

# STORYTELLING HANDBOOK



Publishing Your Project



Smithsonian  
Institution



MUSEWEB  
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***This handbook will guide you in uploading your content to free and open platforms.*** There are many platforms to choose from, but in this handbook we are highlighting the most popular platforms for audio, video, and geolocated content. Popular platforms mean a larger potential audience for your content. Other platforms to think about uploading your content are WikiCommons, Tumblr, and Vimeo. There are many other free and open platforms, so if you have a favorite, upload your content there, too! And remember to upload your projects to the Museum on Main Street website as well (launching soon!).

## **PUBLISHING YOUR PROJECT**

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**If your project is a tour or you want to geolocate it on a map, then you can upload it to izi.TRAVEL.** izi.TRAVEL is a free and open platform that allows you to geolocate your content. This way users can follow your tour through the izi.TRAVEL app on their smartphones and discover your content while they walk around your town. A tour on izi.TRAVEL consists of the following elements:

## **Tourist attractions**

The stops or stories on the tour contain any or all of the following:

- Geographic coordinates
- Trigger-zone (one or several)
- Text describing the attraction or site
- Audio story about the attraction or site
- One or more photographs
- Video about the attraction or site
- Quiz question

## **Tour route**

The optimal path to take in order to view each of the attractions on the tour. The users see this route via their mobile application and follow it by walking or driving.

## **Navigational stories**

The audio hints designed to give the user directions at confusing points on the journey to different stops. It, like the attractions or sites, have a trigger-zone to cause it to automatically start playing at the point it's needed.

## **Trigger zones**

Both attractions and navigational stories have trigger-zones. This is a virtual boundary you create when building your tour. As soon as the user enters a site's trigger zone, the audio starts playing automatically.

## **Creating a User Account**

In order to create a tour, you must first sign up for a free izi.TRAVEL account using your name and email address. This account is much like a YouTube account. The field labeled "Organization Name" is where you enter the username that you want to appear on all your tours.

## **Uploading Your Content**

Once you've created an account, you can begin uploading your tour. Though the steps are easy, there are several steps, so it's best to visit the izi.TRAVEL Academy to learn how to upload your audio, video, and image assets to create your tour or stand-alone stops: <http://academy.izi.travel/help/production/creating-a-city-audio-tour-main-steps/>

**If your project is a video, you can upload it to YouTube.** YouTube is the largest and most popular online, free video sharing platform in the world. Once your video project is created, you can upload it to the site. To upload a video to YouTube, you need the following elements:

## Video File

This is the finished video project you intend to upload.

## Video Title

Titles contain valuable information to help viewers find your videos in search results. Include keywords your audience is likely to use when looking for videos like yours. Well-written titles can be the difference between someone watching and sharing your video, or scrolling right past it – so try to create titles that appeal to your viewers' interests and sensibilities, but keep it short. If your title is really long, it can get cut off.

## Tags

A tag is a keyword – words that people would use to search for your video or the content in your video. Tags will not only help YouTube categorize and learn more about your video; they will also increase the chance of your video appearing in the right sidebar of other videos with related content. Be succinct with your video's tags. You don't need to describe every possible topic, word, or idea; instead, if you only had a few words to tell a friend about your video, what would you say?

## Description

The description field is incredibly useful for helping viewers find, learn about, and decide if they'd like to watch your videos. You can think about the description as two parts -- what viewers see before they click "Show more" and what they see after. Consider prioritizing the first few lines of your description to describe your video because it's what viewers will see first.

## Creating a User Account

In order to upload a video, you must first sign up for a free YouTube account using your name and email address.

## Basic Steps of Uploading a Video

- Sign into your YouTube account
- Click on "Upload" at the top of the page
- Before you start, you can choose the video privacy settings
- Select the video you'd like to upload from your computer
- As the video is uploading, you can edit the basic title, description, and advanced settings of the video
- Click Publish to finish uploading a public video to YouTube. If you set the video privacy setting to Private or Unlisted, just click "Done" to finish the upload or click Share to privately share your video
- Learn more: <https://creatoracademy.youtube.com>

## **If your project is an audio project, you can upload it to SoundCloud.**

SoundCloud is the world's leading social sound platform where anyone can create sounds and share them everywhere. Once your audio project is created, you can upload it to the site. To upload an audio file to Soundcloud, you need the following elements:

### **Image**

Any images up to 2mb in size. For the best results, use a .jpg or .png of at least 800 pixels x 800 pixels. Square images look best for track artwork.

### **Track Title**

Clear track titles help your fans know exactly what they're listening to. Track titles must be between 1 and 100 characters.

### **Tags**

Tags help identify what kind of sound your track is (whether it is spoken voice, hip-hop, etc.). This makes it easier for your listeners to find it in search results on SoundCloud.

### **Description**

Write a description for your track, and let your fans learn more about what they are listening to. You can include a transcript and link to your collaborators.

### **Privacy Settings**

You have two options for how you want to share it with other users: public and private. Public means that anyone can listen to your track, and it will show up on your SoundCloud profile page and your followers' Streams. Private is exclusive, giving you control over who has access to your tracks.

## **Sharing**

If you have your Facebook, Twitter, or Tumblr accounts connected to SoundCloud, you can choose to share your upload to them automatically by checking the boxes next to their icons.

## **Creating a User Account**

You can use your email address, Google+ or Facebook to create an account. Signing up is free, and provides you with unlimited listening, as well as great creator features, such as the ability to upload 180 minutes of your own content.

## **Basic Steps of Uploading a Audio File**

- Sign into your Souncloud account
- Click on "Upload" at the top of the page
- On the Upload page, you can either click 'Choose file to upload' or drag and drop the file into the screen
- Once you have selected your audio file, it will immediately start uploading and SoundCloud will transcode it to be streamable
- While your track is uploading, you can add any additional track information, privacy settings, and sharing settings.
- Learn more: <http://help.soundcloud.com>

**Coming Soon!**

**At the end of your audio piece, your video, or your tour, please include a way for others to connect your stories to many others that are part of a larger storytelling initiative.**

The following line can be read or written into your content:

*This [tour, video, or whichever format] was made for Be Here: Main Street, a program created by the MuseWeb Foundation, in collaboration with the Smithsonian Institution Traveling Exhibition Service (SITES), and powered by izi.TRAVEL.*

It's also a great idea to include the hashtag, **#bHereMainSt** in your description, keywords, or tags. This is a way for anyone to explore the richness of the stories submitted on various platforms, whether they are on YouTube, SoundCloud, Facebook, or izi.Travel. Please add the hashtag (**#bHereMainSt**) in your content, perhaps as the last frame in your video and in the textual description. From a practical point of view, including the hashtag is an important way for you to track your own content, related content, and to respond to what others may be saying about your story on social media.

If you'd like to alert Museum on Main Street and MuseWeb about your fantastic, newly posted content, please add our handles to your social media content, and be sure to use the **#bHereMainSt** hashtag.

## **Facebook**

<https://www.facebook.com/museumonmainstreet>

<https://www.facebook.com/museweb>

## **Twitter**

[@museumonmainst](https://twitter.com/museumonmainst)

[@museweb](https://twitter.com/museweb)

