

The Online Place to Be: How Libraries Can Use Videos & Social Media to Promote Indiana/Local History & Genealogy

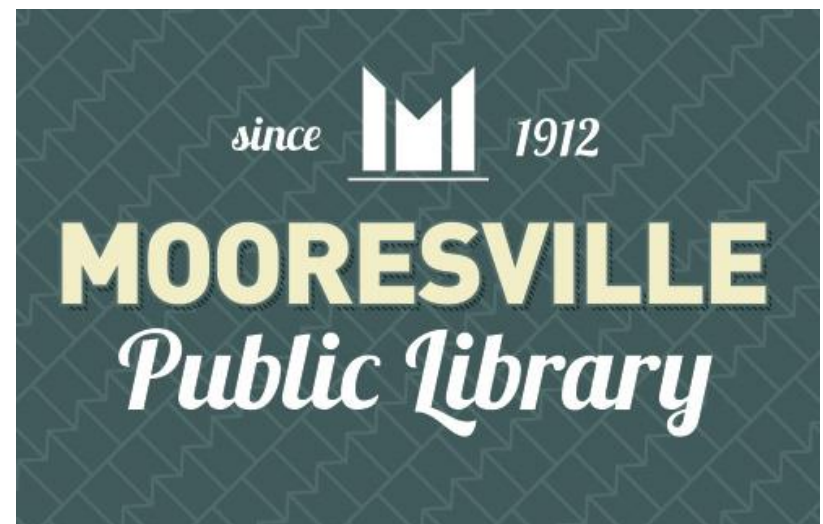
William R. Buckley

**Director of Adult Information
Services**

[Mooreville \(Indiana\) Public Library](#)



*Grandpa Billy Bob's
Moonesville History
Super Fun Quiz #6*



SHARING SOME IDEAS

- Visit my [technology blog](#) for more information about using videos (or other technologies) to promote your library.



Types of Library Videos You Can Make for Local/IN History & Genealogy

- **Local history videos;**
- **Book trailers**, which promote particular books;
- **Program trailers**, which showcase specific library programs;
- **Promo trailers**, which feature certain library events, services, collections, technologies, or other resources;
- **Instructional videos;**
- **Readers' advisories.**



Local History Video

- **Monrovia Moments: “The Old Gym” (2021),**
 - By Steve Reeder & Faith Nagel, Monrovia (IN) High School
 - [Click here to watch video](#)



**MONROVIA
BULLDOGS**



Local History Video

- **Mooreville Moments 17: “John Dillinger’s Funeral” (2019)**
 - [Click here to watch video](#)



since  1912
MOORESVILLE
Public Library

Video Software

- [Wondershare Filmora](#) (under \$100)
 - Sophisticated panning & transitional capabilities
 - Easy to use
 - Available for Windows, Mac, iOS, Android
- [iMovie](#) (Apple) (FREE)
 - Basic panning & transitional capabilities
 - Easy to use
 - Available for Mac, iOS
- [Adobe Premiere Pro CC](#) (\$300 or higher)
 - Sophisticated video editing
 - Complex but multifunctional
 - Much more professional-looking videos
- [Animoto.com](#) (easy-to-use online video creator)
- [Windows Movie Maker](#) is no longer available.



Video Styles



- **Still-Pan**
- **Jump Cut**
- **Voice Over**
- **Live Action**
- **Multi-Screen Inset**

“Still-Pan” or “Ken Burns Effect” is a video technique in which still images are “panned over” to direct attention and add motion. This method was mastered by documentary filmmaker Ken Burns



Program Trailer (Still-Pan)

- **MPL Program Trailer 6: Self-Guided Walking Tour of Historic Downtown Mooresville (2010)**
 - [Click here to watch video](#)



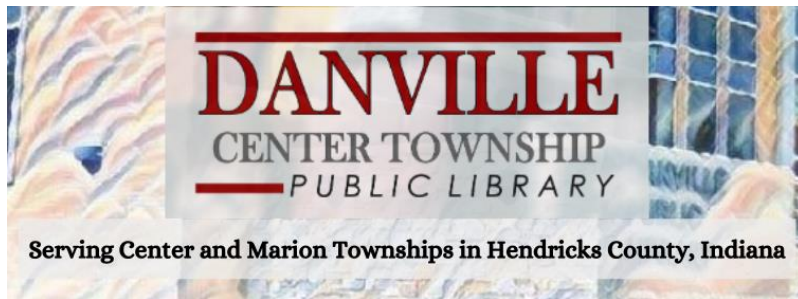
Promo Trailer (“Jump-Cut” Style)

- ***Alternate Take: Recollection, Photography Collections (30th Anniversary) (2010), By New York Public Library***
 - [Click here to watch video](#)



Promo Trailer (Live Action)

- ***Indiana Room Promo Trailer***, by Danville-Center Township Public Library (Facebook) (2022)
 - [Click here to watch video](#)



Recording Narration: Do-It-Yourself

- Garage Band software is an excellent voice recording program
- Audacity: Free downloadable sound recorder & editor



Audio Editing

- **Audacity Software**

- FREE download from

- <http://www.audacityteam.org/>

- Easy to use

- Able to merge multiple audio tracks into a single track, which may then be imported into your video editing software

- Recording and editing capabilities



“Live Action” Local History Video

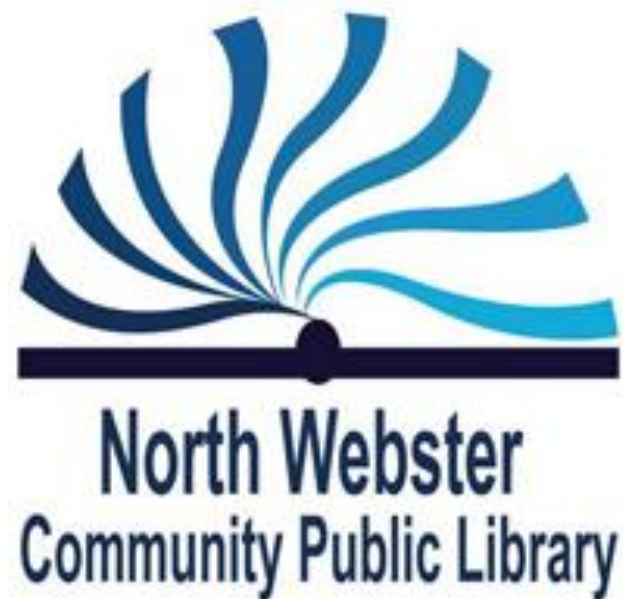
- Grandpa Billy Bob’s Mooresville History Super Fun Quiz 7 (2020)
 - [Click here to watch video](#)

Grandpa Billy Bob's
Mooresville History
Super Fun Quiz #7



“Live Action” Local History Video

- North Webster Community Public Library:
[Cemetery Walk 2011](#)



Royalty-Free Music Downloads

- **Royalty-free music (available online)**
 - **Public Domain & Creative Commons/Share-alike Music**
 - [PD Info](#)
 - [Free Music Archive](#)
 - And many others
 - **Original Musical Compositions**
 - Danny Buckley, Mooresville Public Library's composer
 - Our composer's social media pages ([Facebook](#), [Reverbnation](#), [SoundCloud](#))
 - Original compositions **available free-of-charge & royalty-free to libraries** (with attribution in video credits)
[Contact me](#) for more information



Other Audio & Music Websites

- [The Freesound Project](#)

- Creative commons sharing
- Sounds only (not songs)
- Free downloadable clips, subject to sharing rules, attribution, & copyright



- [Digital Juice](#)

- Purchase collections of royalty-free music using a downloadable player



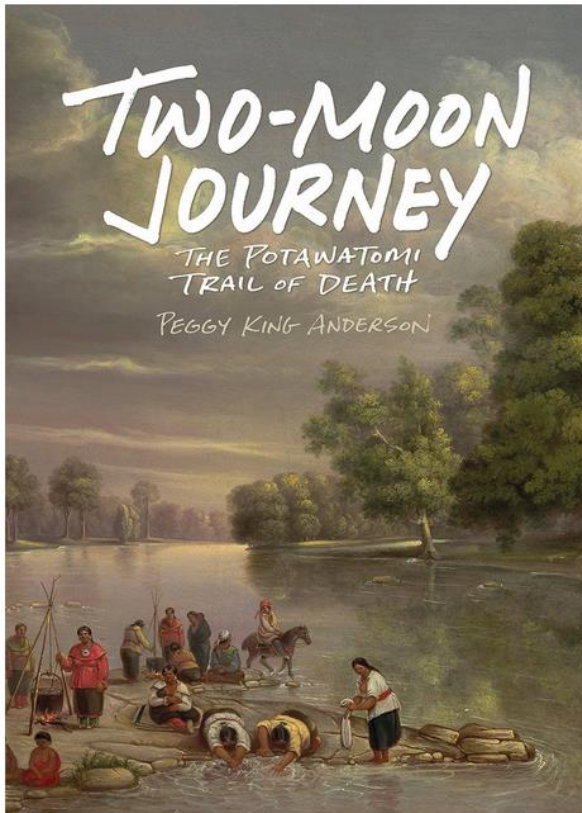
More Audio & Music Websites

- [Sound Cloud](#)
 - Some free music downloads; others must be purchased
 - [MPL on SoundCloud](#):
 - Free downloadable music by MPL composer
- [Purple Planet Music](#)
- [Bensound](#)



Book Trailer

- *Two-Moon Journey*, by Peggy King Anderson (MPL Book Trailer 492) (2019)
 - [Click here to watch video](#)



Royalty-Free, Share-Alike Images (Available Online)

- [Pexels](#) and [Pixabay](#) (images & videos)
- [Wikimedia Commons](#)
- [Flickr.com Creative Commons](#)
- [Public Domain Pictures](#)
- [DeviantArt](#)
- [Photobucket](#)
 - Problem: Difficulty in determining copyright ownership & attribution information

More Image & Video Websites

- [Creative Commons](#)
 - Includes images, video, **and music**
 - Sharing rules based on attribution & copyright
- [Stock.Xchng](#)
 - Stock images available
 - Some free-of-charge; others cost money
- [Vimeo Video](#)
 - Some shared video to download

Promo Trailer

- **Indiana State Museum Library Pass Promo Trailer (2014)**
 - [Click here to watch video](#)



Video Upload Web Sites

- [YouTube](#) (FREE)
- [Vimeo](#) (FREE)
- [MySpace](#) Videos (not used much anymore)
- Uploading videos directly to Facebook, Twitter, Instagram, etc.

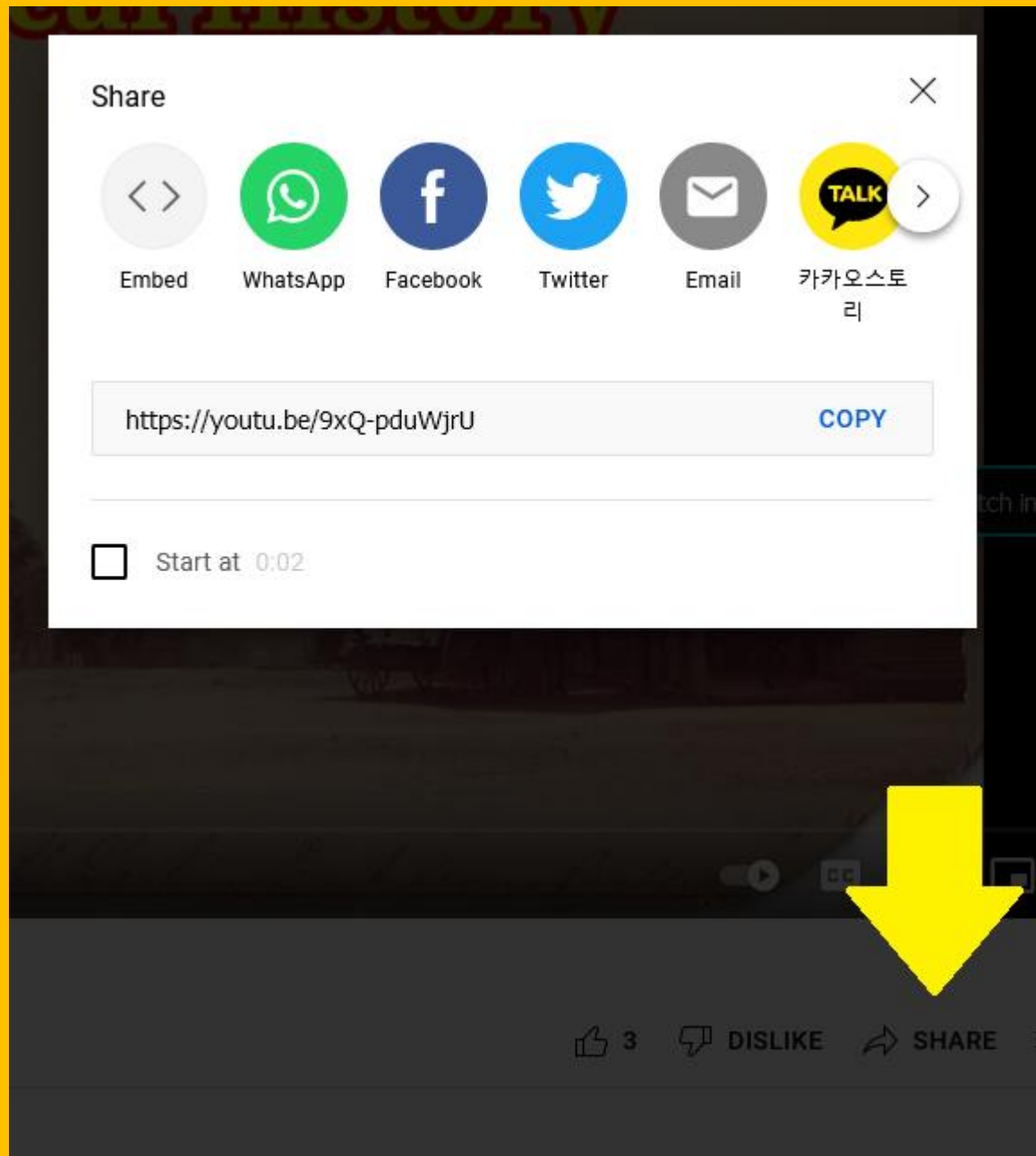


vimeo



YouTube Sharing Mechanisms

- Share button:
promote library
videos using
social networking
sites or email
- Note
embedding code
button



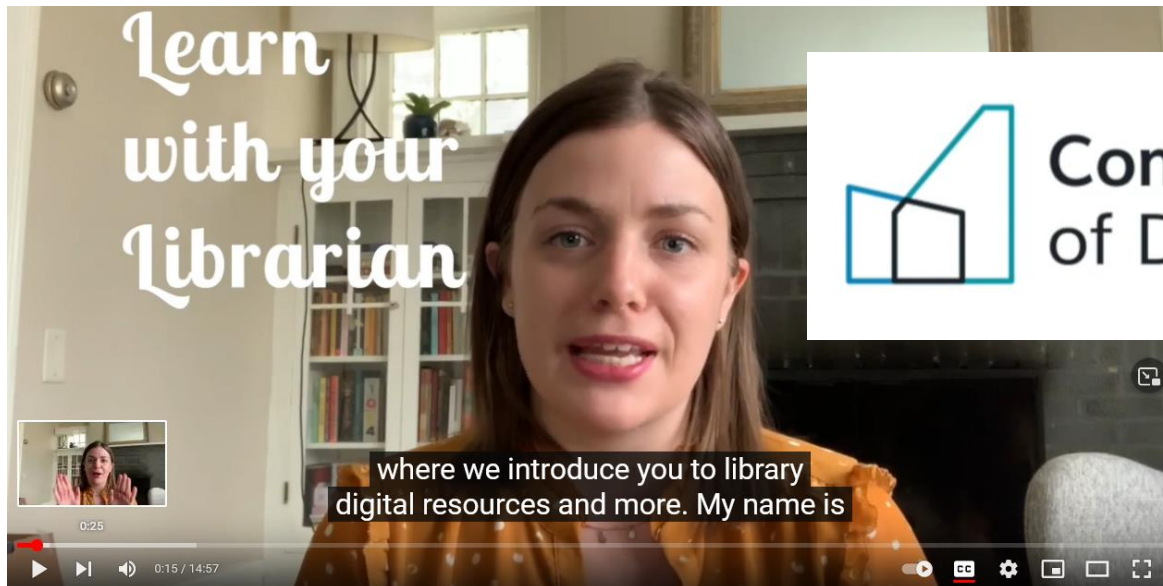
Equipment @ MPL

- **Digital Camera**
 - Canon EOS Rebel
 - \$450 range
 - MPL has T3 & T7
 - iPhone or Android
- **Laptop Computers**
 - (or desktop computers)
- **Microphones**
 - (built-in condenser or inexpensive portable or lapel mics)



“How-To” Instructional Video

- **Learn with your Librarian: Ancestry.com Library Edition, by The Community Library of DeWitt & Jamesville (2020)**
 - [Click here to watch video](#)

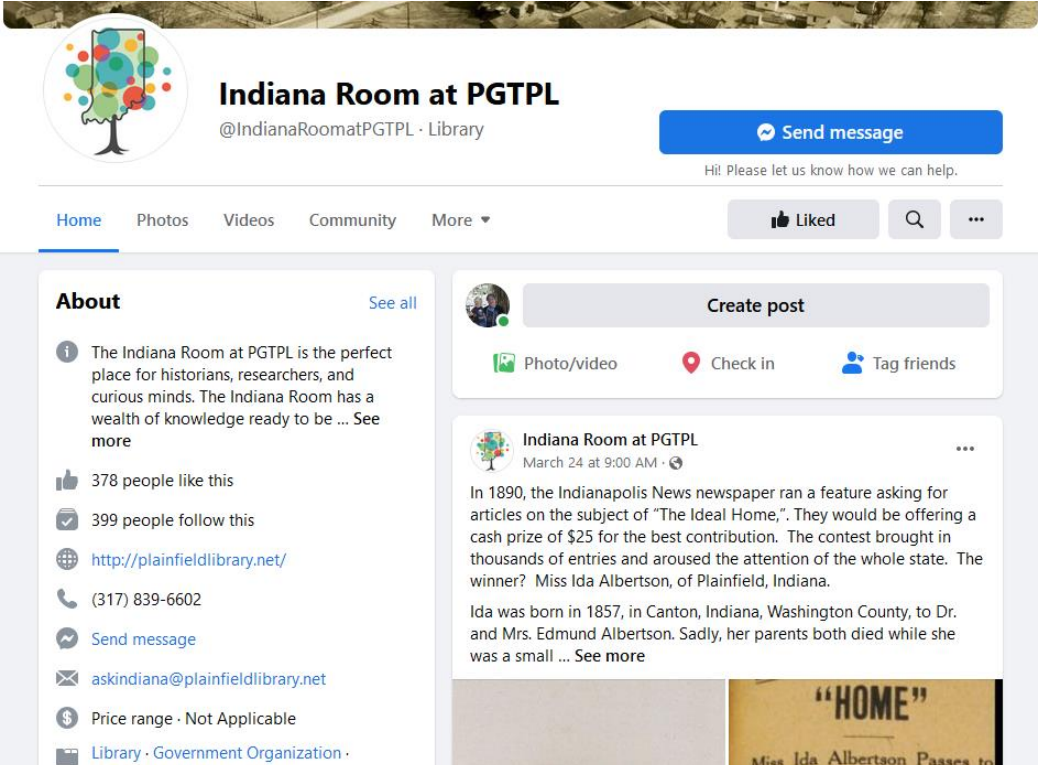


Local/Indiana History & Genealogy on Social Media Sites

- Facebook
- Twitter
- Pinterest
- Instagram

Examples:

- [Indiana Room at PGTPL \(Facebook\)](#)
- [Center For Local History at Arlington VA Library \(Twitter\)](#)
- [Genealogy & Local History Display Case \(Pinterest\)](#)
- [Bryant Library \(Roslyn, NY\) Local History \(Instagram\)](#)



The screenshot shows the Facebook profile for 'Indiana Room at PGTPL'. The profile picture is a stylized tree with colorful circles. The name is 'Indiana Room at PGTPL' and the handle is '@IndianaRoomatPGTPL · Library'. There is a 'Send message' button and a bio that says 'Hi! Please let us know how we can help.' The navigation bar includes 'Home', 'Photos', 'Videos', 'Community', and 'More'. Below the navigation bar, there is an 'About' section with the following information: 'The Indiana Room at PGTPL is the perfect place for historians, researchers, and curious minds. The Indiana Room has a wealth of knowledge ready to be ... See more'. It also shows '378 people like this', '399 people follow this', and a website link 'http://plainfieldlibrary.net/'. There is also a 'Create post' section with options for 'Photo/video', 'Check in', and 'Tag friends'. A post from 'Indiana Room at PGTPL' dated 'March 24 at 9:00 AM' is visible, with the text: 'In 1890, the Indianapolis News newspaper ran a feature asking for articles on the subject of "The Ideal Home,.". They would be offering a cash prize of \$25 for the best contribution. The contest brought in thousands of entries and aroused the attention of the whole state. The winner? Miss Ida Albertson, of Plainfield, Indiana. Ida was born in 1857, in Canton, Indiana, Washington County, to Dr. and Mrs. Edmund Albertson. Sadly, her parents both died while she was a small ... See more'. Below the post is a thumbnail image with the text 'HOME' and 'Miss Ida Albertson Passes to'.

Local/Indiana History & Genealogy on Social Media (con't.)

- Blogs
 - E.g., [Mooreville \(IN\) Local History Treasure Trove](#)



Mooreville (Indiana) Local History Treasure Trove

Exploring the local history of Mooreville, Morgan County, Indiana.

Wednesday, August 21, 2019

Mooreville, Indiana Local History Links

LOCAL HISTORY QUIZ

How well do you know your Mooreville history? Find out by taking our [local history quiz](#). Click the graphic (below) to begin. Then impress your family and friends with all your hometown knowledge. Answers are at the end of the digital handout.

[Click Here to Start](#)

Local History Quiz

LINDLEY BLOCK. MOOREVILLE, IND.

Blogger

Translate

Select Language

Powered by [Google Translate](#)

Total Pageviews

240,049

Followers

Followers (19)

Follow

PODCASTS

- Audio recordings online devoted to genealogy or history
- Examples: List of Genealogy Podcasts on ConferenceKeeper.org



Library Mascots (“Spokescritters”)

- Library pets (or puppets, stuffed animals, animations, make-believe animals, etc.) can promote library’s local history/IN Rm & genealogy resources, programs, or activities
- E.g., [Cat’s Eye View @ MPL](#), by Cauli Le Chat, MPL Feline Roving Reporter
- Can be used in videos & social media





QUESTIONS?

Cauli Le Chat, MPL Roving Reporter, [Cat's Eye View @ MPL](#)

Other Questions?

- Please email me at:
 - billb@moorevillepublic.lib.in.us



You're very welcome!™

learn more Visit moorevillelib.org