



Episode 7: Annotation Nation - Part One

Episode 7

Annotation Nation - Pop Ups In Your Videos

(at desk with lots of Post-Its) No matter what I'm in the middle of, it seems I'm always thinking about 3 or 4 things at once, and I love these little things. All I have to do is jot down a little reminder, and put it where I can see it, and I'll know what I have to do next. The problem is.....sometimes....it gets to be overwhelming. (note on mouth) HMMMM Annotations are like these ...things, and with them you can direct your viewers attention to any number of features...important information, sales, even another video. But use them sparingly. They can either be very powerful, or a real crock of *****. Welcome to Annotation Nation.

(open)

Annotations are a YouTube feature, but if you're using that embed code on your website or blog, they will show up just fine...unless..boy, there's always an exception...but this could be a deal breaker for some. Annotations do not show up on phones or mobile devices. Annotations are basically a Flash function, and Flash doesnt play well with some phones.

First let's get introduced to the KINDS of annotations, and these are different shapes, all with pretty much the same function. From your video Manager, select a video, choose to edit the annotations, and you go right into a timeline editor. Either let the video play thru to where you want your annotation to begin, or drag the cursor down the timeline to the exact spot.

There are five different types of annotations to choose from:

- **Speech bubble:** for creating pop-up speech bubbles with text.
- **Spotlight:** for highlighting areas in a video; when the user moves the mouse over these areas the text you enter will appear. This is what I use for the subscribe link at the end of my videos.
- **Note:** for creating pop-up boxes containing text.
- **Title:** for creating a text overlay to title your video.

- **Label:** for creating a label to call out and name a specific part of your video.

Position the annotation on the video by dragging and dropping it within the video player. Use the small black squares on the corners of the annotation to make them bigger or smaller. Annotations have a size limit and they are only allowed to cover up to 30% of the player size. You won't be able to increase the size of the annotations after that point.

If you want to get real nifty, use the settings underneath the "Add annotation" button to change the font size, color, or background color. But again, don't be too overbearing. Make everything look nice, otherwise your video could wind up in the (trailer trash pic)

Determine when you want the annotation to appear by using the "Start" and "End" settings on the right side. Or, you can move the annotations around on the timeline underneath the video.

Check the "Link" box underneath the "Start" and "End" settings. You can choose whether you want the annotation to link to another video, your channel, a playlist, a fundraising site or direct the users to subscribe to your channel. In some cases, if you're a good YouTube user, and you have a Google webmasters tool account, you can even put in a link to your website. Google calls that an Associated Website

<AT DESK> Is there more, well of course there is. So much that on this subject, I'm splitting the information into TWO episodes. Yep, it's that important. Also, FYI, it's a good idea if YOU'RE putting out long videos, to chop them up and let the viewers decide how much they want to watch and in which order. So now that we've seen annotations from the creator's side, next, we'll look at them from the viewer's point of view. I hope you'll pop in again to watch. If you have questions or comments, let me know, or download the transcript for this episode. For Now, that's a wrap.

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