

# 5 Mistakes You Need to Avoid When Selecting a Video Tool for Online Learning





**With so many options, choosing and rolling out video tools for online learning can present a challenge. But selecting the right ones can be a great way to help faculty or staff create engaging videos for students and improve learning.**

If you're in charge of onboarding faculty to a new program or getting them to adopt a new tool, it can be even trickier. There are definitely wrong ways to select and incorporate video into online courses.

But it doesn't have to be difficult. We've broken down the five big mistakes to avoid when selecting a video tool for online learning to help make your life and your staff's lives easier.

That way, you'll be able to successfully get faculty to adopt your new video tools and engage their students.

Here are the mistakes you'll want to avoid (and tips on how to fix them):





## Mistake 1: Only using synchronous video

One of the biggest mistakes your organization can make when creating content with your new video tool is only utilizing synchronous video rather than incorporating asynchronous options.

The ability to create asynchronous lessons is likely the reason you want an online video tool in the first place.

An example of synchronous video is a livestreamed lecture or video chat. While these real-time discussions can be valuable, they also have several limitations.

When you only use synchronous video, you may present challenges to students who:

- Live in a different time zone
- Work in a noisy or distracting environment
- Have poor internet connection
- Don't always have access to technology or share technology with others
- Sometimes struggle to keep pace with live lectures
- Otherwise can't attend live sessions or experience barriers to live participation and discussion





Asynchronous (or on-demand) video learning content doesn't try to replicate the in-person classroom experience, but instead leverages the unique advantages of the online environment to meet — or sometimes exceed — the in-person environment.

Encourage staff to use asynchronous video options! One great example is posting lectures online. That way, students watch the videos on their own schedule, consuming as much or as little of the content at a time as they can. Students can go back and rewatch or review content as needed.

Asynchronous videos can even be enhanced with features such as embedded quizzes for extra engagement. Synchronous learning doesn't have to be completely eliminated, but mixing it up a little can really help students who face challenges with remote learning keep pace.





## Mistake 2: Choosing a tool that's too complicated or time-consuming to use

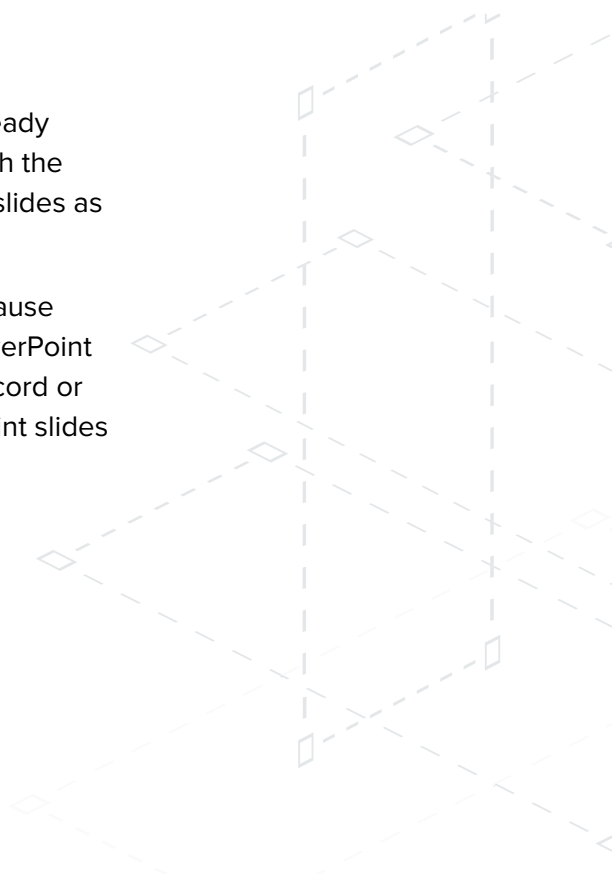
While some video software may have more features, that doesn't necessarily make them better than others.

In fact, overly complex video tools can actually deter staff from using new platforms or even wanting to create videos in the first place. Instructors are already busy, and they don't have the time or energy to learn all the bells and whistles of a complicated video tool.

### PowerPoint compatibility

Let's face it: many faculty use slides for their lectures and have already spent a lot of time building out their materials. They are familiar with the content and how to present it, and it is natural for them to use the slides as the base for their videos.

If the selected video tool is incompatible with PowerPoint, it may cause serious disruptions to faculty workflow. Choosing a tool that is PowerPoint compatible is a must -- faculty and staff should easily be able to record or upload presentations and even add effects when turning PowerPoint slides into a video format.





## Templates

Video templates are a simple, repeatable way to make videos for students. Templates allow videos to be created faster and with more consistency. Selecting a tool that doesn't have the option to use templates can make the video making process a lot more time-consuming and intimidating for faculty.

The reason is simple: it's always easier to "edit" than it is to start from scratch, even if users have worked with video before. Faculty can focus on the educational content while the templates provide structure, branding, and presets.

**Video templates allow faculty to create consistent videos without spending too much time on polishing them visually.**

That way, faculty can continue the workflow they are already familiar with and increase the efficacy of their tools and teaching methods.





## Mistake 3: Choosing a tool that requires too much training

Selecting a tool that is really difficult to learn or not well-documented can be a huge source of stress for your administrative and support team, because it means they'll be responsible for the large amount of training that comes with teaching a complex tool to others.

**Search for a company that will provide you with resources to help make the training and onboarding process as smooth as possible.**

### Tutorials

If a tool offers tutorials and learning resources in your local language, that can be a great start. That way, you'll be able to direct faculty to these resources instead of having your internal training team go over each and every detail. Tutorials should include both audio and video elements to help faculty learn the information effectively.

**Going beyond tutorials on their website:** If a video tool has a YouTube channel, that can be a familiar resource to direct faculty to for frequently asked questions and easy-to-follow tutorials.

### Webinars

When a company provides training webinars that are free to attend, that can be extremely beneficial. These virtual meetings are a great way to learn the workflows within the tool, dive deeper into already-existing elements, and even ask questions.

If the webinars are recorded and can be referenced later, even better!



## Education resources in your local language

Any great tool should have written resources in your local language that discuss education topics and offer answers to frequently asked questions. TechSmith offers some great EDU resources [here](#).

While some companies only offer general resources for video, a truly great one will offer education-specific resources designed to help faculty with video creation.

Not only does Camtasia offer support materials in other languages, but the product itself is available in English, German, French, Japanese, Spanish, Portuguese, and Chinese. Learn more [here](#).

## Support and customer service

Choosing a tool with customer service and support is a MUST. Attempting to train and onboard faculty to a new video tool with no backup help for troubleshooting can put you in a very difficult position that is extremely time-consuming to resolve. You'll want a company that offers excellent support and will help you quickly and efficiently.

**Find a company that is responsive, where you can interact with human beings that can provide support and answer questions in your local language.**

Even though the video tool you choose should already be as user-friendly as possible, you're still going to need to offer training and support to be able to use its full potential.

Faculty or staff will likely have a variety of reactions to new changes, ranging from excited or optimistic to unenthused or doubtful. If insufficient training is provided, then you're setting up faculty to fail. Changes should be easy to adopt, and the benefits of making them should be clear.

You can help ease staff's concerns by providing them with the necessary training and resources for success.



## Mistake 4: Not being able to maintain branding and consistency

For most institutions, it is really important that learning content and materials follow certain branding guidelines that reflect the schools' image, strengthen its reputation and are recognizable.

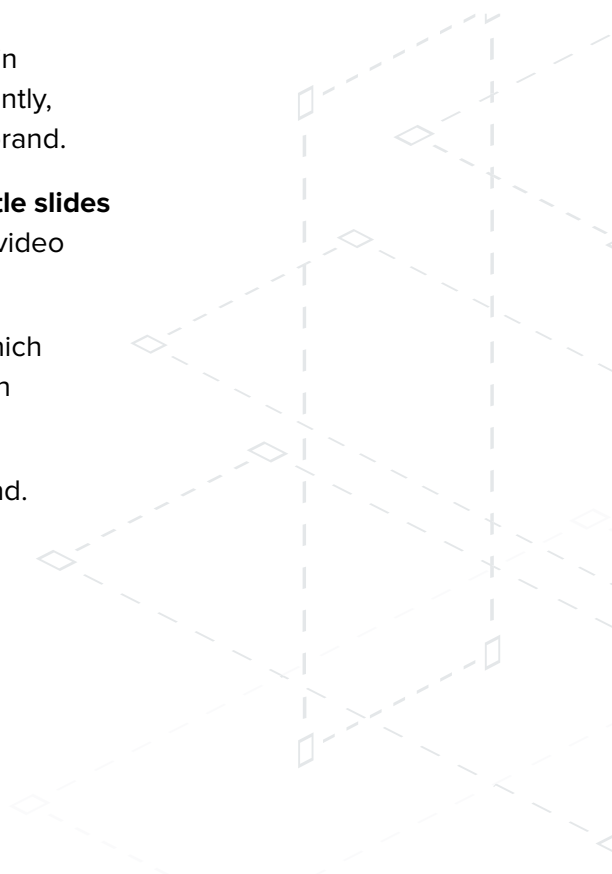
However, it can be very difficult and challenging to get faculty to comply and this will often result in outdated logos, wrong colors or other discontinued elements making it into the official content.

The video software that you select must have the ability to maintain branding and consistency across your institution and more importantly, make it easy for your faculty and staff to create content that is on brand.

**Search for a tool that can be loaded with pre-set colors, logos, title slides and other visual elements.** That way, there is less of a chance for video creators to accidentally use outdated elements.

Even better: Integrate the branding guides into video templates which can easily be created and shared across your institution to maintain consistency.

Learn more about [Camtasia Templates](#) to easily maintain your brand.





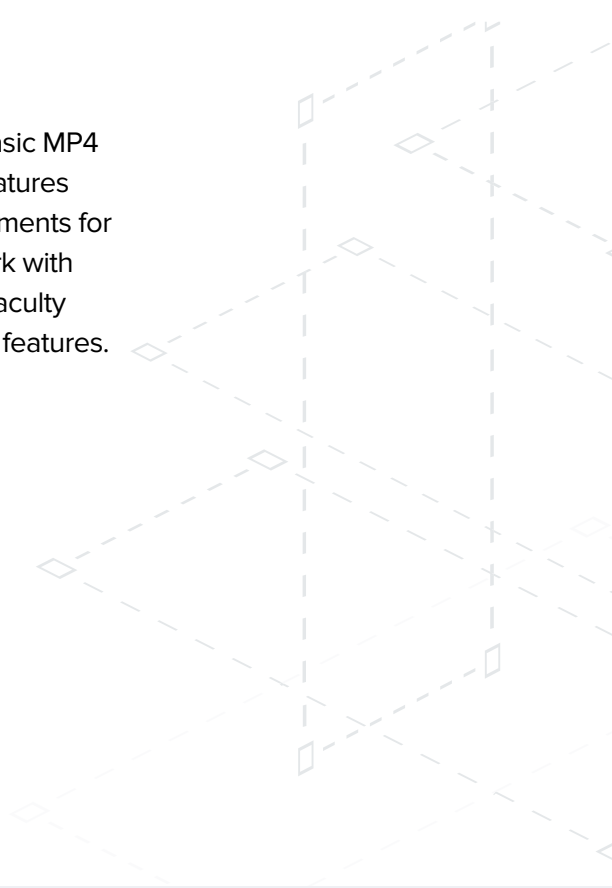
## Mistake 5: Not being able to integrate new tools with your current LMS

Selecting a video tool that is incompatible with your current learning management system (LMS) is essentially nothing more than a stressor and a frustrating experience.

It would require faculty to completely change their workflow and likely lead to the use of even more new tools and platforms, which would be incredibly inefficient and take time away from staff's already packed schedules. Additionally, it would make it harder to get the most out of the Learning Management System you already have in place.

### **Find a video tool that's compatible with the LMS you already have.**

While most video tools and learning management systems support basic MP4 video files, there is so much more the right video tool can provide. Features like interactivity, in-video quizzing, captioning, and TOCs are great elements for making videos and learning more engaging, but they need to also work with your LMS. If the video tool can export lessons as a SCORM package, faculty can easily upload those packages to your LMS and leverage all those features.



## Make an informed choice

There you have it! With the right tools and training, you'll easily be able to help faculty or staff incorporate videos into their online learning.

What's most important is that you focus on your staff's needs and choose a tool that will set them up for success.

Now that you're armed with what NOT to do when rolling out video tools, you'll easily set your faculty up for success.

Go out there and help your staff educate!

Looking to roll out video for your online lessons? [Learn more about the video editor and screen recorder TechSmith Camtasia.](#)

## Who is TechSmith?

For more than 30 years, [TechSmith](#) has helped people use visuals and video to share knowledge, teach and train students and colleagues — and generally show what they know.



And we're no strangers to higher education. In fact, with our versatile and easy-to-use tools [Snagit](#) and [Camtasia](#), we've helped hundreds of thousands of instructors around the world create and share video and other visual content that turns online classes into active learning communities.



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
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