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Autore	Staley Erin
Titolo	Vloggers and vlogging / / Erin Staley
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ISBN	1-5081-7336-2
Edizione	[First edition.]
Descrizione fisica	1 online resource (48 pages) : color illustrations
Collana	Digital and information literacy
Disciplina	302.23/14
Soggetti	Video blogs Electronic commerce Internet advertising Web site development
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Vlogs 101 -- Let the creativity flow -- Making the cut -- Become your own vlog marketer -- Take your vlog to the next level.
Sommario/riassunto	This book teaches readers how established vloggers--those who create video blogs, aka vlogs--work their magic to educate, entertain, and persuade viewers around the world. It covers steps for writing, filming, editing, and marketing their vlog content as well as tips for more professional scripts, lighting, sound, and editing and what methods to take to gain followers and media attention and become an informed vlogger.