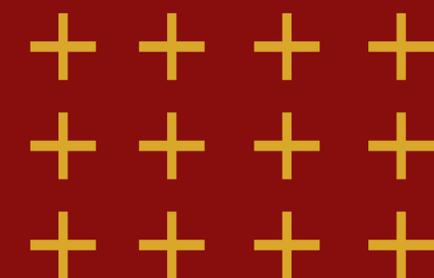


CARNEGIE

Slate Demo Series

# Slate Video



## Slate Video: Defined

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Slate Video is a tool that allows your users to create and send **personalized videos** to prospects, inquiries, applicants, current students, or alums in your Slate instance.

# Benefits of Slate Video

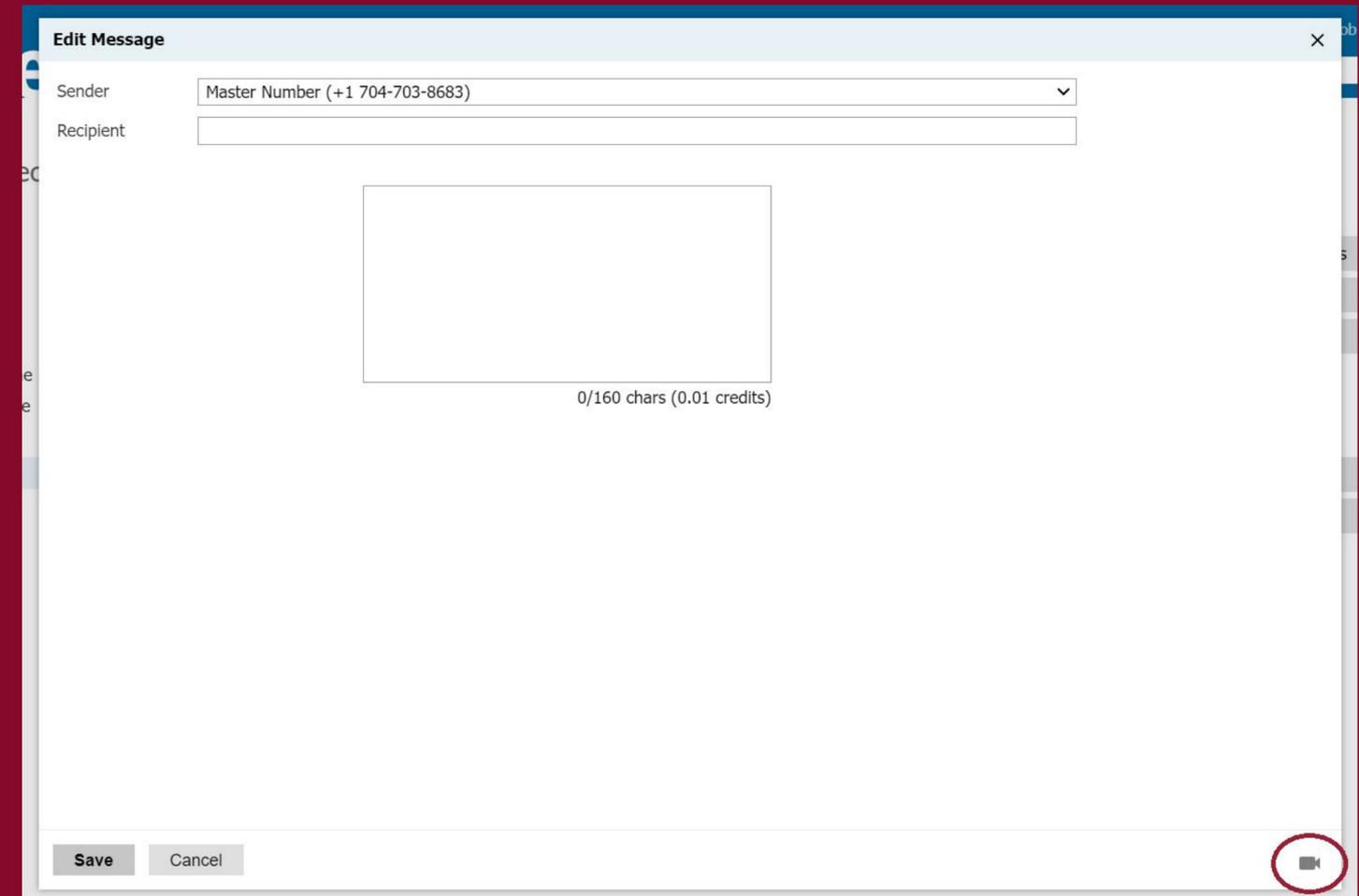
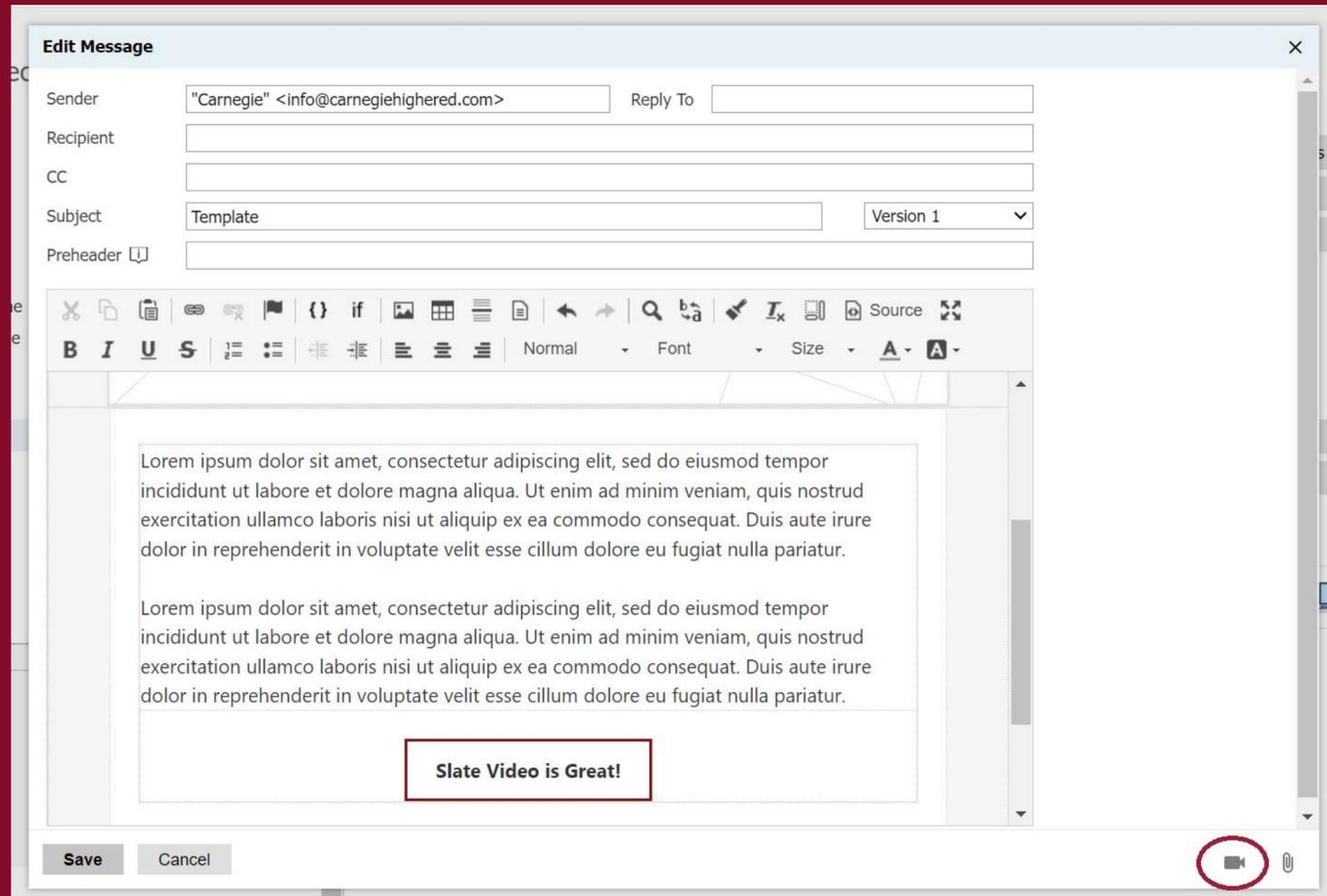
---

- Make a connection beyond words
- Break through the noise
- Flex your creativity

# Where to use Slate Video

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# Email and SMS in Deliver



# One off messages from student record

Henshaw TEST, Jacob TEST Prospect - Person 875061828

**Dashboard** | Timeline | Giving | Research | Profile | Materials | Additional Information | Enrollment Strategy

Person Dashboard

Events:

Date	Event	Status
There are no events to display.		

Biographic  
Born 04/16/1993, age 30

Activity History

Legend: Interaction (grey), Event (blue), Login (pink), Email Sent (yellow), Email Clicked (light blue)

01/19/2023 Prospect - Person

Tags: Carnegie Client, CollegePress Client, Opt Out, Primary Contact, Reference, State Summit Attendee, Test Data, Test Record

Unsubscribes: No unsubscribes for email or mobile devices.

Status History: 01/19/2023 Prospect - Person

Populations: People

State (Carnegie, powered by Underscore) Home / Home / exit

# Embedded on a Portal using Inbox Snippets

Henshaw TEST, Jacob TEST
Prospect - Person 875061828

---

Dashboard
Timeline
Giving
Research
Profile
Materials
Additional Information
Enrollment Strategy

Person Dashboard

Events:

Date	Event	Status
There are no events to display.		

Biographic

Born 04/16/1993, age 30

Activity History

Connect

Email [jhenshaw@carnegiehighered.com](mailto:jhenshaw@carnegiehighered.com)  
 Mobile [+1 800-867-5309](tel:+18008675309)

Tags

Carnegie Client   CollegeXpress Client   Opt Out  
 Primary Contact   Reference  
 State Summit Attendee   Test Data   Test Record

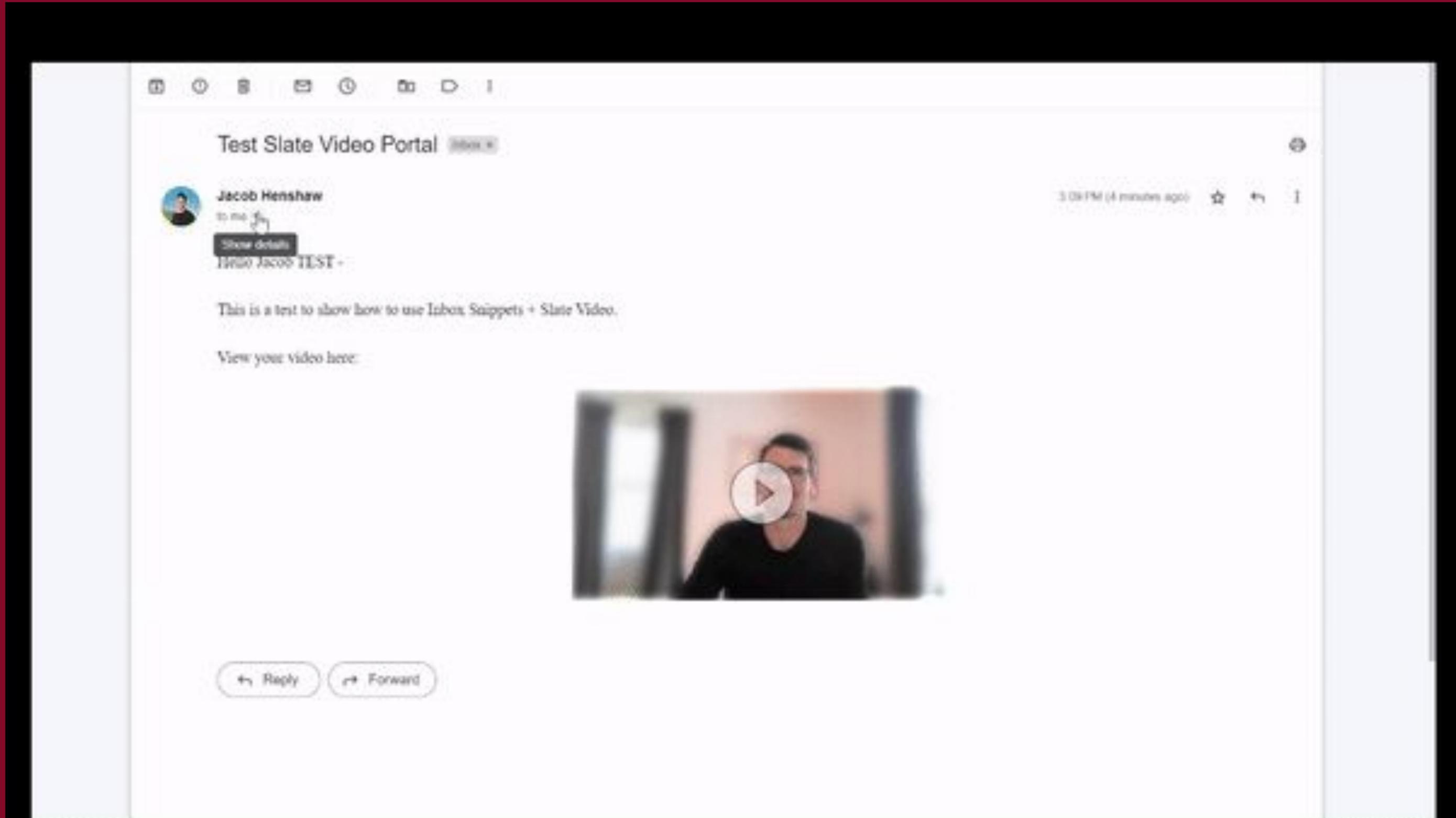
Unsubscribes

No unsubscribes for email or mobile devices.

Status History

● Interaction  
 ● Event  
 ● Login  
 ● Email Sent  
 ● Email Clicked

# Embedded on a Portal using Inbox Snippets



# Where you can't use Slate Video (currently)

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# Content Blocks

The image shows a software interface titled "Edit Key" with a close button (X) in the top right corner. On the left side, there are four labels: "Key", "Folder", "Type", and "Default Snippet".

- The "Key" field contains the text "staff\_assigned".
- The "Folder" field is an empty dropdown menu.
- The "Type" field contains the text "String (Discrete Values)".
- The "Default Snippet" field contains a rich text editor with a toolbar. The toolbar includes icons for cut, copy, paste, link, unlink, list, image, table, indent, outdent, undo, redo, search, find and replace, bold, italic, strikethrough, link, unlink, source, and full screen. Below the icons are text formatting options: **B**, *I*, U, ~~S~~, bulleted list, numbered list, indent, outdent, bulleted list, numbered list, bulleted list, Format, Font, Size, and font color/background color.

At the bottom of the dialog, there are three buttons: "Save", "Delete", and "Cancel". To the right of these buttons, there is a large grey arrow pointing to the right. Above the arrow, there are three question marks.

**But wait!**

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# Slate Video in Content Blocks (kind of)!

The screenshot displays the Slate email editor interface. At the top, there is a blue header with the 'slate' logo and various navigation icons. Below the header, the main content area shows a message titled 'Jacob Slate Video Test Shell'. The message details include:

- Method: Email
- Folder: Testing / Jacob
- User: [Jacob Hirsch](#)
- Recipient Lists: (empty)
- Current Status: Not Running
- Start Date/Time: (empty)
- Stop Date/Time: (empty)
- Opt Out: General Unsubscribe

On the right side, there are several action buttons: 'Edit', 'Edit Recipient Lists', 'Edit Message', 'Send Mailing', 'Display Message', and 'Send Message'. Below the message details, there is a 'Message' section with the following information:

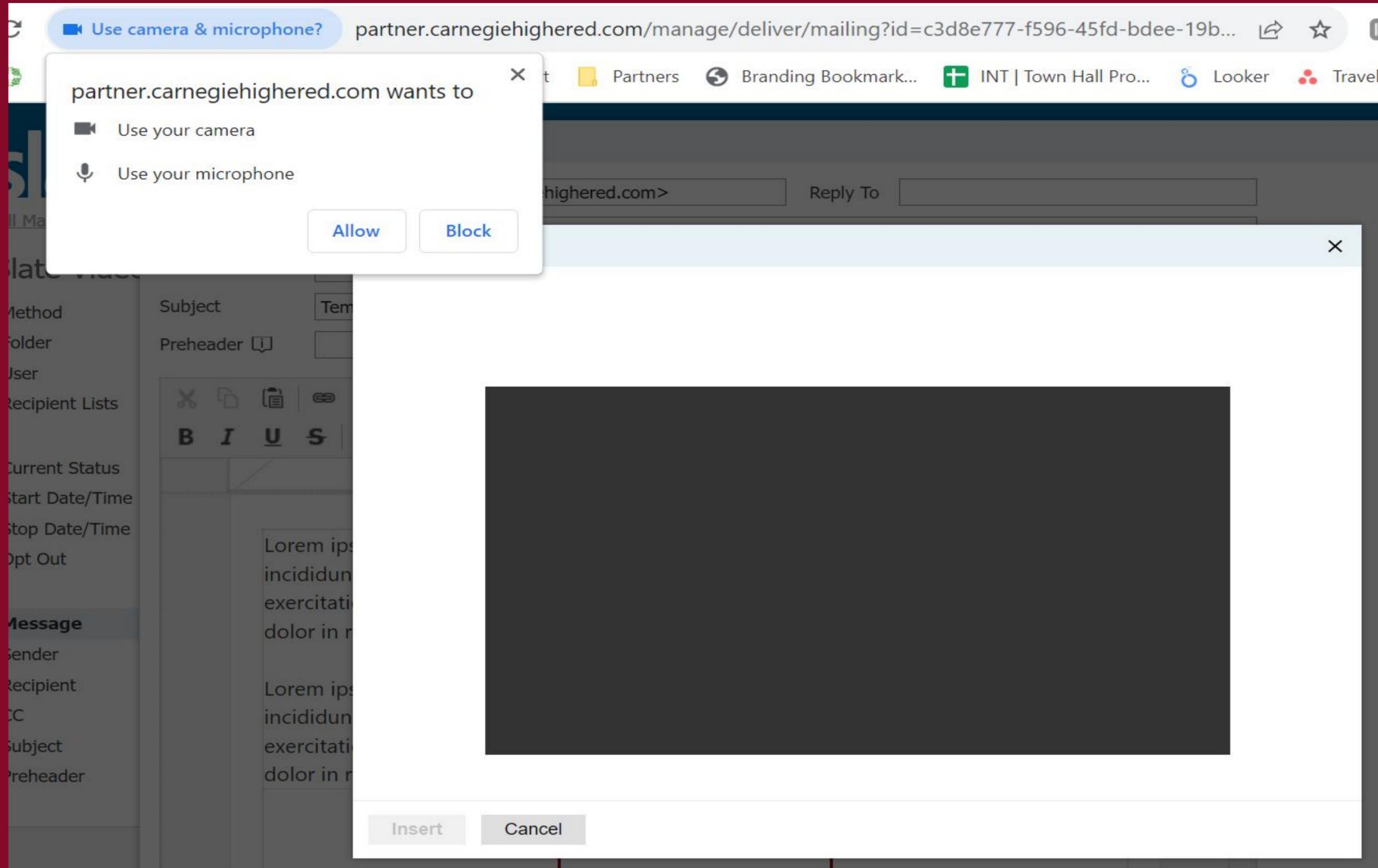
- Sender: "Carnegie" <info@carnegiehighered.com>
- Recipient: (empty)
- CC: (empty)
- Subject: Test Subject
- Preheader: (empty)

The main content of the email is a video player showing a man in a black shirt. Below the video player, there is a footer text: "This email was sent to by "Carnegie" <info@carnegiehighered.com> [Unsubscribe](#) from Carnegie, 220 North Ames Street, Matthews, NC 28105."

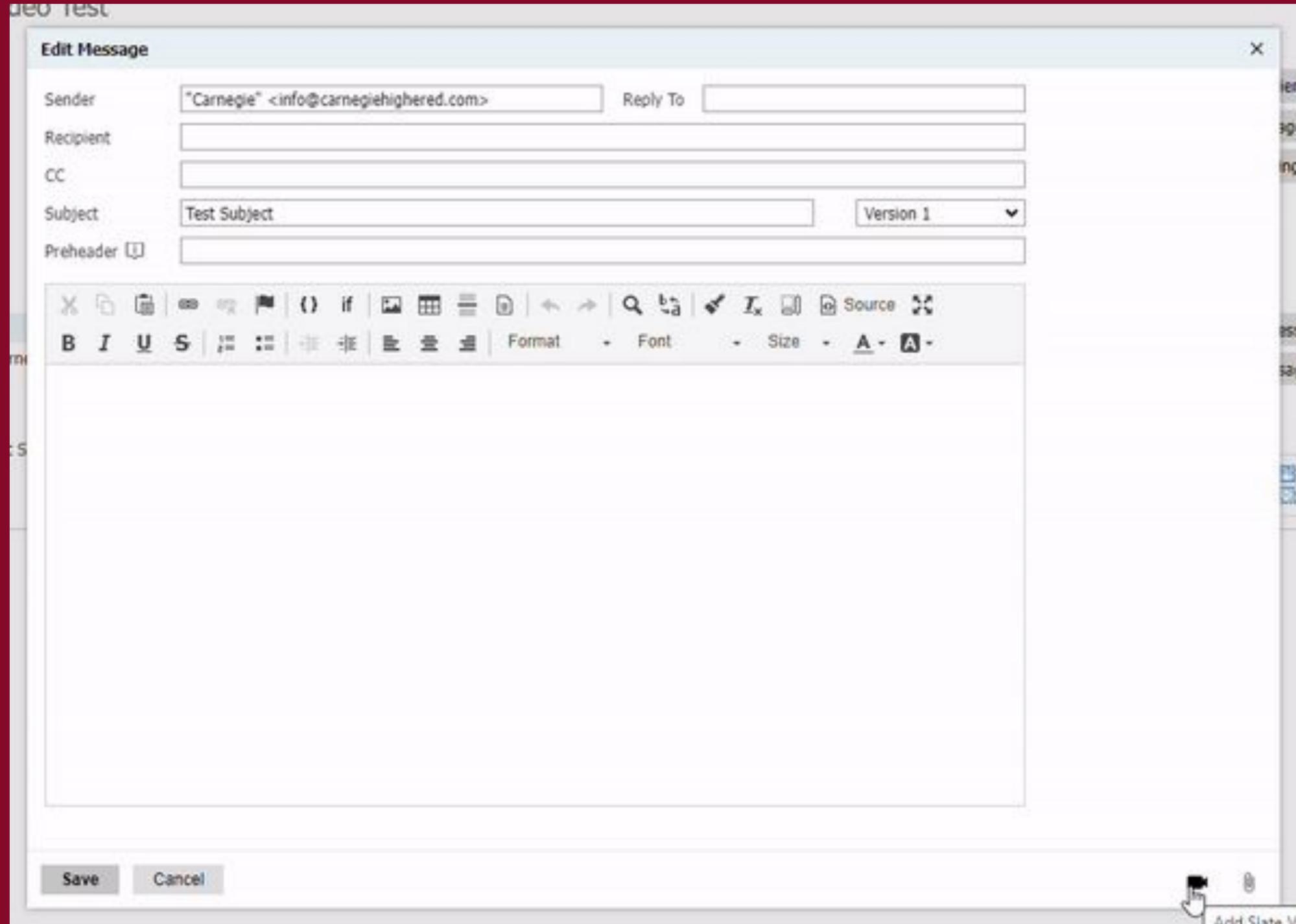
# Slate Video Notes and Tips

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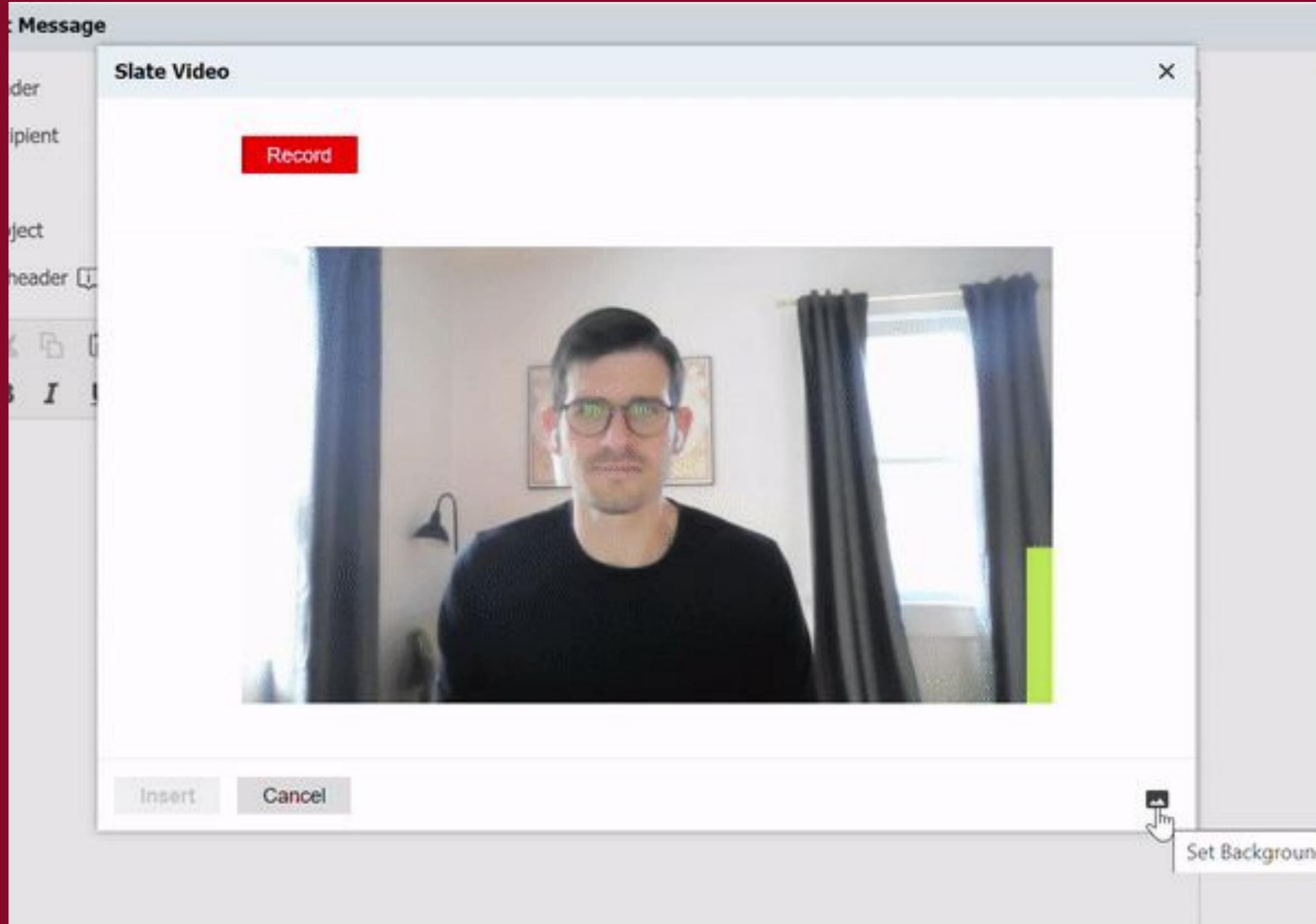
# Allowing access to camera and microphone



# Countdown to record - 3, 2, 1 record!



# Add a Virtual Background



# Finding your video in the source code

```
134     <td align="left" style="padding:0;Margin:0;width:560px">
135     <table cellpadding="0" cellspacing="0" role="presentation" style="mso-table-lspace:0pt;mso-table-
rspace:0pt;border-collapse:collapse;border-spacing:0px" width="100%">
136     <tbody>
137     <tr>
138     <td align="left" class="es-m-txt-1" style="padding:0;Margin:0;color:#87181a">
139     <p style="Margin:0;-webkit-text-size-adjust:none;-ms-text-size-adjust:none;mso-line-height-
rule:exactly;font-family:-apple-system, blinkmacsystemfont, 'segoe ui', roboto, helvetica, arial, sans-serif, 'apple color emoji', 'segoe ui
emoji', 'segoe ui symbol';line-height:150%;color:#333333;font-size:14px">
140     Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.<br />
141     &nbsp;
142     </p>
143
144     <div style="width: 384px; height: 216px; margin: 0 auto;">
145     <a href="https://partner.carnegiehighered.com/go?cmd=video&id=82970106-8529-4df5-b30e-921ed30b8476">
</a><br />
146     &nbsp;
147     </div>
148
149     <p style="Margin:0;-webkit-text-size-adjust:none;-ms-text-size-adjust:none;mso-line-height-
rule:exactly;font-family:-apple-system, blinkmacsystemfont, 'segoe ui', roboto, helvetica, arial, sans-serif, 'apple color emoji', 'segoe ui
emoji', 'segoe ui symbol';line-height:150%;color:#333333;font-size:14px">
150     Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
151     </p>
152     </td>
153     </tr>
```

# Making your Slate Video mobile friendly

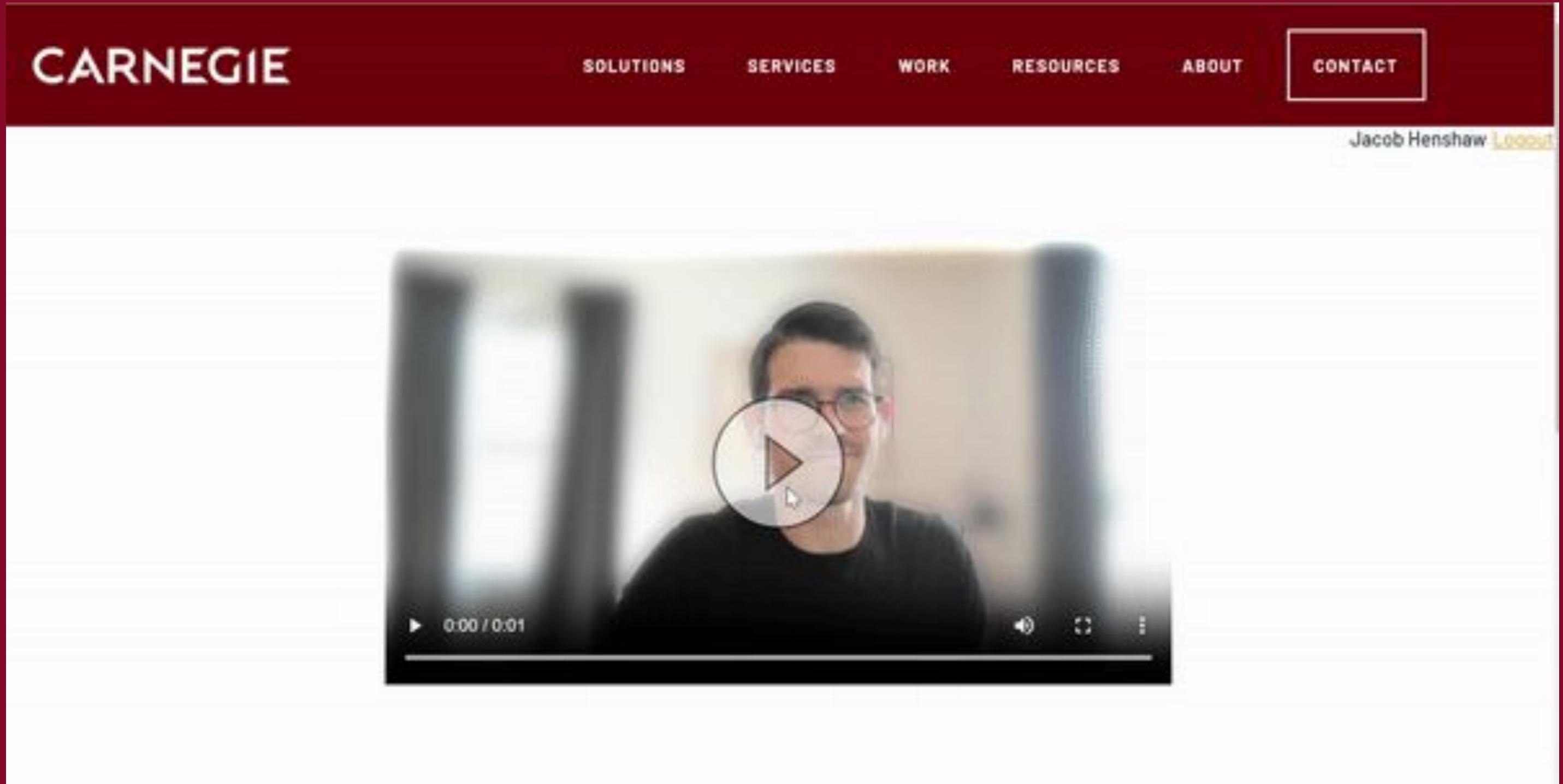
```
140 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
141 </p>
142
143 <p>
144 </p>
145
146 <div style="width: 250px; height: 141px; margin: 0 auto;">
147 <a href="https://partner.carnegiehighered.com/go?cmd=video&id=399115d1-1fba-422e-be86-00d90f68d57b">
</a>
148 </div>
149
150 <p>
151 </p>
152
153 <p style="Margin:0;-webkit-text-size-adjust:none;-ms-text-size-adjust:none;mso-line-height-
rule:exactly;font-family:-apple-system, blinkmacsystemfont, 'segoe ui', roboto, helvetica, arial, sans-serif, 'apple color emoji', 'segoe ui
emoji', 'segoe ui symbol';line-height:150%;color:#333333;font-size:14px">
154 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute
irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
155 </p>
```

Height: 250px; Width: 141px

# Slate Video is Viewed in a Branded Portal

The screenshot displays a branded video player interface. At the top, a dark red navigation bar features the 'CARNEGIE' logo on the left and a menu of links: 'SOLUTIONS', 'SERVICES', 'WORK', 'RESOURCES', 'ABOUT', and 'CONTACT'. The 'CONTACT' link is highlighted with a white border. In the top right corner of the white content area, the text 'Jacob Henshaw [Logout](#)' is visible. The central focus is a video player showing a blurred image of a man with glasses. A large play button is overlaid on the video. The player's control bar at the bottom shows a play icon, a progress indicator at '0:00 / 0:01', a volume icon, a full-screen icon, and a settings menu icon.

# Closed Captioning



The screenshot shows the top navigation bar of the Carnegie website with the following links: SOLUTIONS, SERVICES, WORK, RESOURCES, ABOUT, and CONTACT. The CONTACT link is highlighted with a white border. Below the navigation bar, the video player displays a man with glasses speaking. A large play button is overlaid on the video. The video player interface includes a progress bar at the bottom left showing 0:00 / 0:01, a volume icon, a full screen icon, and a menu icon.

# Oops! I deleted my Slate Video on accident!

Hi Haloua

## Slate Video Test Edit

Method	Email
Folder	Testing / Jacob
User	<a href="#">Jacob Memhan</a>
Recipient Lists	<a href="#">test.slate.video.query</a> (live query) <small>No exports have been configured for this recipient list.</small>
Current Status	Not Running
Start Date/Time	
Stop Date/Time	
Opt Out	General Unsubscribe

**Message**

Sender	"Carnegie" <info@carnegiehighered.com>
Recipient	
CC	
Subject	Template
Preheader	

Display Message  
Send Message

Edit Recipient Lists  
Edit Message  
Send Mailing

Desktop Tablet Mobile

**CARNEGIE**

# Final Notes

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- Keep it brief. Around 60 seconds or so.
- Organic
- Unscripted
- Clear message and call to action

# Thank You!

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[CarnegieHigherEd.com](http://CarnegieHigherEd.com)

Jacob Henshaw

[jhenshaw@carnegiehighered.com](mailto:jhenshaw@carnegiehighered.com)