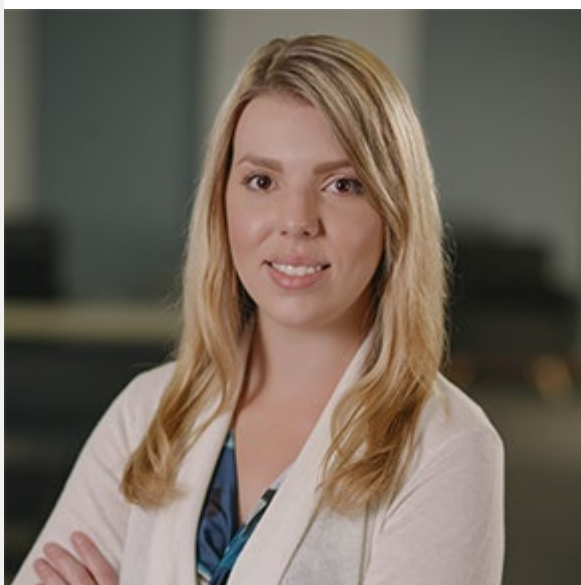




TechSmith News You Can Use

December 2018



It's a wrap!

This year is coming to an end, but I still have one more great newsletter to share with you. In this edition, you'll find...

- Why Your Learning Videos Need to be on YouTube
- How to Light Your Videos
- New TechSmith Assets for Camtasia
- TechSmith Product Tutorials & More

See you next year!

-Lauren North, Newsletter Editor

newsletter@techsmith.com | [@TechSmith](https://twitter.com/TechSmith) | [contact support](#) | [community forum](#)

3 Reasons Your Learning Videos Need to be on YouTube

YouTube now has 1.9 billion (with a 'b'!) monthly, active users. Learning and educational content alone drives over a billion views a day on YouTube.



Whether you're a small business, an educator, or an entrepreneur looking to teach your audience, YouTube is a must-go spot to host your learning video content. That includes product videos, how-to videos, tutorial videos, or educational lessons.

[Read more »](#)

TechSmith Academy: Lighting Your Video



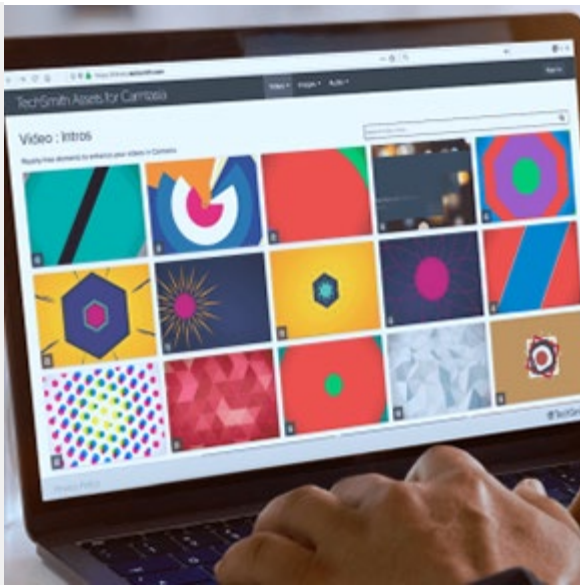
[TechSmith Academy](#) is a free online learning platform with courses to help you learn more about visual communication and video creation.

Adding lights to your video production is an easy way to greatly improve overall quality. While the idea of lighting can seem overwhelming or complicated – it isn't. The two-part course covers various light options, proper placement, and basic troubleshooting tips.

[View the course »](#)

TechSmith Assets: New Content Available Now

We've recently added more assets, both free and premium, to [TechSmith Assets for Camtasia](#)! These assets are live and



available now for you to download. As usual, all of our assets are royalty-free and available to use in any of your commercial or personal projects. Download hundreds of assets from our free collection, or subscribe to the full library for access to over 500,000 assets.

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TechSmith YouTube Channel

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Product Tutorials

TechSmith Snagit

Speed-up your Snagit workflow with Quick Styles and Favorites. Save your most used styles to Favorites for easy access and use. [Learn how »](#)

TechSmith Camtasia

Camtasia isn't only a screen recorder. It's also a powerful video editor. Check out this tutorial to start editing more efficiently and to learn how to trim, split, stitch, and ripple move media. [See how »](#)

TechSmith Relay

Manage captions in a way that makes the most sense for your organization. TechSmith Relay offers several options for editing and publishing closed captions. [Learn more »](#)

Screencast

Create a playlist to share content located in different folders or in your Library as a single group. Enable playlist RSS feeds to allow viewers to subscribe and receive notifications when new content is available. [Read more »](#)

Coach's Eye

Check out these quick tip guides for how to record track and field videos on your mobile device, created by USA Track & Field. [View now »](#)

Jing

The first time you record a video, you are prompted to select an audio input device. Our recommendation is to use a USB microphone, if possible, for best results. [Learn more »](#)

Morae

Video, title, and image clips are the key to adding a Table of Contents (ToC) to your highlight video. By adding video clips to the Storyboard in Manager, you set reference points in the video, so that viewers can click on an entry in your ToC, and move to a specific point in your video. [View the tutorial »](#)

