

The Online Place to Be: How Libraries Can Use Videos & Social Media  
to Promote Indiana/Local History & Genealogy, by William R. Buckley

# HANDOUT

## VIDEO SOFTWARE

- **Wondershare\_Filmora (under \$100)**
  - <https://filmora.wondershare.com/>
  - **Sophisticated panning & transitional capabilities**
  - **Easy to use**
  - **Available for Windows, Mac, iOS, Android**
- **iMovie (Apple) (FREE)**
  - [https://support.apple.com/kb/DL1574?viewlocale=en\\_ASIA&locale=en\\_ASIA](https://support.apple.com/kb/DL1574?viewlocale=en_ASIA&locale=en_ASIA)
  - **Basic panning & transitional capabilities**
  - **Easy to use**
  - **Available for Mac, iOS**
- **Adobe Premiere Pro CC (\$300 or higher)**
  - <https://www.adobe.com/products/premiere.html>
  - **Sophisticated video editing**
  - **Complex but multifunctional**
  - **Much more professional-looking videos**
- **Animoto.com (easy-to-use online video creator)**
  - <https://animoto.com/>
- **Windows Movie Maker is no longer available**
  - <https://support.microsoft.com/en-us/windows/windows-essentials-2707b879-5004-4349-c4a4-e5900945f2a9>

## Recording Narration: Do-It-Yourself

- Garage Band software is an excellent voice recording program
  - <https://www.apple.com/mac/garageband/>
- Audacity: Free downloadable sound recorder & editor
  - <https://www.audacityteam.org/>

## 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

## Royalty-Free Music Downloads

- Royalty-free music (available online)
  - Public Domain & Creative Commons/Share-alike Music
    - PD Info
      - <https://www.pdinfo.com/>
    - Free Music Archive
      - <https://freemusicarchive.org/>
    - And many others
  - Original Musical Compositions
    - Danny Buckley, Mooresville Public Library's composer
    - MPL composer's social media pages (Facebook, ReverbNation, SoundCloud)
      - <https://www.facebook.com/Danny-Buckley-Composer-104774486231959/>

- <https://www.reverbnation.com/dannybuckley>
- <https://soundcloud.com/mpl46158>
- Original compositions available free-of-charge & royalty-free to libraries (with attribution in video credits)
- Contact me ([billb@moorevillepublic.lib.in.us](mailto:billb@moorevillepublic.lib.in.us)) for more information

#### Other Audio & Music Websites

- The Freesound Project
  - <http://www.freesound.org/>
  - Creative commons sharing
  - Sounds only (not songs)
  - Free downloadable clips, subject to sharing rules, attribution, & copyright
- Digital Juice
  - <http://www.digitaljuice.com/>
  - Purchase collections of royalty-free music using a downloadable player
- Sound Cloud
  - Some free music downloads; others must be purchased
- Purple Planet Music
  - <https://www.purple-planet.com/>
- Bensound
  - <https://www.bensound.com/royalty-free-music/2>

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

- Pexels and Pixabay (images & videos)
  - <https://www.pexels.com/>
  - <https://pixabay.com/>

- **Wikimedia Commons**
  - [https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)
- **Flickr.com Creative Commons**
  - <https://www.flickr.com/creativecommons/>
- **Public Domain Pictures**
  - <https://www.publicdomainpictures.net/en/>
- **DeviantArt**
  - <https://www.deviantart.com/>
- **Photobucket**
  - <https://photobucket.com/explore>
  - **Problem: Difficulty in determining copyright ownership & attribution information**
- **Creative Commons**
  - <https://creativecommons.org/>
  - **Includes images, video, and music**
  - **Sharing rules based on attribution & copyright**
- **Stock.Xchng**
  - <https://www.freeimages.com/>
  - **Stock images available**
  - **Some free-of-charge; others cost money**
- **Vimeo Video**
  - <https://vimeo.com/>
  - **Some shared video to download**

## Video Upload Web Sites

- **YouTube (FREE)**
  - <https://www.youtube.com/>
  - Videos much more likely to be found using search engines
  - Share button: promote library videos using social networking sites or email
  - Embedding code button
- **Vimeo (FREE)**
  - <https://vimeo.com/>
  - Not as subject to forced advertising as YouTube, but also not as easy to retrieve videos using most search engines
- **MySpace Videos**
  - <https://myspace.com/myspace/videos>
  - Problem: Old content (15-plus years ago) mostly; not much used anymore
- Uploading videos directly to Facebook, Twitter, Instagram, etc.

## Social Media Sites

- **Need to Create Library Accounts**
- **Facebook**
- **Twitter**
- **Pinterest**
- **Instagram**
- **Examples:**
  - **Indiana Room at PGTPL (Facebook)**
    - <https://www.facebook.com/IndianaRoomatPGTPL>
  - **Center For Local History at Arlington VA Library (Twitter)**
    - [https://twitter.com/apl\\_clhistory](https://twitter.com/apl_clhistory)
  - **Genealogy & Local History Display Case (Pinterest)**
    - <https://www.pinterest.com/filibrary/genealogy-local-history-display-case/>

- **Bryant Library (Roslyn, NY) Local History (Instagram)**
  - <https://www.instagram.com/roslynlocalhistory/?hl=en>
- **Blogs**
  - **E.g., Mooresville (IN) Local History Treasure Trove**
    - <https://mplindianaroom.blogspot.com/>

#### **“Spokescritter” (Library Pets or Mascots)**

- **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**
  - <https://mplcatseyeview.blogspot.com/>
- **Can be used in videos & social media**

#### **Podcasts**

- **Audio recordings online devoted to genealogy or history**
- **Examples: List of Genealogy Podcasts on ConferenceKeeper.org**
  - <https://conferencekeeper.org/genealogy-podcasts/>