

USM Action Plan #2: Set Up a Video Distribution Network in TheWorkz



A step-by-step guide to get things accomplished in your marketing.

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Set up a Video Distribution Network

In establishing your online empire, you'll need a few components set up, and one of them is a video distribution network. The Video Distribution Network is something that you can build using TheWorkz but the first step is to set up the individual accounts. After you do that, you'll connect them to a profile in TheWorkz. Once they are all connected to a profile, you can start publishing content and get it as widely distributed as possible using your distribution network.

The Benefits of a Video Distribution Network

It might take a little work to get it set up, but once you get your distribution network set up, you can get your marketing tasks done so much more quickly and get your content in front of eyes quickly.

For example – if you want to get a quick marketing video out, all you have to do is upload it once, make a few text edits and click the button to submit – and your video gets posted on an unlimited number of accounts and fan pages. But that's not all because the system then shares your video posts over your social networks, embeds your videos in your blogs and pumps your content out through your syndication networks without you lifting a finger.

What's more – every single link the system creates, including your video posts, your social shares and blog posts – all get sent to your indexers, so all the links generated by the system get indexed in Google as fast as is heavenly possible.

Ok so let's move forward and create a basic video distribution network that can be effective for your marketing through TheWorkz.

1. The Accounts You'll Need

If you haven't set up your S3 account yet with TheWorkz, that should be your first step. [Please view this video to learn how to set up your S3 account.](#)

For each niche, market or brand that you personally manage in your business, you'll need to set up a set of accounts. Each of these accounts should be branded with the one specific niche, topic or brand. For example, if you're into the dog niche you'd want a Youtube channel about dogs, a Vimeo channel about dogs, a Twitter account about dogs, a Facebook page about dogs and so forth. If you also have another client or business that is into real estate, you would set up an entirely different set of accounts or pages that deal exclusively with real estate.

Profiles	
Nickname	Website
Profiles	
 Crypto Currency	https://cryptocoincurrency.org/ 
 Funkatology Records LLC	https://funkatology.com 
 Galactic Dimensions	https://galacticdimensions.com/ 

a. Video Platforms

You will want to have one (1) account on each of the following platforms (for each niche or brand):

- [Youtube](#)
- [Vimeo](#)
- [Dailymotion](#)
- [Flickr](#)

These are platforms to which we directly upload your videos and content, using their approved APIs. I'll provide further steps on how to set those up later in this document.

Youtube

We have a very nice automated click-through for Youtube that lets you authorize any Youtube channel quickly.

Please make sure your Youtube account does have a channel connected before trying to authorize it.

Vimeo

Vimeo is a wonderful platform, however you must get an approved app before doing any posting of videos with the API. [Please view this video in order to learn how to create a Vimeo app and get upload permissions.](#)

Just fyi – do not post any outright sales videos on Vimeo, or else they're going to make you purchase a paid account. It might be worth it to get a paid account, by the way – I have a couple. They give you priority service and you can do pretty much whatever you want with a paid account.

Dailymotion

Dailymotion is also a wonderful platform for posting videos, however their website has become very badly mismanaged and it may not be quite clear how to go about setting it up. [Please video this video for instructions.](#)

Facebook

We use your Facebook connections to directly upload your videos, since Facebook loves video. You can simply click through on our app – make sure you are logged into the Facebook account you want to target, then click through and grant permission. On the way back, select the Fan page or account you want to target. You can create multiple Facebook authorizations – one for each fan page, if you like.

Flickr

Flickr is also a wonderful platform that has been remarkably accommodating to our API systems. The only drawback is that Flickr will only publish 3 minutes of any video that you upload. That's ok though because you are still getting a high quality backlink to whatever url you are promoting and often your videos will be under 3 minutes anyway. [Please watch this video to learn how to set up your Flickr app and account.](#)

b. Social Platforms

For each distribution network that you create, you should have at least one niche-specific account on each one of these platforms:

- Facebook Page or Main account (will discuss)
- Twitter
- Pinterest
- LinkedIn

i. Facebook

The way Facebook works is that all Pages fall under a main personal account. That way a Page can be a completely different entity than the person who owns it. However, some people do better running their business under their main personal account - it's up to you. TheWorkz provides a way to post content to your main account or target any one or more of your fan pages - even posting to multiple fan pages at once or at different times.

Add a Facebook connection - go to TheWorkz->Authorizations->Social->Facebook and click to add a new Facebook authorization. Choose "Our App" and then just click through and grant permissions. On the way back, choose the Page you want to target or your main account and save and you're done.

ii. Twitter

Add a Twitter account - currently not as easy although we will be providing a solution. If you have an approved developer account on Twitter, [please view this video for instructions on how to set up your app on Twitter.](#)

If you don't have an approved Twitter developer account, fear not - I believe we will be able to share our app the same way I've done with the Facebook app. My app is currently under review. Stay tuned.

If you already have an app on Twitter (oh your lucky day) you can reconfigure your app to work with Twitworkz so you can be automatically expanding your network's reach by growing your following on auto-pilot as Twitworkz is also a part of this membership's toolset. [Please view the Twitworkz training - that will be covered in an upcoming Action Plan.](#)

But if you do have an app, [please view this video on how to set up your app.](#) You just need the app configured for read, write and direct messages and generate an access token and token secret. Once you have the app id, app secret, access token and token secret, you can copy and paste them into TheWorkz at Authorizations->Social->Twitter->Add New

iii. Pinterest

Add a Pinterest connection - basically just create a nice Pinterest account for the niche if you don't already have one. This means choose an email for the niche, create a username that reflects the niche and post a few pictures. Once you have created your Pinterest account, you'll need to create an app at <https://developers.pinterest.com>. [Please view this video to see how to set up your app and your login for your Pinterest authorization.](#)

Once you have set up your app and your login for Pinterest on TheWorkz as shown in the video, you might as well go ahead and start running Pinworkz on the account to start growing your following

automatically on auto-pilot to expand the reach of your network. This will be covered in a different Action Plan.

iv. LinkedIn

I have code in TheWorkz distribution system that handles LinkedIn, currently it's not connected but I'll be testing it shortly. In the meantime it's a good idea to have a LinkedIn account.

If and when you get your LinkedIn account, you should create an app on the LinkedIn API. Unfortunately, LinkedIn doesn't let us do following and unfollowing and that sort of thing. But we can post to your account via the API. We can post video shares and links to your website and things that will help your business. So you should set that up.

Once you create your app on LinkedIn, you'll need to grant it permissions similarly to how it was done with your Facebook app above. Please note: LinkedIn forces you to re-authorize your token every two months, unlike the other APIs. You can do that through TheWorkz as it will show you a notification when your token needs to be refreshed.

v. Instagram

Instagram has not been friendly with its API and while I did have an Instagram system running a while back, it no longer functions. I will be researching more with the Instagram API but currently the system does not use it at all. Sorry about that :(I will advise you if and when that changes.

If you have another social platform that you'd like to see me add, just let me know. If it's easy to do I'll certainly add it to become a part of the distribution network.

c. Blogs

You can add as many blog authorizations as you'd like to your distribution network profile. These blogs can be your main money site, or more of a “feeder” site that just ranks and drives traffic to some other site. In your business you should probably have several websites for different purposes. [Click here to view our Blog Setup Action Plan.](#)

i. Wordpress

TheWorkz is set up to embed all Youtube videos into any connected Wordpress blogs - as long as you have a corresponding license saved in Blogworkz (if for some reason you don't have Blogworkz login displayed in the "My Software" section - let me know.)

The implication of this may not be immediately clear, but what it means is that whenever you use one of our systems like TapVIDz UpLINK or TapVIDz ReLOADz to publish videos, the system will gather the Youtube links and then create blog posts for you with the video embeds in them and a link to your original money site. This is EXTREMELY powerful and I use it all the time.

To add a blog to TheWorkz, go to Authorizations->Blogs->Wordpress and click the button to add new.

Currently we only work with XMLRPC so go ahead and put in your blog's nickname or title, login and password and click “Save”. If we can log in correctly under XMLRPC, on the next page load you'll be able to see and select a default category for posts under this blog. If so, please select a category and save again.

If we were unable to log in, you will see an error message displayed. You may possibly have the wrong login credential, so try changing what you've entered and save again until it works. Try not to include any additional spaces as they may throw off the login.

If you've tried everything and can't get it to work, your hosting company may be blocking XMLRPC or in particular, the file that makes it work. This file is called xmlrpc.php and resides in the root directory of your Wordpress blog. In 90% of cases where it is blocked, we've been able to unblock XMLRPC by copying or renaming the xmlrpc.php file to some other filename such as 12345.php and then it will work. So you can try doing that and then save your new filename with the blog authorization (there is a space provided).

ii. Tumblr

TheWorkz functions very nicely with the Tumblr API so if you have a Tumblr or want to set up one or more Tumblr blogs, we can post directly onto them with a correctly configured app on Tumblr API.

There is a trick to setting up a Tumblr app – you have to give them a iTunes app url – which is something you probably don't have. What I did was just create a fake app URL and they accepted it just fine and I'm posting like gangbusters 😊

Here's a screenshot of exactly what I did to get my Tumblr app to work:

* Application Name:

* Application Website:

App Store URL:

Google Play Store URL:

* Application Description:
400 characters max

* Administrative contact email:
This won't be made public

* Default callback URL:

Flurry Project ID:
(for Tumblr In-App Sharing)

Icon:
Must be a 128x128 PNG.



OAuth consumer key:

OAuth consumer secret:
show

Rate Limits:
1,000 requests per hour
5,000 requests per day

[Request rate limit removal](#)

I have created more than one Tumblr app for different niches, and you can too. To create a tumblr blog, go to <https://tumblr.com> and sign up. After you have your Tumblr account then you sign into Tumblr API and create an app.

When you create your app on Tumblr, then you'll get your Oauth 'consumer key' and 'secret' but you'll also need to get your hands on an access token and token secret from the app console. Get all four of those bits of data and then paste them into your new Tumblr app auth on TheWorkz. Give it a good nickname and save it and you are good to go with Tumblr!

d. Indexers

We have APIs built in for two kinds of Indexers that supposedly get your content indexed by Google more quickly if you use them.

- [Backlinks Indexer](#)
- [Index Inject](#)

Do NOT go and get Link Indexr. That particular product no longer is functional. Don't waste your money.

Once you have an account on Backlinks Indexer or Index Inject, you can just get the API key they provide and save it in the authorization on TheWorkz. Index Inject also allows you to set up a project and save a project name if you wish.

e. Syndication Networks

- [Onlywire](#)
- [Syndwire](#)

You can also connect TheWorkz profiles to a preconfigured syndication network you may already have in place, such as Onlywire or Syndwire. Onlywire has a free and a paid tier but it's not quite as versatile as the more expensive Syndwire.

You can set up a complete syndication network with either one of these tools and the last time I checked you could get someone on Fiverr to set your network up for you.

Once you have your network set up on either of these systems, you can just save the login and password (and also select the project for Syndwire after saving once.)

TheWorkz will pipe all links and content over these networks if you have them connected to your profile. You can also get a paid version of Onlywire to get more links out.

All Accounts Created

So in this section you've gone through all the platforms and done whatever you've needed to create those accounts and save them and authenticate them to TheWorkz – so you now not only have all the accounts created and verified on their own platforms, you also have the connections now programmed into TheWorkz so you can see them listed under the appropriate section in TheWorkz.

Now there's one more step to connect them to your profile, and we'll cover that in the next section.

2. TheWorkz Video Distribution Hierarchy

Profiles

In TheWorkz, the main organization unit is known as a Profile.

A Workz Profile in most cases should be set up for a particular business or niche. What that means is that the profile's nickname reflects the business or market it serves, as does its keywords and especially the website for the niche or business that you are promoting. The geo-location and a few other bits of data also work together to automatically publicize and optimize your content for internet distribution.

To create a new profile on TheWorkz, go to TheWorkz->Actions->Create New Profile.

First, add a nickname or title, and enter in some of the main keywords for the niche or business and save.

On the next page, enter the typical data about the business such as the main contact email, the mission description and so forth. Also you can set the business's default geo-location for local marketing. Save that now.

On the next page, you'll be presented with the opportunity to "Manage Connections". You'll see two lists: the one on the left contains all the authorizations you've programmed into TheWorkz. On the right are any connections that are already attached to this profile.

Completing the Profile with Connections

Managing Connections for: 

Funkatology Records LLC

Connections associated with this profile are listed on the right-hand side. Select connections from the left-hand side and move them to the right to connect with this profile. When you are done, click the "Save" button to save your connections.

Filter

>> >

- CryptoCoinCurrency (blog)
- Groove-Phonic Mastering (blog)
- HJH Website - Cat : Music (blog)
- Hugh's Test Blog (blog)
- I Love German Shepherds (blog)
- Instant Content Curator Blog (blog)

Showing all 95

Filter

< <<

- Funkatology Records Fan Page (facebook)
- Funkatology App (flickr)
- Funkatology Music APP (pinterest)
- TAPVidz S3 (s3)
- Funkatologist (twitter)

Showing all 5

Now is your chance to connect up all those authorizations in your niche, to the profile you created expressly for that niche.

Simply select the connections from the left and click the arrow to move them to the list. Once you're happy with your selections, click the "Save" button.

It's important to connect your S3 account to any new profile, so make sure you do that first. Select it on the left, click the right-pointing arrow and then click the save button.

Then do the same thing with the Youtube account, the Vimeo account, and all the other accounts you've created for this niche and saved into TheWorkz. Move them all over to the right hand side, then click the "Save" button.

The filter works really well on these lists so you can for example, filter all by "Youtube" or by "Real Estate" to see just the relevant ones.

A Completed Distribution Profile

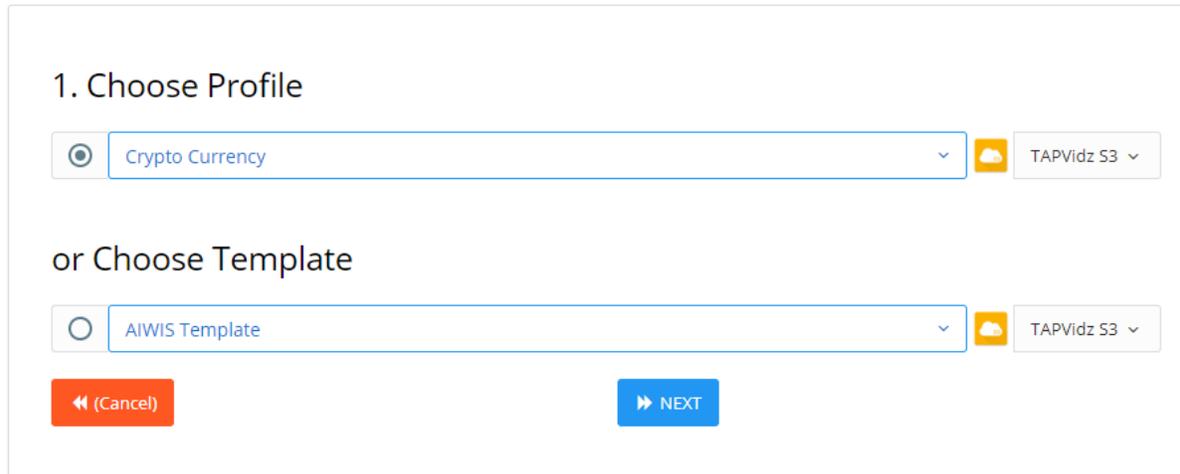
So let's assume you've gone through the steps and created the accounts for a business in real estate and you've connected them all to a Real Estate profile. So you have these connections attached to your Real Estate profile:

- Real Estate Youtube channel
- Real Estate Facebook Page
- Real Estate Pinterest account
- Real Estate Twitter account
- Real Estate Vimeo app
- Real Estate Dailymotion account
- Real Estate Wordpress blog #1
- Real Estate Wordpress blog #2
- Real Estate Tumblr
- Backlinks Indexer

Now is when the fun begins. This is a 100% complete Video Distribution network.

3. Syndicate Your First Video Over the Network

🔗 TapVIDz Uplink



The screenshot shows a web interface for selecting a profile and template. It is titled "1. Choose Profile". There are two main options: "Crypto Currency" and "AIWIS Template". Each option has a radio button, a dropdown menu, and a "TAPVidz 53" button with a dropdown arrow. At the bottom, there are two buttons: a red "Cancel" button and a blue "NEXT" button.

Here's a hypothetical case that you may want to try now: Let's say you have just made or obtained a new video that advertises your Real Estate business that you want to upload and syndicate. Here are the steps:

- Log into TheWorkz->My Software->TapVIDz
- In TapVIDz Software Dashboard, Select "New Uplink"
- Select "Real Estate Profile" from the top list and click "Next"
- Click the browse button to select your video
- Click "Upload" and watch the video upload
- On the next page, edit the title, description and tags and click "Next"
- On the next page, scroll down and click "Submit" (ignore the other stuff)
- On the next page, you'll see your job in the waiting stage.
- Click the "Refresh" button to track the progress

- Usually within one hour you will see the successful upload icons appear under your listing for Youtube, Vimeo, Dailymotion, Facebook and Flickr

Weathered the Storm - new track by Hugh Hitchcock (Dist: Hugh J. Hitchcock [Funkmeister H])

The screenshot shows a music distribution interface. At the top, it says "Weathered the Storm - new track by Hugh Hitchcock (Dist: Hugh J. Hitchcock [Funkmeister H])". Below this is a video player with a play button and a progress bar showing "0:00 / 5:27". To the right of the video player are three icons: a green checkmark, a video camera, and a download icon. Below the video player is a green box with the word "published" in white, which is highlighted with a red border and a red arrow pointing to social media sharing icons (YouTube, Facebook, and another Facebook icon). To the right of the video player is a text area containing the following text: "I'm feeling generous today so I thought I'd share a new track in pre-release mode - from my upcoming album Funkatology, to be released before the end of this year. You can download free tracks from me by visiting the link in this post. progressive jazz, weather report jazz, modern jazz, impressionist jazz, funkatology".

2018-08-15 15:55:14 DISTRIBUTED

Promoted Link: <https://funkatology.com/hjh/>

published

YouTube Facebook Facebook

I'm feeling generous today so I thought I'd share a new track in pre-release mode - from my upcoming album Funkatology, to be released before the end of this year. You can download free tracks from me by visiting the link in this post. progressive jazz, weather report jazz, modern jazz, impressionist jazz, funkatology

Of course, the number of people who view your video on Youtube or Facebook depends upon your profile reach, number of friends/subscribers you have, etc. However, by creating a distribution network and putting content out, you will automatically grow your following.

These are things we'll work on separately and I'll deal with in other Action Plans.

Syndication usually occurs an hour or so after the original video post, so you may have to refresh the list later to see the results.

In TapVIDz Software:

- Click on TapVIDz->Syndication->Reporting to view the 2nd and 3rd tier shares of your videos to Twitter, Pinterest, Blogs, Tumblrs, Indexers and Syndication networks.

 Syndication / 2nd Tier

Filters: Select Profile Select Application Select Source Select Target Select Date Range				
<input type="checkbox"/> Show Errors				
Refresh Table Grid				
Application	Source	Shared To	Shared URL	Date Sh
blogworkz	blog	twitter	https://www.hughjhitchcock.com/uncategorized/weathered-the-storm-new-track-by-hugh-hitchcock/ Distribution Profile: Hugh J. Hitchcock [Funkmeister H]	2018-08
tapvidzuplink	youtube	twitter	https://youtu.be/hXdIEwkAtfc Distribution Profile: Hugh J. Hitchcock [Funkmeister H]	2018-08
blogworkz	blog	tumblr	https://seolunatic.com/seo-is-where-its-at-baby/ Distribution Profile: SEO Lunatic	2018-08

4. The TapVIDz Distribution Hierarchy

Each application in our Cloud-Based suite of tools has its own order for distribution that makes sense for its own paradigm. For example, video apps first upload to video platforms, then share those links to social platforms, then shares those links to indexers and so forth.

In order, here's how the automated posting works in TapVIDz Uplinks or ReLOADz – this all happens just from you uploading the one video, editing the text, and then clicking the 'submit' button:

- Your video is uploaded to your S3 account and stored.
- TheWorkz grabs the video from S3, renames it
- TheWorkz uploads the video to Youtube, Vimeo, Flickr, Dailymotion, and Facebook pages along with the text you saved, and collects the URLs to the posts.
- All Youtube uploads are now posted on your blogs as video embed posts with links back to your promoted url
- All video post URLs that were collected are now queued to be shared over Twitter, Pinterest, LinkedIn and Tumblrs as 2nd tier shares. All those links are collected and shared to indexers and syndication (Onlywire, Syndwire)
- For Pinterest and Tumblrs we grab a screen shot of the videos to post with the video share posts.
- Any 2nd tier blog posts and embedded posts are screen-shotted and shared to Pinterest. Those posts are shared to indexers as 3rd tier links.

All that -- just from one mouse click! INCREDIBLY POWERFUL!

The same functions are all executed – all hands free – for any UpLINK that you post and also any ReLOADz campaigns that you run.

The syndication hierarchy also is in place for any blog posts you may create via Blogworkz (which I will cover in a different Action Plan.)

You can create individual profiles for particular purpose – for example, if you only want to post to your Facebook main profile, you can create a TheWorkz profile and only connect an authorization for your main Facebook account, and then any videos posted to that profile will only be posted on your main Facebook account.

The system is really versatile and you can design any number of profiles for different purposes.

5. Profile Rules

There aren't a whole lot of rules for distribution profiles – however the following must be observed in order not to get in trouble:

- Only one Youtube, Vimeo or Dailymotion account per profile.
- Multiple Facebooks, Pinterest, Twitter, Blogs are ok
- Never try to upload the same video twice, unless you're using ReLOADz
- You can have multiple profiles with the same connections or different combinations of the same profiles for different purposes

If you have any questions, don't hesitate to reach out support@instantcontentcurator.com or <https://www.web-dimensions.net/contact-us/>

Or chat with me at <https://m.me/webdimensionsinc>

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