capability was built for speed and flexibility. We hope and expect that every serious Knovio user creates dozens of these showcase collections.

You might also like to know that, once you've created a showcase, it's very quick to add a Knovio to one or more showcases as soon as you publish that Knovio.



Throughout Knovio, you'll encounter options to "Post to a Showcase". When you choose this option, you'll be presented with a list of showcases you can post to:



Check the box, and your Knovio will automatically be posted to that showcase. And if the showcase has multiple categories or menus, you'll be able to specify which categories your Knovio will belong to. Check the boxes next to categories or menu items where you want your Knovio to appear, and it will be placed there instantly.

One final thing you should be aware of is that the Knovio system tracks viewing statistics and calculates Engagement Scores for all the content within a showcase, as well as for individual Knovios. I would encourage you to download the "Practical Guide to Video Analytics and Viewer Tracking" for a deep discussion and tutorial on how to use Knovio's analytics. You'll find this and other guides at www.knovio.com/guides.

I hope you enjoy exploring Knovio's showcases -- especially when you combine them with Guestbooks, Guest Lists, and Knovio's patented viewer-level analytics system. The applications are virtually endless!