

Table of Contents

Chapter 1: Adding Your First Video

Chapter 2: Adding Videos in Bulk

Add a User from YouTube

Add an RSS Feed

Import Videos by Keywords

Review Content

Chapter 3: Organize Your Content

Add Categories

Attribute Videos

Bulk Editing Videos

Chapter 4: Build a Community

Partnerships and Co-Branding

Community Outreach and Publicity

Managing Comments

Users and Administrators

Chapter 5: Customizing Your Site Design

Basic Branding

Choose a Layout

Custom CSS

Chapter 6: Site Metrics and Statistics

How To: Setting Up Your Miro Community Site

So you want to create a video website for your community? In this guide, we show you how to get started!

Chapter 1: Adding Your First Video

Logging In

First of all, you'll need to log on to the site. In the lower right-hand corner of the site, there is a "Login" button. Enter the Username and password you used when you created your Miro Community site and Log in. Once you have been logged in, a "View Admin" button should appear in the upper right-hand corner of your navigation bar.

Add a Video from YouTube (or blip or Vimeo)

To start with, take a video you want on your site from YouTube, blip.tv, or Vimeo.com. Miro Community will integrate with videos not on these sites, but the process is slightly more difficult, so this is a good place to start. Once you have a video you want to add, simply copy the **URL** for that video, then hit the "Submit a Video" button, either on the front-end of the site or in the Administrator's area. Paste the **URL** into the marked field, add any relevant **tags** (e.g. "city council meeting," "boy scouts"), and hit "Submit." If you are logged in as an administrator, the video will be automatically approved and added to the site. If not, it will be sent to be reviewed by the administrators.

Congratulations! You've added your first video!

Adding a Video from Somewhere Else

Of course, not every video you want on your site will be on YouTube, blip.tv, or Vimeo. To add an individual video from another source, first make sure that video is embeddable - this means it can be displayed on a site other than the place where it is hosted.

Copy the **URL** of the page the video is on and submit it in the same way you would a video from YouTube (by pasting it into the proper field after pressing "Submit a Video"). Miro Community software will not have a way to automatically know what to do with the link, so several fields will open which you will need to manually fill out. Enter the name of the video, a description (you can just add `
` if you have no description), repeat the **URL** pasted above, and then paste in the embed code. You can often find the link to copy the **embed code** in the lower right-hand corner of a video player or below the video player itself. You can either enter a **URL** for a **thumbnail** on the web or add a **thumbnail** later from your computer. Now submit the video - everything will be processed and displayed on the video page.

Anyone Can Submit - No Permission Necessary

Remember that adding a video to Miro Community is not like adding a video to YouTube - there is no actual video content hosted on the site. What this means is that submitting a video to Miro Community is like embedding it on your blog, or linking to it on your website. Requesting permission and/or letting the original poster know what you're doing is a courtesy. With that said, there's no legal obligation to tell someone you're posting their video to your site.

Chapter 2: Adding Videos in Bulk

Adding individual videos is great if you happen to come across something you like. But the real power of Miro Community is in its ability to bring in a bunch of videos at once, through **RSS feeds**.

Add Videos from a YouTube User

Let's say you have 500 videos you or your organization have uploaded to YouTube - you don't want to have to submit them one at a time, but you want them all to be on your site. If you or your organization currently hosts some or all of your videos on YouTube, blip.tv, or Vimeo, simply enter the **URL** of your userpage on that site into the "Add Sources of Video" box on the "Manage Sources" page and click "Add." For example, Medfield.TV has videos posted at <http://medfieldtv.blip.tv/> , so they would paste that link into the box to import all the videos from that feed.

Miro Community will now check out the link you've pasted and report back on how many videos are there. For now, ignore the Categories and Authors options. If this is a source you trust and know you will want all the videos from, choose to "Approve All" and then add the source. If you're not sure whether or not you'll want all the videos from this source, choose the default "Review Source." Miro Community will import the videos, then ask you whether you would like to go back to the Manage Sources page or see the videos you just added (either in the Review Queue or on the page). For your first feed, choose one you can trust and auto-approve. Once the videos have imported, choose to view them - all the videos from that source are now on your Miro Community site.

Congratulations - your site is growing!

Add an RSS Feed

But what if your videos aren't on one of these big hosting sites? Most places where you will host video will have an RSS feed of your videos available, and this can also be entered into the Manage Sources page to import videos already on the web. The RSS feeds need to have video embeds to work - that means video files have to be attached to the items in your feed.

Here's some information from the guide Make Internet TV about finding your feed:

If You Use a Video Blog:

Firefox 3 is a very useful tool for locating your feed; we recommend you download and install it. Load up the front page of your blog and look in the address bar for a blue feed icon. If you click on that blue icon, a URL will appear in the address bar and your posts should pop into the page. Copy that URL and then make sure you've got media in your feed (see below).

Make Sure You've Got a Media Feed:

Not all feeds are media enabled, which means the viewer won't get any video. When Firefox 3 loads up your feed, each post should have a little grey box below it that says "Media files" and a link to your video file (see image below).

If you don't have links in your feed, we recommend putting a hyperlink to your video file (.wmv, .mov, .mp4, etc) each time you post a new video (just add the link to the blog post). After that, follow our instructions for [burning your existing feed](#).

If you are on a major hosting site, try using <http://makeinternettv.org/promote/subscribe.knowyourfeed.php> to generate your RSS feed. To find out more information about Video Feeds and other aspects of Web TV, check out the entire guide at <http://makeinternettv.org/>.

Once you have the feed in question, you can paste it into the “Add Sources of Video” section and go through the steps above.

Only admins can add feeds at this time. If you are setting up a site for your community, you may want to include a link for users to email you with feed suggestions.

Import Videos by Keywords

You can also use Miro Community to find videos about your subject on the biggest video hosting sites. Returning to the Manage Sources page, type several key terms into the second available field and then choose to “Search Video Sites.” Because Miro Community cannot search for exact phrases at this time, try to include words that will give you relevant results - including both city and state, for example. Miro Community will bring you search results from YouTube, blip.tv, and Vimeo, ordered either by date or relevance, and you can then decide what you want to import. Once you have the search results for your keywords, click on the video listing and the video will appear on the right-hand side of your screen, you can then review it and either approve or feature it.

If this is a search that seems to have yielded good results and/or is one you’ll be repeating regularly, you can choose to “save [search terms] as a source.” This is not a replacement for looking through the search results, but will mean that any *new* videos that match your search will come into the site. If you choose to save this search as a source, it will appear on the Manage Sources page along with your YouTube feed and the other feed you added.

Find Feeds through Miro Guide

You can also find some relevant feeds by looking in the Miro Guide, <https://www.miroguide.com/>, a collection of shows online. In the Guide, you can browse

shows by genre or search by keyword. Once you find a show you like, you can copy the feed, which is listed under the description and genre on the show page, and add it to your Miro Community site.

Review Content

Now that you've had some experience adding videos, take a look at how Miro Community treats videos submitted by non-admin users and videos from feeds that are not marked as "auto-approved." If you add a single video as an administrator, that video will be automatically approved. However, if videos are submitted by non-admins, or if admins add a feed and choose to review the videos before they are imported, those videos will go to the To Be Reviewed page in the Admin section of the site. Try adding another feed, but this time, go with the default - to review videos before they appear on the site. Once the videos have been imported, you will be asked whether you want to review them or return to the Manage Sources page - choose to review your videos.

All the videos from the feed will now appear (in the order they were submitted to the site). Here you can click on videos individually to view them within the site, edit the video fields such as title, description and categories, and then Approve, Feature or Reject those videos. You can approve, feature or reject videos by hovering over the video in question, which should cause these options to appear. Edit the video information by choosing an item and then trying out the "Edit" buttons on your right. Once you approve, reject or feature a video, it disappears from the queue. If approved, it will now appear on the site and be listed with the other approved items.

Chapter 3: Organize Your Content

Add Categories

Now that you have some content on your site, you want to organize it so that users can easily find what they're looking for. Figure out some basic categories for your content and relevant sub-categories that go along with them. So, for example, you might have a "Current Events" category, with sub-categories like "Politics" and "Entertainment". Go to the admin section of your site and choose the "Categories" tab and fill out the requested information to add a category.

First, make a parent category like "Current Events". After you have added this category, you can make sub-categories for any topics that fall under that heading. You can add a logo if one is appropriate and a description of the topic in the given boxes (make sure to use html in your descriptions - things like line-breaks will not be automatically included. For simple line breaks, add the tag `
`, for paragraph breaks, start each paragraph with the tag `<p>` and end it with `</p>`.) Add this category. It will now appear on the right hand side of the page. Next, try adding a sub-category that falls under the heading of the first, and then choose the first category as the "Category Parent." Once you create categories, you can also edit them by hovering over the category in question and choosing "edit."

Put Sources in Categories

Once you have some categories set up, return to the "Manage Sources" page.

Find sources that fit within the categories you created - like a daily news show for "Current Affairs." Choose "edit" underneath the listing. A box should open, allowing you to edit various fields for that feed. Choose the appropriate category - in this case, the parent category you've just created, "Current Events."

All items from that source will now be labeled as being a part of that category.

Put Videos in Categories

But sometimes, not all videos from the same source will be in the same category - or maybe they're in different sub-categories. In these cases, you'll want to associate particular videos with a category. In order to do this, return to the admin side of the site, and choose the "Bulk Edit" option. You will see a paginated alphabetized list of all the approved videos on your site. Select all the videos from a particular topic and choose "Edit" in the menu at the top left (this is the default choice), and hit "Apply." A bulk edit box will open in which you can make changes to all selected items. In the "Categories" section, you will find the categories you previously created. Select the category that applies to this topic, and hit "Update."

When new videos about this topic are imported, you can go straight to the video page and add the category there. You can also edit the categories for a video on the To Be Reviewed page, when it is being displayed for review. You can get to a video page by clicking on the title of the video from the front page, any of the listings pages, or from the bulk edit page. Once you're there, simply look below the video, underneath the description, where Categories, Tags, Website, and feed are listed. You can click to edit the Categories (or any of these other fields) and then click "Done" to save your edits to this video.

Attribute Videos

Besides organizing your videos by category, you can also organize them by attributing content to particular users. By default, videos are associated with the user who posted them to a video hosting site (if Miro Community can tell who that is). But you can also manually connect a user to videos, whether or not they are

an actual user of your site. As with Categories, you will first need to create Users to attribute content to. These can be actual users of the site, or they can be the producers of the show, or both!

To create a user, go to the admin section of the site and click the “Users” tab. A username is the only required category, but if you want the user to be able to log into the site, you will want to give them a password. You can also add a picture or logo image and a description of the person or organization. This will be especially useful if you want to be able to display a User page with all the videos attributed to that User later on. (We discuss Users in more detail later.)

Once you have entered the appropriate amount of information, choose to “Add” that user. If you created a password for them, this user will now be able to log in to the site with their Username and Password. You can now attach this user to videos and feeds. Let’s say you’ve created a user account for a video blogger you know. You can now go to either the “Manage Sources” page and find the affiliated feed, click “Edit” for that individual item, select the new User and Save your changes, or go to individual videos created by that user and “Edit” the byline on those videos to add this user as the Author. All videos from that feed and/or labeled with that User will now display a byline saying “By [Username]”, where the Username will link to all videos affiliated with that User.

Bulk Editing Videos

When you want to make a change to one video, you can go to the video page and edit various fields. But what if you want to make a change to a bunch of videos at once? That’s when you use to Bulk Edit page. You already have some experience with this page from adding categories to multiple videos, but there are several other things you can do on the Bulk Edit page. Let’s say you have a bunch of videos with on thumbnail, and you want to add a basic logo to those

videos. Select the videos in question and hit “Apply” next to the first drop-down menu above the video listings, which will say “Edit.” You can then upload an image to be the new thumbnail and press “Update Video,” and all the videos you have selected will now have that image as a thumbnail. You can follow the same process to change the Title, Date, Description, Tags, Categories, and Users in bulk.

You can also select multiple videos in the Bulk Edit area to Delete, Unapprove, Feature and Unfeature them. Deleting videos will get rid of them entirely, while unapproving them will send them back to the review queue on the To Be Reviewed page. For any of these actions, simply select the videos you want to act on and then choose the action from the drop-down menu which has “Edit” as the default, then choose “Apply.”

Chapter 4: Build a Community

Partnerships and Co-Branding

Your Miro Community site is a great opportunity to build partnerships with like minded organizations or bloggers. When you pair up with another organization, they can brand part of your site, getting them publicity and expanding your network. It’s a win-win! Let’s say you’re building a local video site for your town. Why not ask the Girl-scouts to curate great youth videos for a “Youth” category? On the category page, you can include a link to their site and a blurb about them, encouraging those viewing the videos to get involved. In return, the organization can post a link on their website, perhaps with the latest video embedded in their sidebar (see the “Featured Video” section of <http://muslimvoices.org/>). The more community investment you can get in your site, the more legitimacy you gain, and the more people will want to check you out! This is also a unique opportunity for a variety of groups to collaborate for the greater good in a low impact way.

If your Miro Community site goes really big, you can even set up multiple Miro Community Sites that feed into one another, where each site has its own area and curators.

Community Outreach and Publicity

In order to gather content, once your Miro Community site is set up, post about it on your blog and website. Tell your networks. And every time you tell someone, ask if they'll keep an eye out for relevant content and submit anything interesting they see. People want to be involved in cool new projects, and this is something that's pretty easy for them to do. If people submit something really great, feature it so that they can directly see the impact they're making on the site. Also try leaving comments for people whose videos are submitted on the site, telling them about the site and that their videos have been submitted/added. They may turn out to be your best evangelists.

Now that you have a site set up, you just need to get people using it! Some great ways to do this include partnering with relevant organizations, blogs, and websites, letting members of groups connected to your issue or region know about the site, and encouraging participation. To encourage participation, give people a reason to submit the site and a way to do it. Suggest specific topics or kinds of video people can submit. Make it into a contest of sorts to find the best fit for a particular question. If you have a central website, have a page dedicated to how to submit a video, suggesting to users that they go looking through video sites they know of to submit content that fits in with your site. For example, here's a silly badge encouraging people in Medfield, MA to submit videos about their heroes (image from [kippster](#) on Flickr):

Imagine if this badge appeared on all websites about the Medfield and linked to a page explaining to users that they can submit almost any video they find on the web to the site. People might see it and think, ‘Oh, my friend posted a video of an interview he did with his father on YouTube. They both live in Medfield - this would be a great place to showcase his video!’ By giving a specific example of the kind of content you want on the site, you make it easier for people to think of things to submit. By reaching out through their already existing online channels, you find people where they are and bring them to your site.

Why should relevant blogs and websites let you post your badge there? Because the existence of a relevant video community enhances the overall sense of online community around this issue or locale - it makes people think that there’s a reason for them to search out these things online. You can also entice relevant blogs and organizations by creating a category just for videos they submit and/or letting them do some moderation on the site, getting them invested.

Managing Comments

As your site grows and you start reaching out to members of your community, you’ll also start to get more comments on the videos on your site. To help you manage the comments you’ll receive, you can choose to have an email sent to administrators every time a comment is left, and/or to have all comments held for moderator approval before being publicly posted to the site. It’s a good idea to know what your comment policy will be, and if you have space, possibly to mention it on your About page. Some questions include - will you allow profanity? Are disparaging remarks and personal attacks discouraged? What about commercial responses - like a business replying to a video promoting their product or event? It’s fine to decide these things on a case by case basis, but thinking about them ahead of time will allow you to easily respond if someone complains and to offer the rationale behind your decisions.

Users and Administrators

You've already had some experience with Users, but let's look at them in more depth. On any given site, there are several kinds of users. There are administrators, who have access to the back-end of the site and can make changes to the look and settings of it. Then there are non-administrative users who access the site with a username and password. Some sites will be set so that only logged in users can leave a comment or submit a video, giving people who access the site an incentive to sign up and log in. Eventually, we hope to develop extensive user profiles, but for now, administrators have to add things like thumbnail, website, and description for each user that wants one.

Once you add those things, though, the user page can look pretty snazzy, especially if a user is associated with videos. To edit these aspects of a user's profile, go to the "Users" section in the administration interface and hover over the user whose profile you would like to edit, and choose "Edit." Until we activate the ability for users to edit their own profiles, it may be a good idea to suggest that users interested in having a more developed profile can send information to an administrator.

As an administrator, you have many site privileges not available to the non-admin users, including the ability to approve, feature, and reject videos, change the look of the site, moderate comments, add user information and promote users to administrators, and add RSS feeds and other sources. Non-admin users can submit individual videos (unless admins have disabled this option), be associated with videos and sources (though admins must make the association), and leave comments (unless admins have disabled this option).

Chapter 5: Customizing Your Site Design

Basic Branding

To make your site look like your own, you want to add various personal touches. Start by adding a logo. You can upload your logo (or, if you don't have a logo, a relevant picture) on the Design Settings page. If your logo states the name of your site or organization such that you don't want another title, you can hide the title - more on that in a bit. Otherwise, come up with a catchy title and informative and witty tagline, and add those in the "Site Information" area. These three things are pretty much the first things folks will see when they go to your site, so you want them to be appealing and draw in someone who has arrived via search or someone coming directly to your site for the first time.

Next, put some thought into writing your About page and Sidebar blurb. These areas are html enabled, which means you can format the text. Here are some common and useful html tags:

`<p> </p>` Paragraph tags (The paragraph tags should bracket every paragraph you write - for example: `<p> This is a paragraph.</p>`)

`
` Line break - use this tag to have a blank line between or within paragraphs.

`` Emphasize tags - use these tags to emphasize words - on most browsers, this means text in this area will show up in italics.

`` Bold tags - bracket text with these tags to **make text bold**.

`` Links - these tags allow you to make text within them into a hyperlink to another webpage. For example, `Google` would make the word "Google" link to <http://www.google.com> when displayed in a web browser.

Your About page should also include what the site is, well, about, who is moderating it, links to your home page or relevant websites, and a way to contact

you (the site moderator). You may also want to include instructions and suggestions for submitting videos and encouragement for users of the site to contact you with suggestions.

Your sidebar can be used as an abbreviated “About” section, since it will show up on every video page, or it can be used as an Announcements area, with any new information or calls to action that you’d like people to see when they’re viewing videos on the site. In the “List” layout, the sidebar also appears on the front page of the site.

You can also customize your site by adding a background image (see a great example of the way a background image can really make your Miro Community site fit with your other sites at <http://muslimvoices.mirocommunity.org>) and a Footer (this can be used for Google Analytics and is a great place for simple links to your Facebook presence or home site).

Tip: If you include an email address in these sections, spell out the @ sign to cut down on spam. For example, write info [at] pculture.org instead of info@pculture.org.

Choose a Layout

Now that you’ve organized your content, you should decide which layout is right for your video site. This may depend on the kind of site you’re cultivating. We currently offer three layouts - Scrolling big features, List, and Categories.

List view may be best to display the variety of videos available, and Categories may be particularly useful if you have a robust categorization system for the videos you have imported to the site, while the featured layout may be ideal if

you plan on featuring excellent relevant content regularly. You can choose a layout by going to the admin section of your site and going to the “Design Settings” tab. This is also the area where you can further customize your site with special CSS, information for your About Page, a blurb and graphics for your sidebar, etc.

Custom CSS

If you have a little more experience, you can also customize your site using CSS. With CSS, you can change the colors of fonts and backgrounds, hide the Title and tagline of your site, and make other changes so that the site reflects your style. If you want to hide your title, add the following into the “Custom CSS” area of your Design Settings page and press Save:

```
#logo h1 a span.name {display:none}
```

To hide the tagline, try this:

```
#logo h1 span.tagline {display:none}
```

If you’ll be changing a lot of CSS, we recommend using Bugzilla in Firefox to figure out what your changes will look like. Remember to check all changes you make in multiple browsers. For more information about CSS, check out <http://www.w3.org/Style/CSS/>.

Chapter 6: Site Metrics and Statistics

To keep track of how many people are visiting your site, and how people are using it, we recommend adding some Google Analytics code (unless you have another program you prefer). Go to <http://www.google.com/analytics/> to get started, then add the code generated into the “Footer” area of your Design Settings page. This will allow you to track where people are coming to your site from and can give some clues on how to proceed. For example, when I set up floyd.mirocommunity.org, I noticed that there were an awful lot of people coming

to the site from Georgia, even though the site is about a region in South-west Virginia. Sure enough, there is a Floyd, Georgia. I added “Virginia” more prominently on the site to try to boost local traffic and help people more easily find what they were looking for. Google Analytics also has many other tracking methods to help you understand your audience as you grow.

After completing these easy steps, you’re all set! Make sure to review videos once a day and get the word out about your project.

If you have any questions about using Miro Community, or are interested in developing a customized version of the site, please contact our Community Outreach Coordinator at anne@pculture.org.

Key Terms Glossary

URL - the address of a webpage, for example, <http://www.mirocommunity.org>.

RSS Feed - Syndicated content from a particular source - used to keep track of updated entries. Also called a “feed.”

Tags - Keywords related to the video.

Embed Code - The code that tells Miro Community, and your browser, how to display a video: where to get it from ,what player to use, and what it should look like.

Domain - The identification for a particular computer or site on the internet. For example, [mirocommunity.org](http://www.mirocommunity.org).

Thumbnail - The picture used to represent a video around the Miro Community site.

Video Hosting Site - Websites that allow you to upload your videos, acting as *hosts*. These services include YouTube.com, blip.tv, Vimeo.com, Archive.org, Viddler.com, and many others.

CSS - Cascading Style Sheets. The language used to describe the presentation of many websites.

front-end and **back-end** - These terms refer to different areas of the site. The “front-end” is the user-facing part of the site that anyone can see, while the “back-end” includes the administrative area and the non-user facing code changes.

