



# Wistia Integration

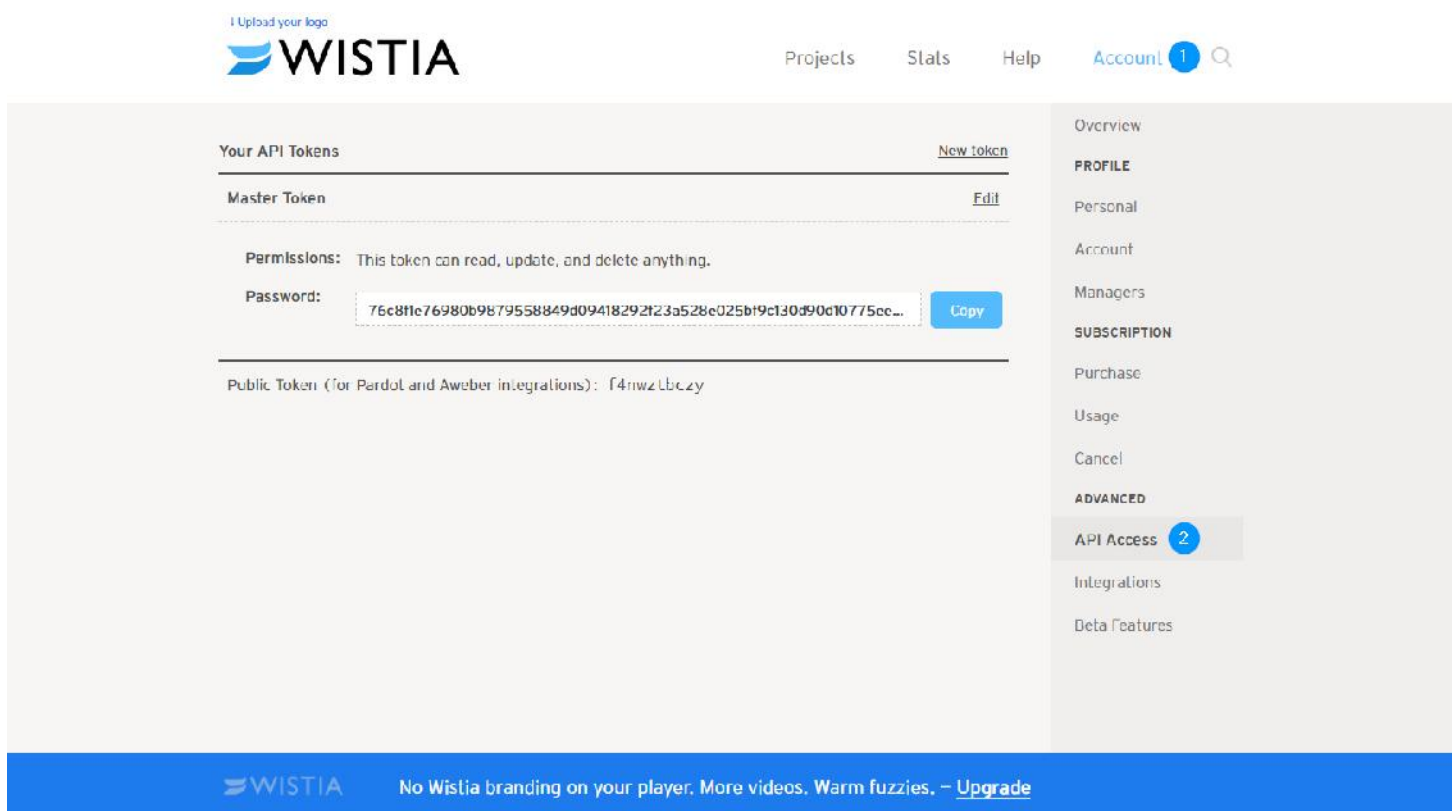
Plugin Documentation

# Overview

Wistia is a premiere video hosting platform. While many services provide basic video playback, Wistia crushes the competition when it comes to analytics and advanced tooling. It's these features that make Wistia a perfect integration with Rock.

## Configuring the Integration

Configuring the integration is super simple. To link your Wistia account you'll need to start by finding your Wistia API key. This can be found by logging into Wistia and selecting 'Account > Settings > API Access'. If you don't see an API key here, you can create a 'New Token'. Once a key is displayed, copy it, and then head back over to your Rock Server.



To add your key to Rock, navigate to the Wistia integration pages under 'Admin Tools > Installed Plugins > Wistia Integration'. Here you can add a new account, providing it a name and the API key you just copied.

**TIP:** You might consider moving the Wistia Integration pages to a new area of Rock to allow for more of your staff to access it.

During the integration installation, a new Rock Job was configured. This job syncs the videos that you have uploaded to Wistia, as well as downloads the watch analytics. This job is configured to run every four hours, but you may wish to run these activities more often. You can also manually initiate a sync from the Account Detail page in Rock.

## Wistia Analytics

Once the sync has run, you should now have access to the Wistia analytics inside of Rock. To take a look, pop over to 'Admin Tools > Installed Plugins > Wistia Integration'. Here you'll see a listing of all the accounts you have configured. You can also add additional accounts on this screen.

The screenshot displays the 'Wistia Integration' page within the Rock interface. The page title is 'Wistia Integration' with a breadcrumb trail: 'Home > Installed Plugins > Wistia Integration'. The main content area features a table titled 'Accounts' with the following data:

Name	Last Refresh Date	Media Files	Is Active
Rock Solid Church	No refresh has occurred	2	✓
Rock Solid Church Youth Department	No refresh has occurred		✓

Below the table, there are input fields for '50', '500', and '5,000', followed by the text '2 Wistia Accounts'. The page footer indicates it was 'Crafted by the Spark Development Network / License'.

Next, you'll see analytics for the entire account as well as a list of projects in the account. You can also start a manual account sync from this page. This sync will take a few minutes, but once you start it, you can leave the page as the sync will happen behind the scenes.

**Wistia Account Detail**  
Home > Installed Plugins > Wistia Integration > Rock Solid Church

**Rock Solid Church**

Name: Rock Solid Church  
Wistia Name: rgspark132  
Wistia URL: https://rgspark132.wistia.com

Media Count: 276  
Load Count: 134,812  
Play Count: 43,161  
Hours Watched: 3929.3

[Edit](#)

**Projects**

Filter Options

Name	Description	Media Files	Play Count	Hours Watched	Is Public	Show In Integration
First Impressions	First Impressions	4	254	7.6	✓	✓

Selecting a project will show analytics for the specific project as well as a list of media assets attached to the project.

**Project Details**  
Home > Installed Plugins > Wistia Integration > Rock Solid Church > First Impressions

**First Impressions**

Name: First Impressions  
Account: Rock Solid Church  
Description: First Impressions  
Is Public: Yes  
Show In Integration: Yes

Media Count: 151  
Load Count: 14,926  
Play Count: 12,651  
Hours Watched: 743.4

[Edit](#)

**Media List**

Filter Options

Name	Section	Description	Duration	Play Count	Hours Watched
First Impressions			3.6m	0	0.0

Selecting a specific media will show you analytics for this specific video. These analytics include details about each watch.

The screenshot displays a video analytics dashboard. At the top, there's a navigation bar with a search icon and a user profile for 'Hello Alisha'. Below this, the 'Media Details' section is visible, showing a breadcrumb trail: Home / Installed Plugins / Wistia Integration / Rock Solid Church / First Impressions Videos / Safety and Security. The main content area is divided into two parts. The top part, 'Accounts', shows details for the 'Safety and Security' account, including its name, project ('First Impressions Videos'), section ('Intro'), and duration ('2.6m'). To the right, there's a thumbnail for 'Safety & Security' and four key performance indicators: Engagement at 83%, Load Count at 151, Play Count at 135, and Hours Watched at 4.8. The bottom part, 'Media Interactions', shows a table of viewer activity with filters for 'Current Month'. The table has columns for Date / Time, Viewer, Thumbnail, Location, Client, and Organization. It lists four individual viewer interactions, each with a progress bar showing the percentage of the video watched.

Date / Time	Viewer	Thumbnail	Location	Client	Organization
3/7/2018 8:31:15 AM			Pensacola, FL US	Chrome v63	Cox Communications
3/6/2018 9:30:23 PM	Ted Decker		Peoria, AZ US	Chrome v61	Cox Communications
3/6/2018 9:30:23 PM	Cindy Decker		Peoria, AZ US	Chrome v61	Cox Communications
3/6/2018 9:30:23 PM	Bill Marbel		Peoria, AZ US	Chrome v61	Cox Communications

The embed code that Rock uses ties these videos to a specific individual in Rock. This allows you to see who has watched what in the database. In order for this to happen, the individual does need to be logged into your Rock website. Don't worry though... Wistia does provide a persistent user identifier even if they aren't logged in (cookies... yum). So, as long as the individual logs in to watch a video in the future, the integration will go back and tie all their previous watches to their record. I know right?! So... how can you help this along... We're glad you asked...

On occasion you might add a video to a page on Rock and email out a link to it (make sure this video has content of value so you don't waste their time). When you email out the link, you can add a token that will auto login the individual (this works even if they don't have a Rock username/password). This will link the person and update all previous watches.

# Wistia Field Types

The Wistia integration comes with two new plugin field types.

## Wistia Media

The Wistia Media field type allows you to link videos in Wistia as an attribute on any Entity that supports them in Rock. The most common usage would be as attributes on content channel items, but use them as you will. This field type is very customizable.

The organization structure of videos in the Wistia integration is:

Wistia Account > Project > Media File

This field type allows you to let individuals select all three settings or limit them to a specific account or account/project combination. Let's say your content channel is storing information about a specific type of training. It's likely you would create a new Project in Wistia to hold videos for the training. In this case you would want to limit the selection of videos in Rock to videos in that specific project. This configuration is show below.

The screenshot shows the configuration interface for the Wistia Media field type. It is divided into two main sections: 'Field Type Configuration' and 'Attribute Editor'.  
In the 'Field Type Configuration' section, there are four dropdown menus:

- 'Field Type' is set to 'Wistia Media'.
- 'Wistia Account' is set to 'Rock Solid Church'.
- 'Wistia Project' is set to 'First Impression Training' and includes a clear button (X).
- 'Default Value' is currently empty.

The 'Attribute Editor' section on the right shows a 'Media File' dropdown menu set to 'Welcoming Guests', also with a clear button (X).

Now let's say you have a content channel that's used to store all types of videos. In this case you would like authors to be able to pick any video in Wistia. This configuration would allow that use case.

**Field Type Configuration**

Wistia Account ?  
 Spark Dev ▼

Wistia Project ?  
 ▼

Default Value  
 Project ▼

Media  
 ▼

**Attribute Editor**

Media File  
 Account  
 Rock Solid Church ▼

Project  
 First Impressions Training ✕ ▼

Media  
 Welcoming Guests ✕ ▼

Finally, you can also limit the select to all videos in a specific account by selecting only the account. Now authors can only pick the project and video.

**Field Type Configuration**

Field Type  
 Wistia Media ▼

Wistia Account ?  
 Spark Dev ▼

Wistia Project ?  
 ▼

Default Value  
 Project ▼

Media  
 ▼

**Attribute Editor**

Media File  
 Project  
 First Impressions Training ✕ ▼

Media  
 Welcoming Guests ✕ ▼

**NOTE:** When showing the lists of projects and media files, Rock is retrieving the information directly from Wistia. This is done so you don't have to wait for the sync to occur for files you may have just uploaded. In some cases, you'll see a thumbnail in Rock that says the file is not yet synced because of this.

When an attribute is set to 'Display on Grid' the synced thumbnail from Wistia will be shown.

## Wistia Media Watch

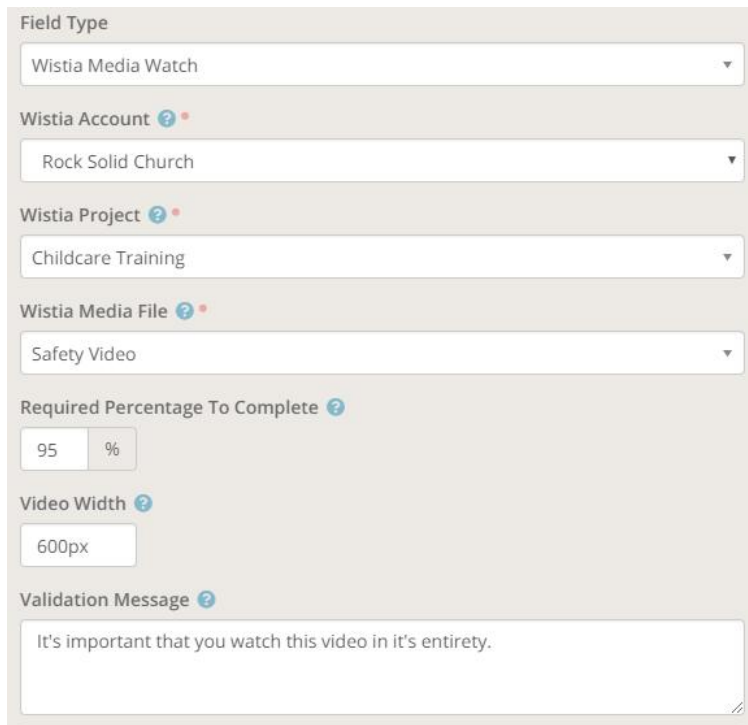
The next field type that ships with the integration allows you to display a Wistia video on a workflow entry form and ensure that the individual watches a defined percentage of the video before they are allowed to continue with the form.

**NOTE:** This is a pretty unique field type and is only meant for use on workflow entry forms.

Let's say you wanted to ensure that someone watched a video and then answered a couple of questions. You would create a new Workflow Type for this online class. This workflow type would have an attribute of type 'Wistia Media Watch' for displaying the video and perhaps a couple of extra attributes to hold the answers to the questions.

You might be wondering about those who might scrub ahead to the end of the video. The algorithm used takes this into consideration. The percentage is really the percentage of seconds that they actually watched the video. Scrubbing is allowed (to go backwards to replay) but skipping ahead won't help them.

Below is the configuration of the attribute for showing the video.



The image shows a configuration form for a 'Wistia Media Watch' attribute. The form is organized into several sections, each with a title and a help icon (a question mark in a circle). The sections and their values are: 'Field Type' is a dropdown menu set to 'Wistia Media Watch'; 'Wistia Account' is a dropdown menu set to 'Rock Solid Church'; 'Wistia Project' is a dropdown menu set to 'Childcare Training'; 'Wistia Media File' is a dropdown menu set to 'Safety Video'; 'Required Percentage To Complete' is a text input field containing '95' followed by a percentage sign icon; 'Video Width' is a text input field containing '600px'; and 'Validation Message' is a text area containing the text 'It's important that you watch this video in it's entirety.'

### Configuration Details

- ) Media - You must select the media file you want to display by selecting the Account, Project and Media file.
- ) Required Percentage To Complete – This field determines what percent of the video the individual must watch in order for it to have been considered watched. You might be tempted to make this 100%, but realize that they may pause the video very near to the end or press the submit button after the speaking is over, but before the video is 100% done.
- ) Video Width – Determines how wide the video should be displayed. This can be in units of pixels (500px) or percentages (100%).
- ) Validation Message – This defines the message to show the individual when they have not completed the video.

The workflow entry form for this example would look something like the figure below.



Work Entry Added: 3/7/2018

Child Safety Video

# Introduction to Child Safety

What are two things you learned from this video? \*

If you see something that makes you uncomfortable who should you contact? \*

## Lava Shortcode

The integration also ships with a Lava shortcode for making Wistia embeds easy and customizable. The details of using the shortcode can be found under 'Admin Tools > CMS Configuration > Lava Shortcodes'.

Below is a listing of the various options that the shortcode provides.

- J **embedcode** (required) – The Wistia id of the video.
- J **width** (100%) – The width you would like the video to be. By default it will be 100% but you can provide any width in percentages, pixels, or any other valid CSS unit of measure.
- J **contentchannelitemid** – If you would like to tie the playback of the video to a specific content channel item you can provide its id here and the integration will create the link for you.
- J **entitytypeid** – The integration can also link the video to an entity of another type.

- ) **entityid** – The id of the entity to link the playback to.
- ) **playercolor** - The color to use for the player (#ee7725)
- ) **autoplay** (false) - Whether or not you'd like the video to autoplay.
- ) **showplaybutton** (true) - If set to true, the big play button control will appear in the center of the video before play.
- ) **showsmallplaybutton** (true) - Determines if the small play button in the bottom toolbar should be displayed.
- ) **showsettingscontrol** (true) - Whether or not the settings control should be displayed in the toolbar.
- ) **showvolumecontrol** (true) - If set to true the volume control will be displayed in the toolbar.
- ) **showplaybar** (true) - If set to true, the playbar--which includes the playhead, current time, and scrubbing functionality--will be available.
- ) **showfullscreenbutton** (true) - If set to true, the fullscreen button will be available as a video control.
- ) **donottrack** (false) - By default, data for each viewing session is tracked and reported back to the Wistia servers for display in heatmaps and aggregation graphs.
- ) **controlsvisibleonload** (true) - If set to true, controls like the big play button, playbar, volume, etc. will be visible as soon as the video is embedded.
- ) **endbehavior** (default) - This option determines what happens when the video ends.
- ) **default** - The video stays on the last frame.
- ) **reset** - The video shows the thumbnail and controls if they are set to be visible on load.
- ) **loop** - The video plays again from the beginning. The video plays again from the beginning. The video plays again from the beginning.
- ) **enablegoogleanalytics** (true) - If you're using Google Analytics on the page where you embed a video, the video will auto-magically send events to your Google Analytics account.

## Adding Media To Content Channels

Adding Wistia videos to content channels is one of the more common usage scenarios of this plugin. You've already seen how easy it is to setup the attribute to a content channel. Let's look at how to format the video using Lava and the Content Channel View block.

For details on the Content Channel View block be sure to first read the 'Designing and Building Websites Using Rock' manual (<https://www.rockrms.com/Rock/BookContent/14#addingchannelcontenttopages>).

Below is a simple Lava template that shows how you can place your videos on the page.

```
{% for item in Items %}
  <h1>{{ item.Title }}</h1>
  {{ item | Attribute:'VideoAttributeKey' }}
  <hr />
{% endfor %}
```

Super simple, right? Using the attribute in this way places a Wistia player right on the page. The default usage is a responsive player (e.g. fills 100% of the width of the page) with the default player bells and whistles. It is also smart enough to add all the configuration to link the currently logged in user. But... what if you want more control over the player experience?

Checkout this more advanced example.

```
{% for item in Items %}
  <h1>{{ item.Title }}</h1>
  {% assign mediaEmbedCode = item | Attribute:'Video','RawValue' %}

  {[ wistia embedcode:'{{ mediaEmbedCode }}' width: '50%' showplaybar:'false' contentchannelitemid:'{{ item.Id }}' ]}
  <hr />
{% endfor %}
```

Still pretty simple, right? In this case we selected to get the 'RawValue' of the attribute and then use it in the Wistia shortcode. Once we do this we get all of the configuration options that the shortcode provides.

## Linking Individuals to Watches

As you have seen it's incredibly powerful to see who has engaged with media. Obviously, the best way to make these links is to encourage people to login to your website. When this occurs the Wistia integration will automatically create the links for you. If however, the individual was not logged in, it's not too late to be able to link the watch.

When a person watches a Wistia video on your page they are assigned a unique identifier (stored in a cookie). If in the future they ever do watch a video on your site while being logged in we can go back and assign previous watches to the individual. So, the question becomes, how can we encourage that? Glad you asked!

To help move this process along you should occasionally send out emails to your active membership that links them to a video hosted on your site. When you provide the link, you'll also include a special token that will automatically login the individual (even if they don't have an account this will work).

Below is a sample email template you can use to configure this.

```
Hello {{ Person.NickName }}!
We have an important update we wanted to share with you on what's coming up later in the year. Checkout this short video using the link below.

http://rocksolidchurchdemo.com/whatsnew?rckipid={{ Person | PersonTokenCreate }}
```

Obviously, you'll do a much better job crafting the messaging, perhaps even adding an image to represent the video to use as the link.

## Viewing Interactions on the Person Profile

The next step will be to view this data on the person profile page. This is a core feature of Rock that is currently in development and should be arriving soon.