

# FLIPPING THE CLASSROOM

A FIRE SERVICE INSTRUCTOR'S GUIDE TO USING YOUTUBE  
WWW.BOXALARMTRAINING.COM



How do we use  
YouTube videos in our  
presentations?

## DO NOT CREATE "INTERNET FIREMEN" ....

**Our goal is not to use this resource as an all inclusive guide to becoming a firefighter but rather to use it as a resource to assist educated instructors.**

Before we explain how to use social media in your fire department, let's take a look at the sheer size of these information sharing locations. In my opinion one of the most valuable social media training tools is YouTube. YouTube receives more than 1 billion unique users every month! Over 6 billion hours of video are watched every month, that's almost an hour for every person on Earth. YouTube users upload around 100 hours of video every minute and according to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network.

Even on a small scale, like my firefighter training channel, the statistics are overwhelming. My training channel has over 17,000 viewers each month and is watched around 17 hours every day. I have reached

more firefighters through YouTube than I ever could have in the physical classroom. My YouTube channel videos have been viewed over 350,000 times.

There are many other social media outlets that can be very beneficial to a fire department. Some of these include: Twitter, Facebook, and website Blogs. Each of these interfaces have their own specific advantages and can be used by a fire department for many different functions.

The key to utilizing any social media source is to use them as a tool and not as a substitute for training or education. Whether you are using these tools for training, public education or public relations they can all be extremely valuable in the hands of an educated user.



**Matt Hinkle**

Matt operates a firefighter training YouTube channel. To see his videos go to MS Fire Net on YouTube. You can also visit his website at [www.boxalarmtraining.com](http://www.boxalarmtraining.com)

## How do I use YouTube videos in my training programs?

There are many different ways to include YouTube videos into your training programs. Some of these include using them as discussion points. You can assign a video for firefighters to analyze and get feedback on how they believe they would have operated differently. It is very important to guide firefighters on this path so that it is constructive for your department and not just pointing out the things other firefighters did wrong.

The most common use of YouTube videos for training is to embed them into a powerpoint or keynote presentation. When at all possible you should embed or link the video into your site and not download the video. You will violate the YouTube user terms if you download videos and you may be breaking federal copyright laws. Most fire service instructors believe that the content is fair use because it is in the public domain; that is not true because YouTube is not considered public domain. Below is the appropriate way of inserting a YouTube video into your presentation. You do have to have an internet connection though.

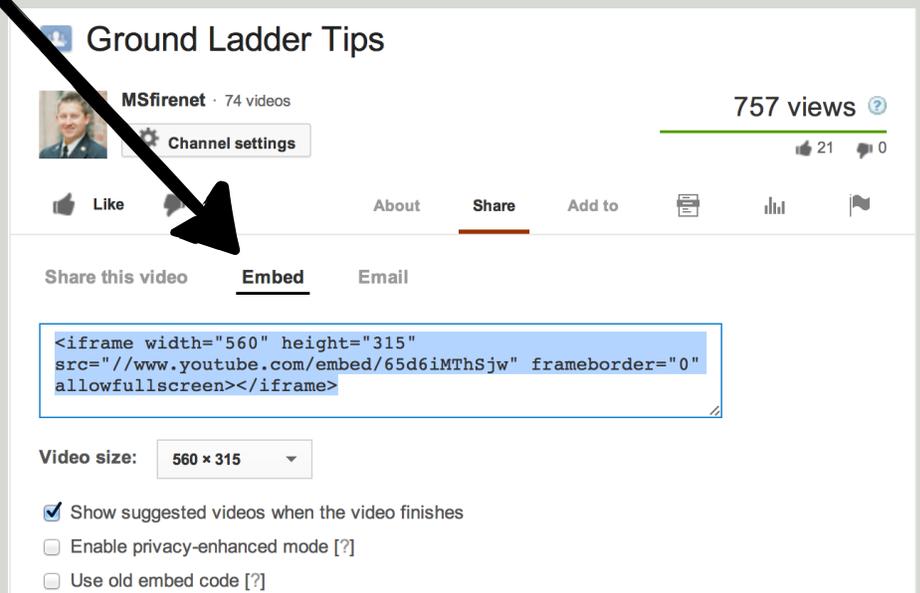
### 3 SIMPLE STEPS TO USING YOUTUBE VIDEOS IN YOUR POWERPOINT PRESENTATION.

**Step 1 - Select Share beneath the video you would like to use.**

**Step 2 - Select Embed and copy the text in the box. (You might have to check "Use old embed code" depending on what software you are using.)**

**Step 3 - In your Powerpoint Presentation select "Insert" then "Video from Website". You will then paste the copied text from YouTube into the box provided.**

You must have an internet connection to embed a video into any presentation. You will not be violating any copyright laws if you do this. Embedding the video into your presentation ensures the original owner of the content is used to show the video. You are essentially giving the video owner credit for the video in your presentation.



**You may or may not have to select "Use old embed code"**