

Kerry Shearer's Resource List

SOCIAL MEDIA WORKSHOP | APRIL, 2013 | SANTA CRUZ, CA

Receive free, periodic e-News from Kerry with social media, video and communications resources, tips, information and links! Sign up at: www.KerryShearer.com

Web site: www.KerryShearer.com (Social media, video, communications info)
Follow me: [www.Twitter.com/KerryShearer](https://twitter.com/KerryShearer) (Breaking social media news content)
Contact: kerry.shearer@gmail.com (Speaking, web videos, advice & consulting)

Web & Software Resources:

Skype live video/audio calling:	www.Skype.com (Free)
Webcast your news conference or meeting live:	www.uStream.tv and BFF (Free)
Put a multi-camera TV control room on your computer for live webcasts:	Telestream Wirecast (\$495) www.telestream.net/wire-cast/overview.htm
Send big video or graphics files to others easily without attaching to an e-mail:	www.YouSendIt.com (Free & paid versions) www.DropBox.com (Free & paid versions)
Create a custom instant text message group of PIO's fast to keep in touch during emergencies	www.GroupMe.com (Free)
Create a quick blog or web site with professional features and social media integration:	www.Tumblr.com (Free) www.Blogger.com (Free) www.Wordpress.com (Free) www.Squarespace.com (Paid)
Schedule tweets for auto-delivery at dates and times of your choosing:	Bufferapp.com (Free) www.LaterBro.com (Free)
Manage and monitor your social media from one convenient control panel:	www.Tweetdeck.com (Free) www.Hootsuite.com (Free)
Find great examples of social media policies:	http://socialmediagovernance.com/policies.php
No-cost video editing (These programs are included with computer purchase or are a free download):	Windows Live Movie Maker (PC) (Free) iMovie (Apple Mac) (Free)
Low-cost video editing:	Adobe Premiere Elements 9 (PC) \$99
Professional-level video editing:	Adobe Production Premium CS6 (PC or Mac) (\$1,559 full multi-program suite as of 4/2013) Apple Final Cut X (Mac) \$299
Video effects for production (animated backgrounds, lower thirds, transitions, sound effects, etc.):	www.DigitalJuice.com (Paid) www.FootageFirm.com (Paid)
Video record anything on your computer screen:	www.Camtasia.com (\$99 for PC). For Mac, get www.telestream.net/screenflow/overview.htm (\$99)

"Getting Started" Equipment:

Kodak Zi10 HD pocket video camera with separate microphone input & removable SD storage card:	(About \$100 on www.Amazon.com . It's the only Flip-style camera with a mic input jack and SD card slot)
Audio-Technica ATR-3350 wired plug-in lavalier microphone with 20 foot cord (use with Kodak Zi10):	www.Amazon.com (\$20)
Shure X2u XLR-to-USB microphone adaptor:	www.BHPhotoVideo.com (\$99)
Zoom H2N digital handheld audio recorder:	www.BHPhotoVideo.com (\$155)

www.KerryShearer.com for more equipment info and helpful tips!