

I'm not a YouTuber

Come and learn how you can not be one too

Robin Moffatt, 27 May 2020

\$ whoami

- Robin Moffatt (@rmoff)
- Senior Developer Advocate at Confluent t (*Apache Kafka, not Wikis*)
 - **I blog!** 📌 <https://rmoff.net>
 - **I speak!** 📌 <http://talks.rmoff.net>
 - **Not a YouTuber...**

Why 🤔

- I like explaining stuff
- I like doing live coding
- There're only so many blogs I can write

Why 🤔

The Art of Code - Dylan Beattie

274,059 views • Feb 26, 2020



NDC Conferences
65.6K subscribers

Why 🙄

Kafka Connect in Action: Elasticsearch


396 views • May 5, 2020




rmoff


211 subscribers


Why 🥲



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Views	Watch time (hours)	Subscribers
3.6K	300.1	+211

That's why 😊



Your channel

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Content is King

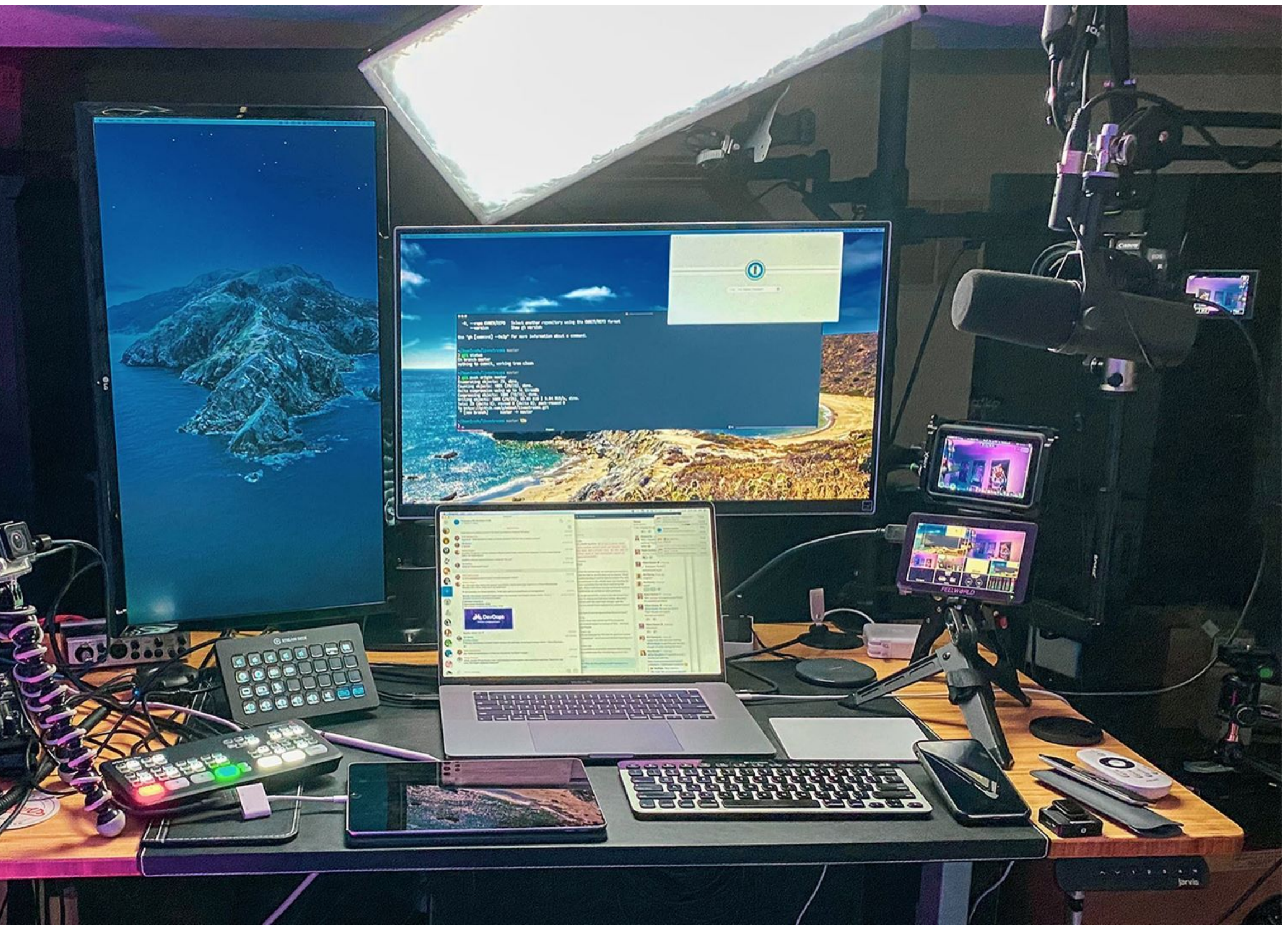
- Teaching is a great way to improve one's own understanding of something
- Pick...
 - ...a topic that you want to understand better
 - ...a topic that people always ask about
 - ...**something**, and start recording!

How

- Do it quick, or do it right?
- Optimise for **one** to start with



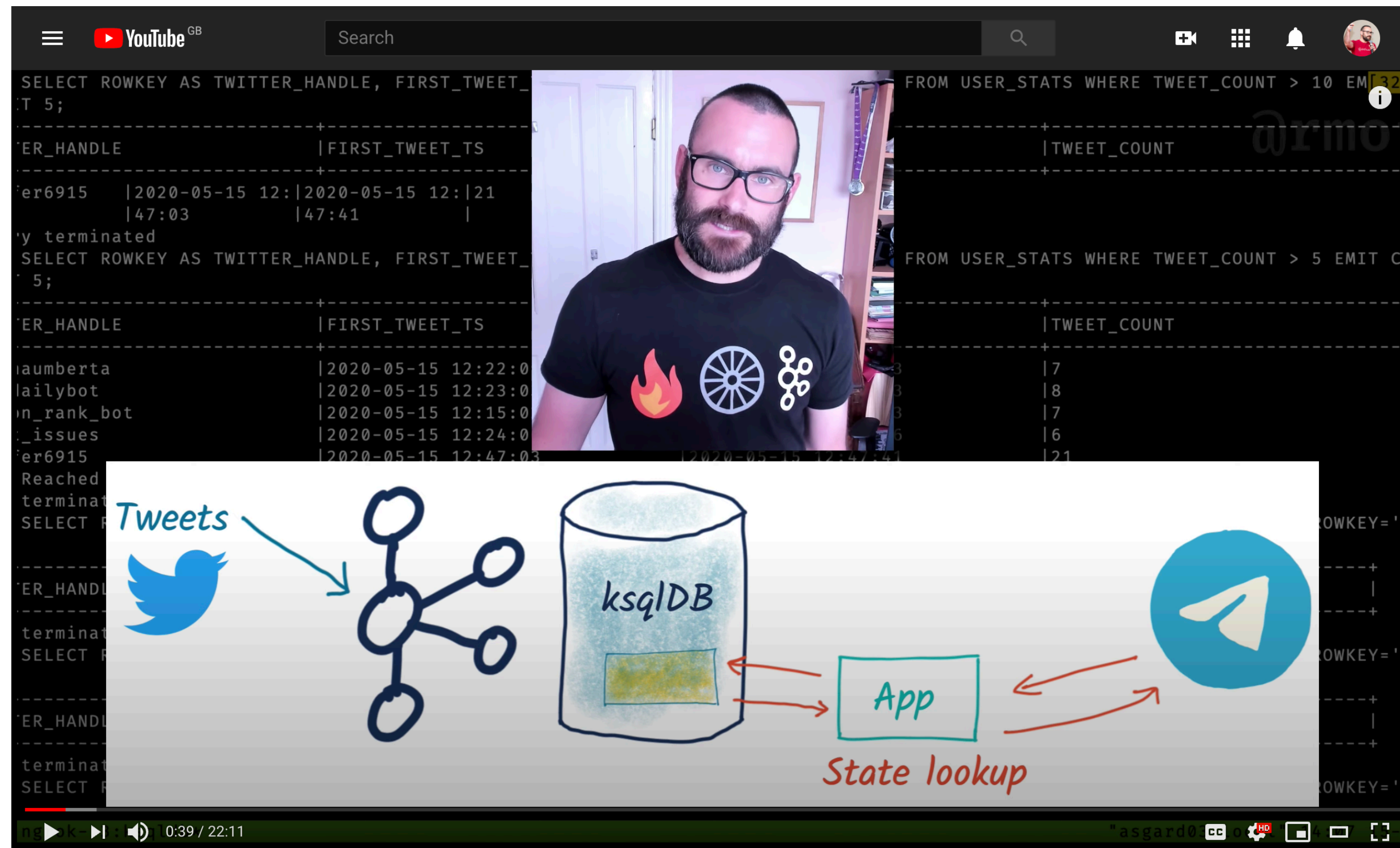
Do it right



 **Viktor Gamov**

SUBSCRIBE

Do it quick



- **Camera** - Logitech BRIO
- **Good light source** - Yorkshire
 - See also *Tim Berglund: Make the Most of Your Home Office Video Setup (in Three Phases)*



- **Mic** - Blue Snowball
- **Video editor** - Screenflow

YouTube ~~pro~~ tips

YouTube ~~pre~~ tips

Publish a time index

- Free-form text that you put on the video description
- It's crappy but people can click on the time and go to the point in the vid, plus YouTube can use it to overlay on the video itself what the section is about

Building a Telegram bot with Apache Kafka and ksqlDB

116 views • May 16, 2020



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211 subscribers

👉 Read more: <https://rmoff.dev/5e9d4>

🔗 Try it out: <https://github.com/confluentinc/demo-...>

Imagine you've got a stream of data; it's not "big data," but it's certainly a lot. Within the stream, you've got some bits you're interested in, and of those bits, you'd like to be able to query information about them at any point. Sounds fun, right? What if you didn't need any datastore other than the stream itself? What if you could ingest, filter, enrich, aggregate, and query data with just Kafka? With ksqlDB, you can do just this, and I want to show you exactly how.

[00:00:35](#) Streaming Twitter data into Kafka with Kafka Connect

[00:02:24](#) Creating a ksqlDB stream on a Kafka topic

[00:08:26](#) Recap so far...

[00:08:51](#) Setting up the Telegram bot - creating a new bot

[00:10:44](#) Setting up the Telegram bot - Python code

[00:14:10](#) Running the Telegram bot

[00:14:24](#) Setting up ngrok and Telegram webhook

[00:17:16](#) Testing it all out

[00:18:46](#) It works!

[00:20:18](#) Recap

YouTube *pre* tips

Cover images

- These are used throughout YouTube and need to be 100 clear and enticing for people to click on
- Otherwise you end up with a random grab from your vid
- Quick to do - take a nice scenery photo (or use unsplash), set opacity, overlay some text - done



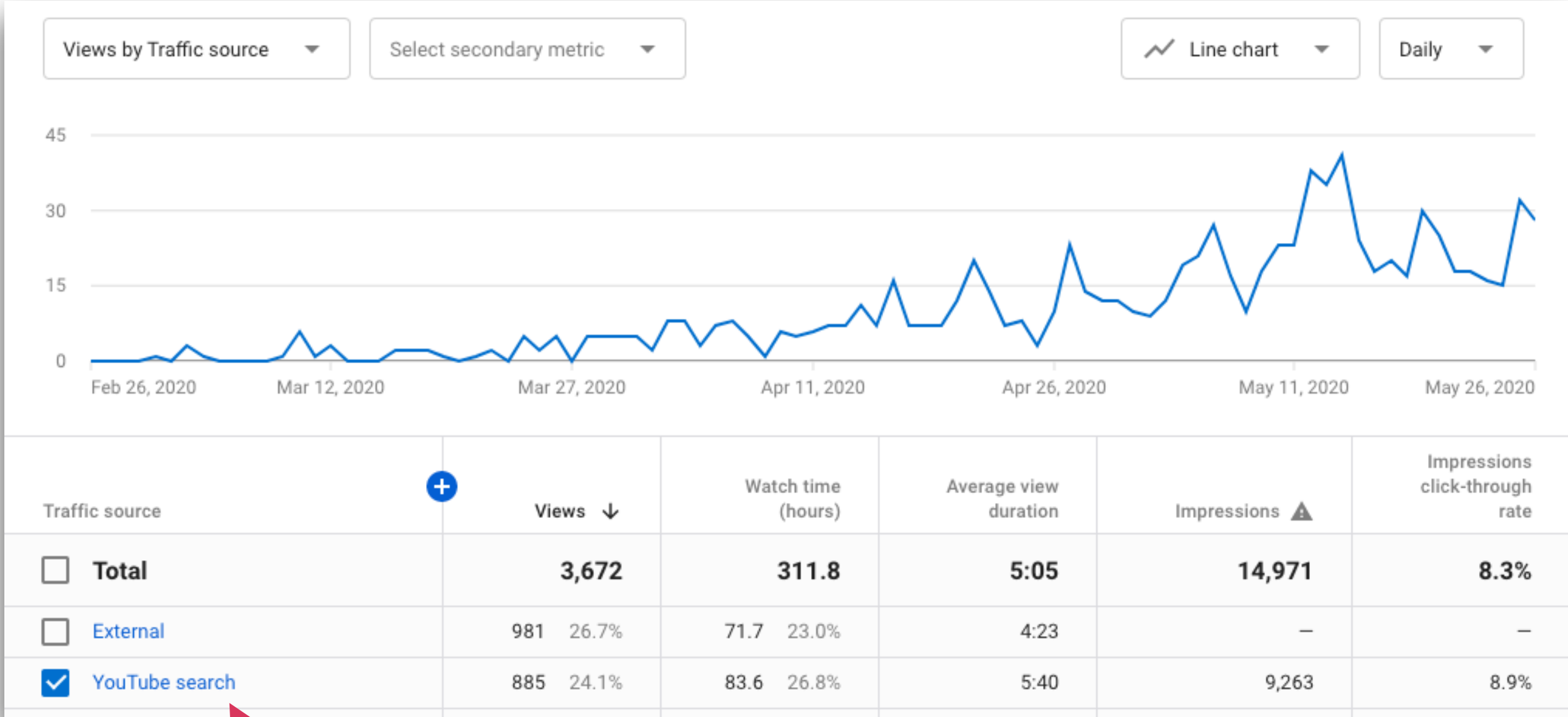
Kafka Connect in Action: Elasticsearch

rmoff

375 views • 3 weeks ago

YouTube ~~pro~~ tips

Make it search-friendly



Video details

Basic More options

Title (required) ?
Building a Telegram bot with Apache Kafka and ksqlDB

Description ?
👉 Read more: <https://rmoff.dev/5e9d4>

🐙 Try it out: https://github.com/confluentinc/demo-scene/tree/master/ksqldb-twitter/telegram_ksqldb_bots

Imagine you've got a stream of data; it's not "big data," but it's certainly a lot. Within the data, you've got some bits you're interested in, and of those bits, you'd like to be able to query information about them at any point. Sounds fun, right? What if you didn't need any datastore other than Kafka itself?

Tags

apache kafka x streaming x ksqldb x programming x

key value lookup x telegram x bot x

YouTube ~~pre~~ tips

- Use end-screen to add subscribe links, other video recommendations
- Set up the channel on a Brand account, so that it's not tied to a particular Google account
- Curate your own playlists of related content, add those to the channel page too - make it feel like a useful place to be
 - eg. your own talks uploaded by confs
 - eg. talks / content from other people that would be interesting to viewers
- Analytics are useful to see where you get traffic from
 - Not always where you might think

Thank You 🙏

- **Olle Pridiuksson** - some great advice when I published my first video, and for inviting me to speak today
- **Confluent Developer Advocacy team**

#EOF

Don't forget to subscribe to my YouTube channel! ;-)

No, seriously: rmoff.dev/youtube