

## Procedure: How to create a YouTube “Short” for Encountering Innovation. 12/6/2024

General Information: **The Short** cannot exceed 3 minutes. If it is longer, then we cannot connect them for easy review by the Tech Scouts.

To create a ‘short’, you will want to write your script. The script will include your responses to the questions listed below as well as your BLUF Title and Statement (short paragraph describing the technology/product you have created). You will want to have the BLUF Title and Statement ready to copy and paste into the description section of your short video (described later in the procedures below.)

Questions to be answered in the 3-minute short:

		Question
Yes, must answer before answer questions 1 - 8	*	Are you capable of demonstrating your product / prototype today? Will you be able to do so by the time the Encountering Innovation Conference takes place?
Yes, must answer before answer questions 1-8	*	Is your innovation dual use technology or DoD only?
Required	1	What are you trying to do? Articulate your objectives using absolutely no jargon.
Required	2	How is it done today, and what are the limits of current practice?
Required	3	What is new in your approach and why do you think it will be successful?
Required	4	Who cares? If you are successful, what difference will it make?
Good to answer	5	What are the risks?
Good to Answer	6	How much will it cost?
Good to Answer	7	How long will it take?
Good to Answer	8	What specific milestones or checkpoints will help you measure progress and determine if you’re on track to succeed? What results will show that your project has achieved its goals?

Once you have prepared your BLUF Title & Statement and answered the questions you are read to create your **3-minute short**. Based on innovators’ suggestions, the recommendation is to

1. Use your phone to record from your camera’s video in the portrait position (9:16) or vertical position.
2. Plan the time to record three attempts (about 30 minutes should do it).
  - A. Your first attempt should be using your script or looking at the 8 questions and set a timer for 3 minutes.
  - B. Review your first attempt and make note of improvements.
  - C. Record your second attempt right away.

- D. Review your second attempt and make notes of improvements.
- E. Finally, record your third attempt with the new improvements.
- F. Review, but plan to submit your final (third attempt). It will be an improvement from the first two attempts. (Remember: this is a **collaborative process**, including the Tech Scouts. This is not a Pitch Contest to see who is the smoothest, this is a Tech Transfer discovery process. If your answers fit the DoD Capability Needs, then your innovation is of interest to the process.)

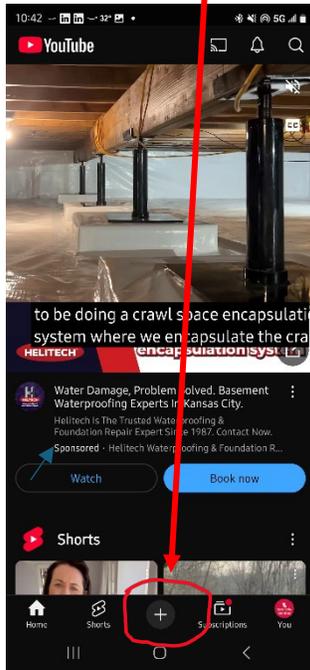
Your videos now should be automatically saved in your phone's **Gallery App**.



- 3. Now, go to your apps (on your phone) and click on the **YouTube** app on your phone (iPhone or Android).



4. Click on the plus (+) button at the bottom/center. Then, your next screen should come up with these words at the bottom (Video, Short, Live, and Post (off the screen to the right)). Before you press anything, you should see your gallery of videos.



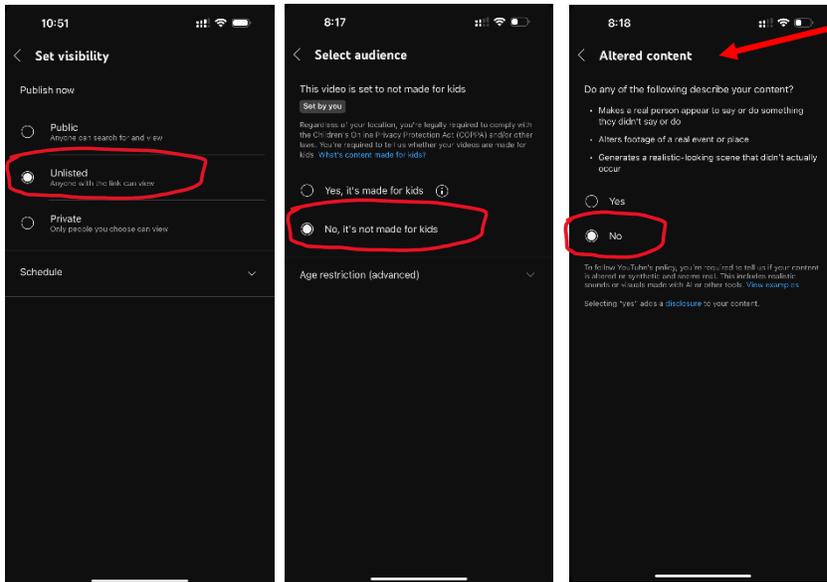
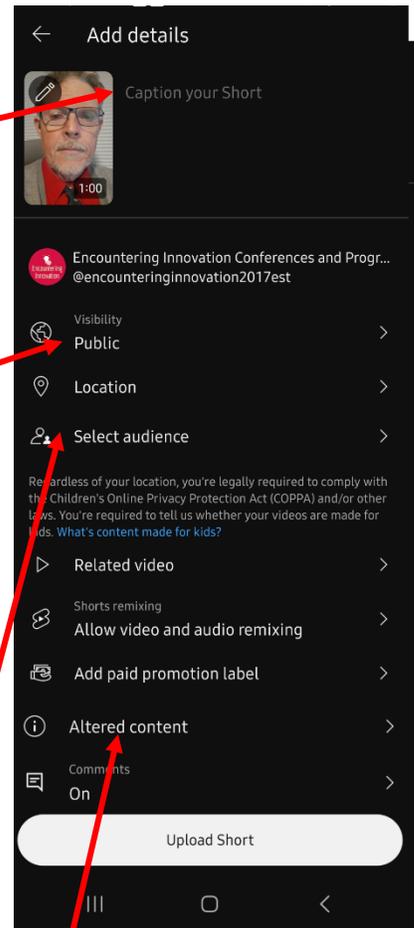
5. Since you have already videoed yourself in the 'portrait' or vertical camera position on your phone, the first few videos in the gallery view should be what you just recorded. As you can see from the picture, my first file video is my latest I'll be selecting to submit (2:47 in time).



6. Once you click on your selected video, it should begin to play and you will see the timeline at the bottom of the screen. As long as the video is as you want, there should be nothing to edit. However, you can trim either end of the video timeline. Otherwise press **NEXT** in the bottom right corner.

7. Now complete each section on this page.

- A. Add a Title. Click on **“Caption your Short”** in the red circle. Type in your Title.
- B. Click on the **“Visibility”** button. You have three choices:  
\* Public (Anyone can search for and view)  
\* Unlisted (Anyone with the link can view)  
\* Private (Only people you choose can view)  
For our purposes, we need you to select **“Unlisted”**.  
The link that YouTube gives you later will be the link we need to place in the Spreadsheet for the Tech Scouts. No one can search and find your video. It is ‘unlisted’, like an unlisted number.
- C. **Location:** for our purposes (as an Unlisted video), there is no need to fill in the location.
- D. **Select audience:** You will need to choose, **‘No, it’s not made for kids’**. For our purposes, you just don’t need to go into the proof of why/how ‘Yes, it’s made for kids’.

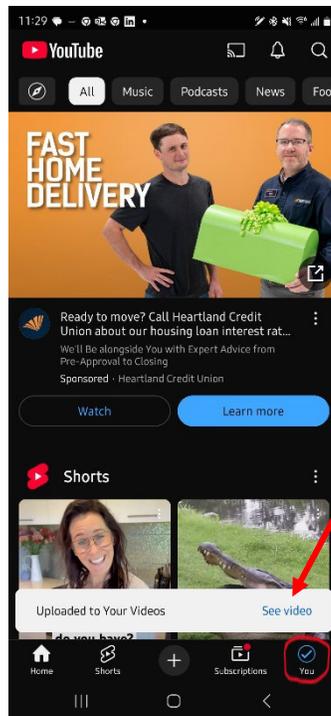
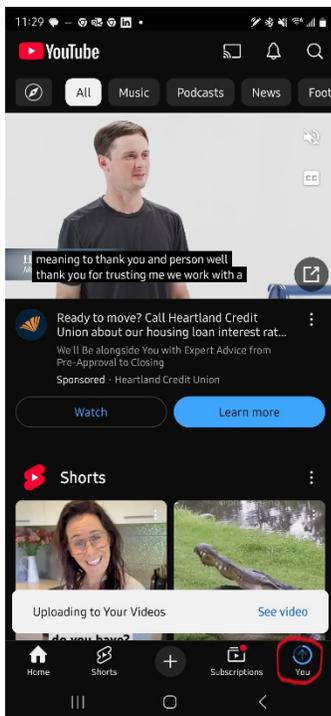
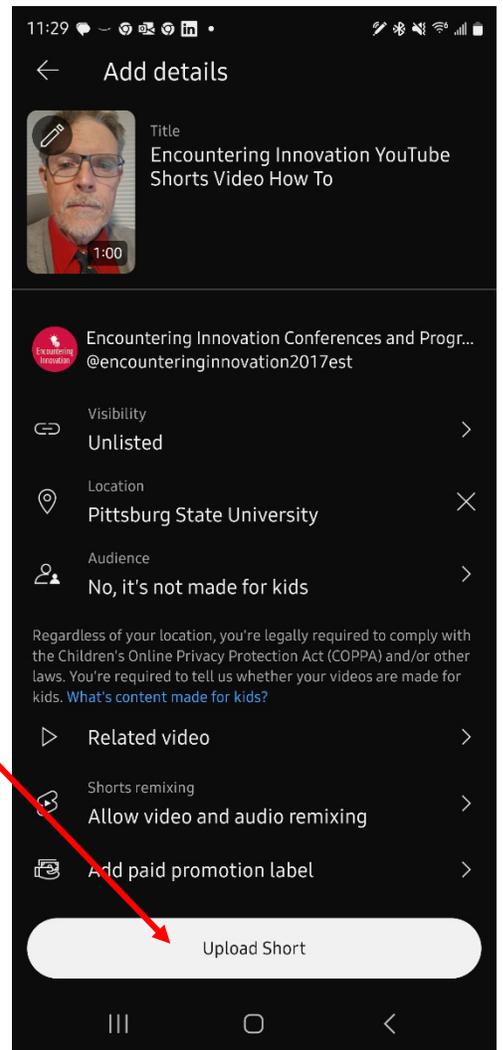


Scroll down on your phone to see...**“Altered Content”**. Click on **“Altered Content”**.

This designates whether the content has been adversely modified. You should select **“No”**, then click the **back arrow** next to **“Altered Content”** at the top.

This is what the final screen should look like prior to Uploading the Video Short, obviously, allowing for your own Name and Title.

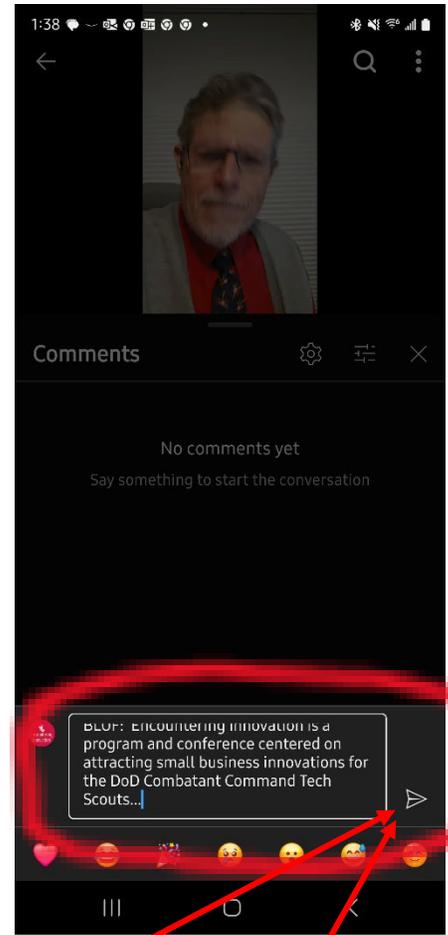
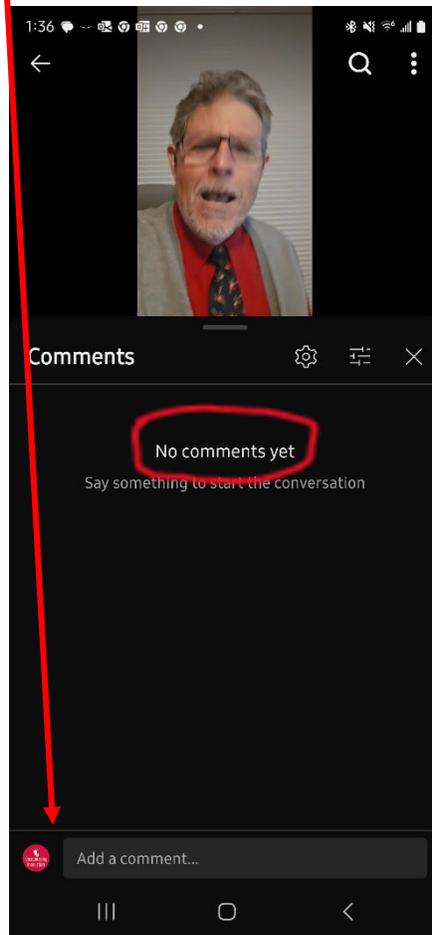
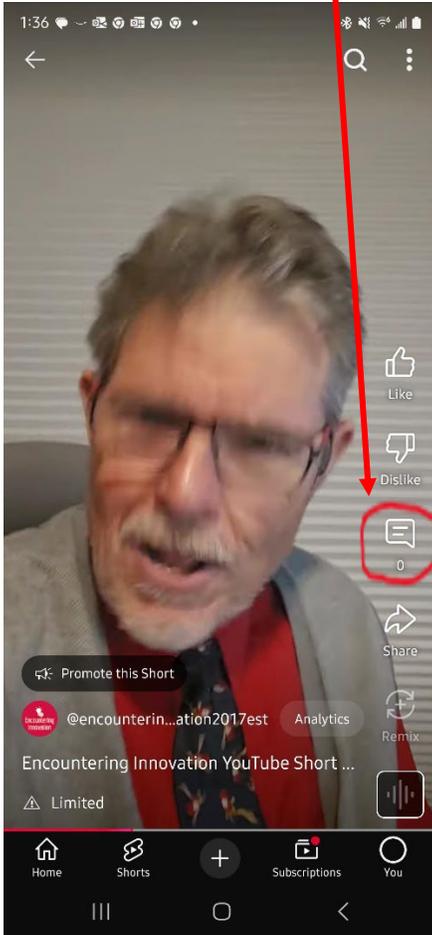
8. Click on **Upload Short** (It may take a few minutes to finish). When it stops saying “uploading your videos” go to step 9.



As you can see from the slides to the left, during the time of the upload, you will see the progress, until it is complete.

Once you see the blue checkmark, your video upload is complete. Click on the **checkmark** or **“See video”**.

9. Add your Title of Technology and BLUF Statement as the First Comment. Click on the **Comment icon**. Add a Comment. This is where you add your Title of Technology and BLUF Statement (a short paragraph describing your product/technology). This will help add clarity to your video description for the Tech Scouts as they are used to reading the Title of Technology and BLUF Statement. Since it is the first comment, your BLUF Statement will remain with your video.

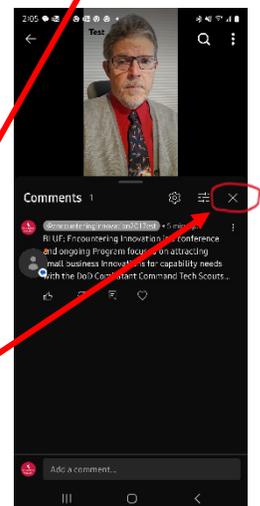


Copy your BLUF Statement here and click on the arrow on the right side of the circled area to accept it.

This will show you a list of the comments you made.

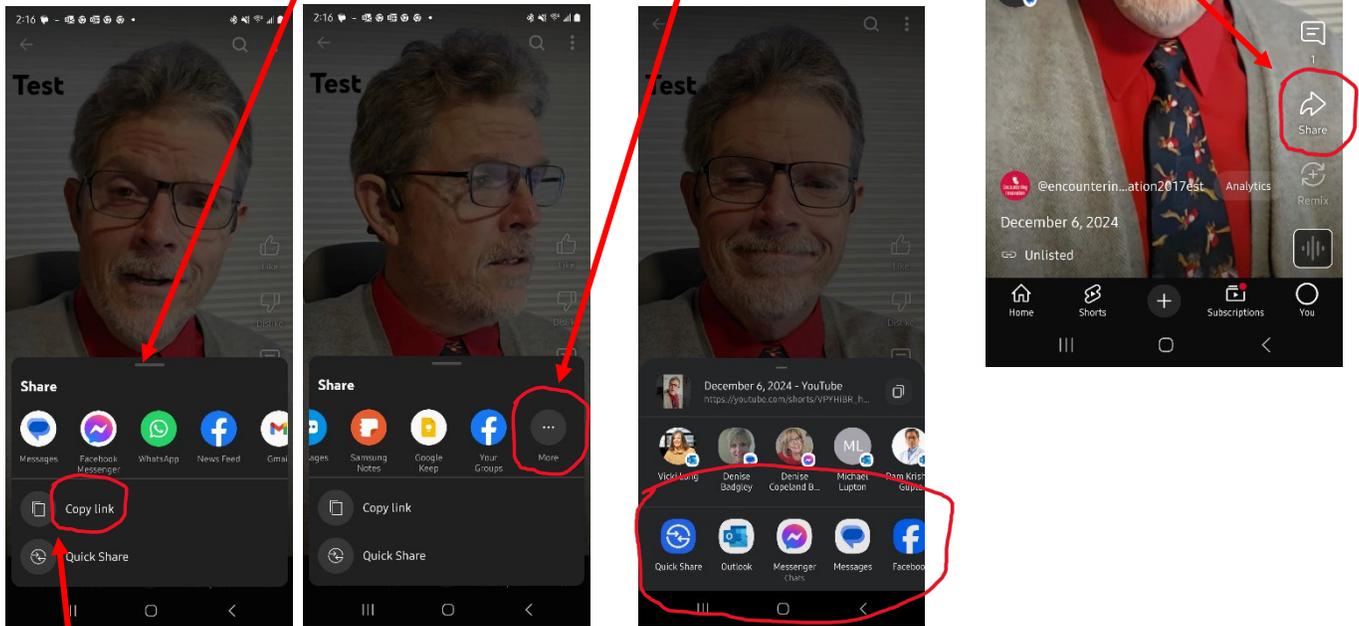
If you need to **delete a comment**, click on the 3 dots to the right of the comment you wish to delete or edit. If you need to **edit a comment**, click on edit instead of delete. The comment will appear in the next slide and you can edit the comment. When you complete editing, you just confirm by hitting the arrow at the right side of the edited comment. This will take you back to the comments screen.

To return from the comments screen to the “short”, click on the **X** in the red circle.



10. There are two methods to send your short to someone's email.

- A. After you have clicked on the **X** in the above slide, this slide will appear. Click on **"Share"** icon.
- B. You will need to look through the icons that you use most to **find your "Mail" icon**. Don't panic, if you don't see what you need. You can go over to **'More'** choice and click. You will then see other choices.



C. Enter Vicki Long's email: [vlong@pittstate.edu](mailto:vlong@pittstate.edu) Hit send or the blue arrow. Just check that your email has been sent.

The second way you can send the video link is to select **'Copy link'** and then just go to your email application and enter the link inside of an email to [vlong@pittstate.edu](mailto:vlong@pittstate.edu).

Your Video is now in your YouTube Studio. If you haven't used YouTube Studio before, you should now have at least your first video in 'Your videos' in the YouTube Studio. If you have used YouTube for other videos, then this video should be at the top of the list.

You will receive an acknowledgement email from Vicki Long ([vlong@pittstate.edu](mailto:vlong@pittstate.edu)). If you do not receive an acknowledgement email within a day, please double check and repeat the steps to share a video, and email her again, or contact her to ensure receipt.

You have completed the video short and the submission. This is an important new step in our being able to market your innovation across the DoD and other federal agencies working in technology transfer.