

#tcchat

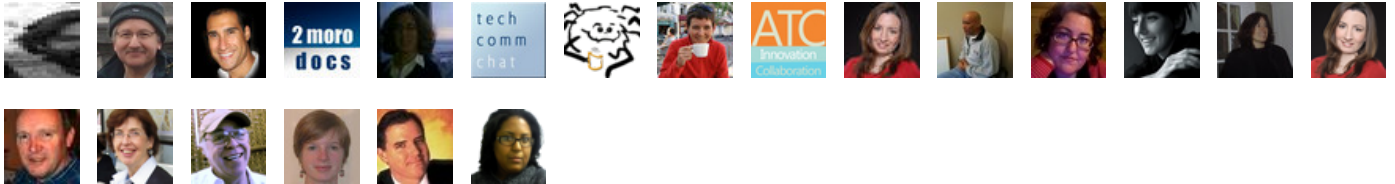
#tcchat 4/20/11

Transcripts for the 4/20/11 #tcchat, which discussed the use of video in documentation.

Trending Words

video, -, @2morodocs, rt, more, think, see, &, 2, @robocolumn, polished, #atcomm, today's, @lindaurban, docs

Event Participants





RT @nozurbina: Blog:MarCom v TechCom=Persuading v Enabling. Very relevant to @congility 2011: <http://bit.ly/e6oB74> #techcomm #tcchat #contentstrategy

21-Apr-11 12:23 | mojoneill



RT @nozurbina Blog:MarCom v TechCom=Persuading v Enabling <http://bit.ly/e6oB74> #techcomm #tcchat #contentstrategy

21-Apr-11 12:04 | dfarb



Blog:MarCom v TechCom=Persuading v Enabling. Very relevant to @congility 2011: <http://bit.ly/e6oB74> #techcomm #tcchat #contentstrategy

21-Apr-11 09:30 | nozurbina



RT @arnoldburian: Geoff Mann with an AWESOME list of suggestions 4 creating demos/videos at Tech Writing World: <http://bit.ly/fbWSzm> #tcchat

21-Apr-11 04:42 | 2moroDocs



@TC_Chat are there only noon EDT #tcchat sessions? So sad, as I usually have a conflict

21-Apr-11 02:10 | ms_marques



@mojoneill Thx, Michael! Glad u could make it today. Great convo - #tcchat

21-Apr-11 00:27 | 2moroDocs



@2moroDocs Thanks for another fine chat Julie! Learned a lot from everybody and miss attending. Will see what I can do in future. #tcchat

20-Apr-11 23:32 | mojoneill



@writerchanelle Thanks for the RT about today's #tcchat!

20-Apr-11 22:50 | TC_Chat



RT @arnoldburian: Great discussion going on "How short can a video be?" on Technical Writing World - join in! <http://ning.it/fNYKfW> #tcchat

20-Apr-11 22:47 | 2moroDocs



"clean & professional, but not sloppy and not polished" (Dave J, MSFT) - make videos more person to person #tcchat

20-Apr-11 19:42 | feralwriter



Another quick note. Always open to teach ppl how to do this. Can co-moderate if you'd like. Contact me anytime abt that #tcchat

20-Apr-11 17:23 | 2moroDocs



There definitely will *not* be a #tcchat next week. I have a sched conflict. However, if someone wants to try hosting it, let me know. :)

20-Apr-11 17:21 | 2moroDocs



I can see that I missed many tweets. Will look at all this later. Have to jump off. Thx everyone so much for coming today! #tcchat

20-Apr-11 17:19 | 2moroDocs



More recap: YTube & FB rank higher in search. Keep in mind. Add info at end of video to link back to main docs. #tcchat

20-Apr-11 17:18 | 2moroDocs



Accessibility: think alt text, transcripts, captions. See comments by @feralwriter and @lindaurban #tcchat

20-Apr-11 17:17 | 2moroDocs



@feralwriter Thx for coming today! #tcchat

20-Apr-11 17:03 | 2moroDocs



Will try writing up a few quick recap tweets. #tcchat

20-Apr-11 17:03 | 2moroDocs



Hate that I missed this week's #tcchat. However, got some stuff on the plate that needs doing. :D

20-Apr-11 17:03 | juliov27612



If you enjoyed today's #tcchat, please head over to the #ATC to continue the discussion. <http://bit.ly/eAgkmg> #atcomm #techcomm

20-Apr-11 17:03 | ATC_intl



If you have more thoughts through the day, go ahead and post here #tcchat. Also, see the #atcomm topic noted in @techwriterme tweet

20-Apr-11 17:02 | 2moroDocs



The hour is up already! Officially closing for today. Thx to everyone for participating. Much great info shared. #tcchat

20-Apr-11 17:01 | 2moroDocs



My first ever #tcchat. Very worthwhile. Thanks!

20-Apr-11 17:01 | techykate



@pattyblount Good point. Chunk the info! You've made many videos, too, haven't you Patty? #tcchat

20-Apr-11 17:01 | 2moroDocs



Thanks all, gotta go make some videos now. #tcchat

20-Apr-11 17:00 | feralwriter



RT @techwriterme: If you enjoyed today's #tcchat, please head over to the #ATC to continue the disc. <http://bit.ly/eAgkmg> #atcomm #techcomm

20-Apr-11 16:59 | 2moroDocs



I know videos with voice over are incredibly difficult to use with software changes, but I prefer them. #tcchat

20-Apr-11 16:59 | techwriterme



@robocolumn Thx! Work happens. :) #tcchat

20-Apr-11 16:59 | 2moroDocs



@jwtecwriter It's surprising what you can cut . Think of video script like tweets - say/show as much as you can in as little time #tcchat

20-Apr-11 16:59 | cathysargent



If you enjoyed today's #tcchat, please head over to the #ATC to continue the discussion. <http://bit.ly/eAgkmg> #atcomm #techcomm

20-Apr-11 16:59 | techwriterme



#tcchat Video task s/b as specific as possible and show only that task. Supporting info in trad. docs or other videos.

20-Apr-11 16:58 | PattyBlount



#tcchat have to leave - thanks for chat! bye for now

20-Apr-11 16:56 | lindaurban



5 mins left. Toss in whatever ideas, thoughts, concerns u have #tcchat

20-Apr-11 16:55 | 2moroDocs



Cosign. RT @mojoneill: @jwtecwriter IMO: cut the scope of the video as ruthlessly as possible, then make it as long as it needs 2B. #tcchat

20-Apr-11 16:55 | techwriterme



@mojoneill re:cut ruthlessly +1, like, whatever ;-) #tcchat

20-Apr-11 16:55 | feralwriter



Suppose UGC vid a metric in itself. a) users interested in product enough 2 make own items & b) IDs where more info needed in docs #tcchat

20-Apr-11 16:54 | 2moroDocs



Good idea RT @feralwriter: RE: vid length - stay under 5, usually around 2-3 min for complex items. Any more, break it into two. #tcchat

20-Apr-11 16:54 | lindaurban



@jwtecwriter I think somewhat longer is OK if content has value. But should chunk up into smaller 2-3 minute videos where poss #tcchat

20-Apr-11 16:54 | cathysargent



@lindaurban One more criteria option for making vid. Have to keep search in mind #tcchat Gd 2 know what users r making, too

20-Apr-11 16:53 | 2moroDocs



First time I've been able to make a #tcchat in weeks! HI, all.

20-Apr-11 16:53 | PattyBlount2



RE: vid length - depends. I stay under 5, usually around 2-3 min for more complex items. Any more, and I try to break it into two. #tcchat

20-Apr-11 16:53 | feralwriter



@jwtecwriter following blind edicts like "has to be <2 mins" can result in some really strange videos. #tcchat

20-Apr-11 16:53 | mojoneill



#tcchat also, pet peeve: video/audio should NOT auto-start. Nothing worse

20-Apr-11 16:53 | lindaurban



@jwtecwriter Not yet! Excellent point. #tcchat Shorter the better, IMO.

20-Apr-11 16:52 | 2moroDocs



@jwtecwriter #tcchat Myself, 2 to 5 mins for vid; need prep if longer, so can set aside time

20-Apr-11 16:52 | lindaurban



@jwtecwriter IMO: cut the scope of the video as ruthlessly as possible, then make it as long as it needs to be. #tcchat

20-Apr-11 16:52 | mojoneill



@2moroDocs #tcchat Might be interesting to do poll sometime of what vid=; could be different constraints, options, ideas, for diff flavors

20-Apr-11 16:50 | lindaurban



Interesting note. Re access to my blog, links frm FB have taken the lead. So, might b gd to have vids on FB pg. Cld send 2 main docs #tcchat

20-Apr-11 16:50 | 2moroDocs



That's where I've seen most. On co websites. Am also seeing on YouTube channels. Also now entire pgs on Facebook. #tcchat

20-Apr-11 16:48 | 2moroDocs



@lindaurban We never defined it specifically. For me, assume tutorials, screencasts, feature overviews, etc. eLearning separate #tcchat

20-Apr-11 16:47 | 2moroDocs



just went throug ifc chg last week. Resulted in re-doing 7 vids. Def need change process--GUI first, back end l8r. ;-) #tcchat

20-Apr-11 16:47 | feralwriter



Where's the embarrassed icon - theirs not their's. :P #tcchat

20-Apr-11 16:46 | cathysargent



@cathysargent That's a great tip (use of disclaimer). Thx! #tcchat

20-Apr-11 16:46 | 2moroDocs



@lindaurban - typically. I include talking heads, live, and screencasts as video. Flash is just one output format. #tcchat

20-Apr-11 16:46 | feralwriter



RT @2moroDocs: I think that video just cannot be ignored, and that diff corp depts need to know everyone has 2 work as team for that #tcchat

20-Apr-11 16:46 | ermphd



I think that video just cannot be ignored, and that diff corp depts need to know everyone has 2 work as team for that #tcchat

20-Apr-11 16:45 | 2moroDocs



RE: Dist-embedded in prod, on corp web site. #tcchat

20-Apr-11 16:45 | feralwriter



@robocolumn All these new video needs (including UGC) can hopefully be 1 more reason to push more w/dev and marketing. Limit chgs! #tcchat

20-Apr-11 16:45 | 2moroDocs



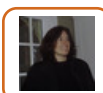
as long as we're talking video, I have to give props to Jing. Great lightweight and cheap app. <http://www.techsmith.com/jing/> #tcchat

20-Apr-11 16:45 | mojoneill



#tcchat Did I miss early definition of "video" - does everyone just include Flash output in def?

20-Apr-11 16:44 | lindaurban



@robocolumn We have a little floating disclaimer in our videos indicating we used a pre-release version, and their's my look diff.#tcchat

20-Apr-11 16:43 | cathysargent



About 15 mins left. Will toss out a few more ques at once. Go ahead and pick any of them. :) #tcchat

20-Apr-11 16:41 | 2moroDocs



@lindaurban @techwriterme true. but also have to weigh whether not having it is worse than one that may have low production qual. #tcchat

20-Apr-11 16:41 | feralwriter



Good approach RT @feralwriter: I always whip up a script for even my quick vids. So I have caption material on hand when I shoot. #tcchat

20-Apr-11 16:41 | lindaurban



@2moroDocs @feralwriter #tcchat great accessibility info on w3c/WAI: <http://bit.ly/hzaVde>

20-Apr-11 16:40 | lindaurban



Q4: How big an issue is changing UI, particularly for screencasts? #tcchat How does this tie into UGC versions?

20-Apr-11 16:40 | TC_Chat



Agree RT @techwriterme: Even if users would all right with it, still a reflection of the product & depends what you doc, IMO. #tcchat

20-Apr-11 16:38 | lindaurban



#camtasia will also do speech to text, if you train it right #tcchat

20-Apr-11 16:38 | feralwriter



@mojoneill Great! Have to get S2 up & running again. Maybe not every week; will ck with ppl. #tcchat

20-Apr-11 16:38 | 2moroDocs



I always whip up a script for even my quick vids. So I have caption material on hand when I shoot. #tcchat

20-Apr-11 16:38 | feralwriter



@techykate Like the help in RoboHelp! #tcchat

20-Apr-11 16:38 | robocolum



@mojoneill re: youtube -- AGREED. They set the bar low. So, if we put a reasonable effort in, ours look great. #tcchat

20-Apr-11 16:37 | feralwriter



@2moroDocs #tcchat. So, need script that really covers content of vid. But then, that also lays groundwork for vid content, so works for all

20-Apr-11 16:37 | lindaurban



@2moroDocs likewise. had opportunity to take early lunch today. ;) #tcchat

20-Apr-11 16:37 | mojoneill



@mojoneill Good one, as usual. I've missed these chats. #tcchat

20-Apr-11 16:36 | 2moroDocs



@2moroDocs #tcchat think screenreader usage. Text needs to make sense, comply with #a11y formats, so tht structure is visible (ex: headings)

20-Apr-11 16:36 | lindaurban



@mojoneill Yep! It was a really interesting chat. Made some of my issues with real estate seem tiny by comparison. #tcchat

20-Apr-11 16:34 | robocolumn



@lindaurban Can u expand on that? How much time (or more time) is needed for text version? #tcchat

20-Apr-11 16:34 | 2moroDocs



@2moroDocs IMO: Youtube has taught a whole generation of people how to watch poorly shot and edited video. #tcchat

20-Apr-11 16:34 | mojoneill



#tcchat as for polish of video - I think totally depends on audience. If comes from vendor, expect clean, professional, even if casual

20-Apr-11 16:33 | lindaurban



@robocolumn fascinating! #tcchat

20-Apr-11 16:32 | mojoneill



Put another way, are users Ok with video that isn't as polished? I'm not suggesting awful, just a bit less polished #tcchat

20-Apr-11 16:32 | 2moroDocs



Accessibility should not be overlooked--even for quick. Always have captions! #tcchat

20-Apr-11 16:32 | feralwriter



@2moroDocs #tcchat #a11y requires allowing time for text version; if you script before video, that's one step

20-Apr-11 16:32 | lindaurban



Good point RT @2moroDocs: Accessibility requirements def a criteria item for polished vs. quick. #tcchat

20-Apr-11 16:31 | robocolumn



@feralwriter Exactly. An indicator that perhaps doc versions don't have to be completely polished. R users expecting that more? #tcchat

20-Apr-11 16:31 | 2moroDocs



Accessibility requirements def a criteria item for polished vs. quick. @LindaUrban, any thoughts on that? #tcchat

20-Apr-11 16:30 | 2moroDocs



@techykate Definitely more interaction / quizzes. Also the ability to loop back to review content. Also length is longer. #tcchat

20-Apr-11 16:30 | robocolumn



@2moroDocs re:eLearning - Agreed. I see eLearning as having a bigger scope and goal - teach system vs task #tcchat

20-Apr-11 16:30 | feralwriter



@lindaurban Hi Linda. Not yet - was planning to. Thx for pointing out alt text. Was going 2 bring up(see ref tweet from b4 chat) #tcchat

20-Apr-11 16:29 | 2moroDocs



#tcchat eLearning = training; docs=informing Also, quizzes or other assessments

20-Apr-11 16:29 | lindaurban



@mojoneill I heard it from someone who writes those manuals. Something to do with aviation law. #tcchat

20-Apr-11 16:27 | robocolumn



I looked at UGC for my product on YouTube. Folks were happy with low production quality if it was useful. #tcchat

20-Apr-11 16:26 | feralwriter



@techykate I use to track what content most popular. That includes downloads of individual items #tcchat

20-Apr-11 16:26 | 2moroDocs



For sure RT @feralwriter: eLearning should have diff. requirements vs. doc supplement vids. #tcchat

20-Apr-11 16:26 | robocolumn



@robocolumn really? I always thought the airplane manuals stayed on the vehicle and the pilots carried procedures, charts, etc... #tcchat

20-Apr-11 16:26 | mojoneill



@techykate We capture web analytics. It's surprising what it picks up. #tcchat

20-Apr-11 16:25 | robocolumn



eLearning should have diff. requirements vs. doc supplement vids. #tcchat

20-Apr-11 16:25 | feralwriter



@feralwriter Thx. IMO, public ones more likely to need polished versions. At same time, quicker ones along lines of UGC on YTube. #tcchat

20-Apr-11 16:25 | 2moroDocs



@2moroDocs do you use web analytics at all to track? #tcchat

20-Apr-11 16:24 | techykate



@robocolumn I, too, prefer to repair my plane while flying. :D #tcchat

20-Apr-11 16:24 | techwriterme



@techykate At my last company, it was internal. Depends on product, IMO. Assume sw wld def have public & other corps have both #tcchat

20-Apr-11 16:23 | 2moroDocs



@mojoneill See my last tweet. Manuals are more of a requirement for funding, etc., I believe. #tcchat

20-Apr-11 16:23 | techwriterme



@techwriterme Like airplane pilots. You know those black cases they carry? Full or aircraft manuals! #tcchat

20-Apr-11 16:22 | robocolumn



1) Corporate expectations. 2) testing for learning achieved 3) eLearning def needs polished version #tcchat

20-Apr-11 16:21 | 2moroDocs



@2moroDocs With deal with public agencies, so I think it is in our contractual obligations to provide a written manual. #tcchat

20-Apr-11 16:21 | techwriterme



@techwriterme Absolutely. Have to have the main docs #tcchat

20-Apr-11 16:18 | 2moroDocs



@robocolumn Getting feedback a great metric (or indicator)! I think there r metrics 4 downloading items. That might b something 2 ck #tcchat

20-Apr-11 16:18 | 2moroDocs



@robocolumn Our last user manual was 800 pages. That's old school. Okay, almost Old Testament. ;) #tcchat

20-Apr-11 16:18 | techwriterme



For e-learning, vids must be as polished as having the trainer present. #tcchat

20-Apr-11 16:18 | robocolumn



@techwriterme how does mgmt measure effectiveness of UA in your environment? #tcchat

20-Apr-11 16:17 | mojoneill



@techwriterme Wow! That's ooold school! #tcchat

20-Apr-11 16:16 | robocolumn



@feralwriter Oops. Lost track of the tweet you're answering :) #tcchat

20-Apr-11 16:16 | 2moroDocs



@2moroDocs We HAVE to create manual-style documentation, everything else is gravy (from mgmt's POV, that is). #tcchat

20-Apr-11 16:15 | techwriterme



@2moroDocs re: metrics we do track hits on the page containing vids. Also also have lot of +ive feedback from clients :-) #tcchat

20-Apr-11 16:15 | robocolumn



@techykate Good question. I think that for eLearning modules, you can add test ques. #tcchat

20-Apr-11 16:15 | 2moroDocs



Q2: To determine whether or not to use polished or quick video, what is criteria? Let's make a checklist #tcchat

20-Apr-11 16:14 | TC_Chat



@techwriterme If ppl are looking for video, though, does it need to be provided? Address diff communication style? #tcchat

20-Apr-11 16:13 | 2moroDocs



@2moroDocs Not necessarily. What is goal? Assist user in both cases. #tcchat

20-Apr-11 16:13 | feralwriter



Another question - how do you assess learning? #tcchat

20-Apr-11 16:13 | techykat



@2moroDocs And then you begin walking the line between Documentation and Marketing. #tcchat

20-Apr-11 16:13 | techwriterme



The issue is video takes longer to produce. Professional vids should be the aim but can understand why people cut corners. #tcchat

20-Apr-11 16:09 | robocolumn



Q2: What are expectations of users, companies, and depts in the corp such as marketing, support #tcchat

20-Apr-11 16:09 | TC_Chat



@techwriterme That's an impt point, & one brought up on the ATC discussion. See Q2, coming up. #tcchat

20-Apr-11 16:09 | 2moroDocs



@2moroDocs Or maybe quick & dirty could belong solely in a Knowledgebase-type area. #tcchat

20-Apr-11 16:08 | techwriterme



@robocolumn Good point. Personally, I've been reviewing those before looking at docs. A big chg for me. How about you? #tcchat

20-Apr-11 16:07 | 2moroDocs



@2moroDocs I don't think our company could create quick & dirty videos. It just wouldn't go over well. #tcchat

20-Apr-11 16:07 | techwriterme



@2moroDocs Agree. Video will become bigger in techcomm. Won't replace text, but will enhance. #tcchat

20-Apr-11 16:06 | feralwriter



@dualori Agreed. Another good reason for video. #tcchat

20-Apr-11 16:06 | robocolumn



@2moroDocs Although (apparently) video content can be searchable! #tcchat

20-Apr-11 16:05 | robocolumn



@techwriterme That's the big question. It's always been polished. Now - is that possible for all videos? #tcchat

20-Apr-11 16:05 | 2moroDocs



@robocolumn Agreed. Think they definitely augment & can't ever totally replace #tcchat

20-Apr-11 16:04 | 2moroDocs



e.g. Docs can be aimed at a generic audience. Video can provide actual use case examples. #tcchat

20-Apr-11 16:04 | robocolumn



I think video needed for docs because it's everywhere. On many sites. On YouTube - UGC. Think people expect it now. #tcchat

20-Apr-11 16:03 | 2moroDocs



@TC_Chat Video can supplement docs - provide context. #tcchat

20-Apr-11 16:03 | robocolumn



@TC_Chat I think our videos must be polished because of our particular audience. #tcchat

20-Apr-11 16:03 | techwriterme

-  Main topics: why necessary, criteria for polished vs. quick, distribution options, mobile/touchscreen, accessibility #tcchat
20-Apr-11 16:01 | TC_Chat
-  RT @TC_Chat: Hello everyone! Welcome to today's S1 of #tcchat. The topic is the use of video.
20-Apr-11 16:00 | techwriterme
-  I will post main questions/discussion points using @TC_Chat. Then you can open that feed & easily see current questions #tcchat
20-Apr-11 16:00 | TC_Chat
-  Reminders: Add #tcchat to your tweets. Avoid using the techcomm tag as it will overwhelm it. Thx! Also, no proprietary info!
20-Apr-11 16:00 | TC_Chat
-  Hello everyone! Welcome to today's S1 of #tcchat. The topic is the use of video.
20-Apr-11 16:00 | TC_Chat
-  RT @2moroDocs: I'm going 2 assume 4 purposes of #tcchat discussion: vid now a requirement. Augment docs, not replace. Expect UGC videos. ...
20-Apr-11 15:49 | RipperP
-  Let's make this a working session to come up with criteria 4 determining polished vs. not, expectations, delivery/embedding tips #tcchat
20-Apr-11 15:47 | 2moroDocs
-  I'm going to assume for purposes of #tcchat discussion: Video now a requirement. Augment docs, not replace. Expect UGC videos. ...
20-Apr-11 15:46 | 2moroDocs
-  Tools for Creating Transcripts (for videos) <http://bit.ly/dSG7jz> via @stcaccess #tcchat
20-Apr-11 15:20 | 2moroDocs
-  Some considerations re video on touchscreens: <http://bit.ly/bII5sk> An Adobe Flash Developer on Why iPad Can't Use Flash #tcchat (from 2/10)
20-Apr-11 15:16 | 2moroDocs
-  RT @TC_Chat: In one hour: #tcchat about video. Based on #atcomm disc: <http://bit.ly/hy98AV>. See #tcchat tweets for details #techcomm
20-Apr-11 15:16 | WriterChanelle
-  Another consideration. eLearning field using "rapid development" - here's nfo abt that: <http://bit.ly/6E7MWZ> #tcchat
20-Apr-11 15:09 | 2moroDocs
-  RT @juliov27612: This article by Alan Pringle is relevant to today's #atcomm discussion. #techcomm <http://tinyurl.com/3pqc583> #tcchat
20-Apr-11 15:08 | TC_Chat
-  RT @juliov27612: This article by Alan Pringle is relevant to today's #atcomm discussion. #techcomm <http://tinyurl.com/3pqc583> #tcchat
20-Apr-11 15:06 | 2moroDocs
-  In one hour: #tcchat about video. Based on #atcomm disc: <http://bit.ly/hy98AV>. See #tcchat tweets for details #techcomm
20-Apr-11 15:01 | TC_Chat



If you've enjoyed the lively Video for UA talk on the #atcomm site, join in today's #tcchat topic: video.
<http://bit.ly/hy98AV>

20-Apr-11 12:38 | ATC_intl



@ms_marques @ATC_intl Thanks for the RTs about tomorrow's #tcchat!

20-Apr-11 05:35 | TC_Chat



@ms_marques @ATC_intl Thanks for the RTs about tomorrow's #tcchat!

20-Apr-11 05:35 | 2moroDocs



RT @2moroDocs: RT @tc_chat: 2moro's #tcchat topic: video. A hot topic on the #atcomm site. Many Qs.
<http://bit.ly/hy98AV>

20-Apr-11 03:59 | ATC_intl