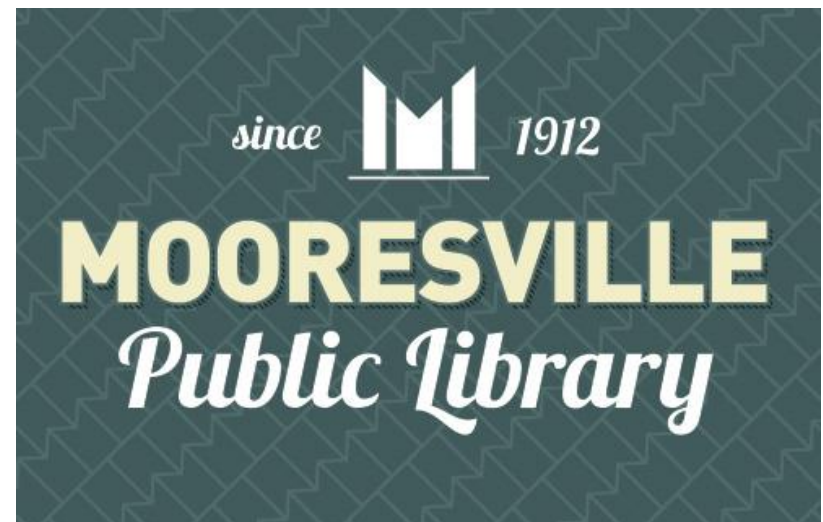


USING VIDEOS TO PROMOTE YOUR LIBRARY

William R. Buckley

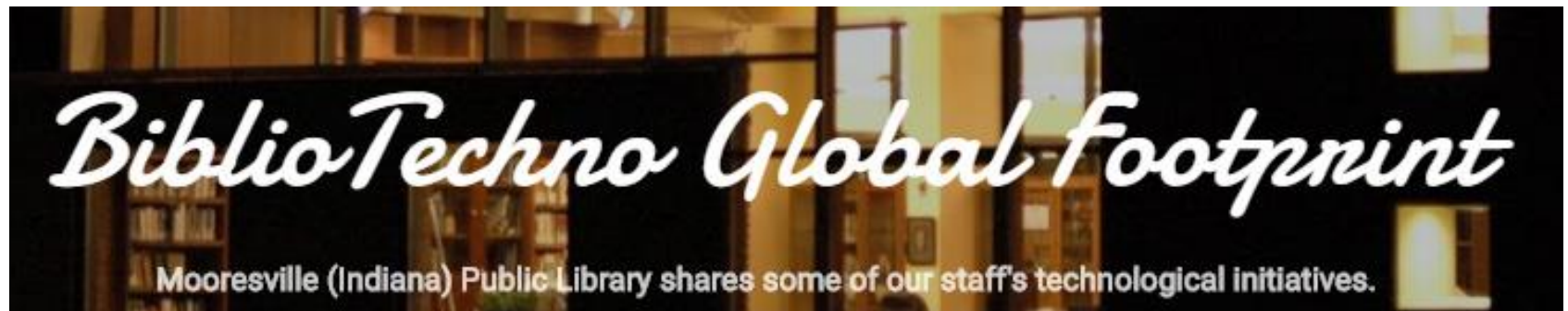
Information Director, Adult Services

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



SHARING SOME IDEAS

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



What You Need

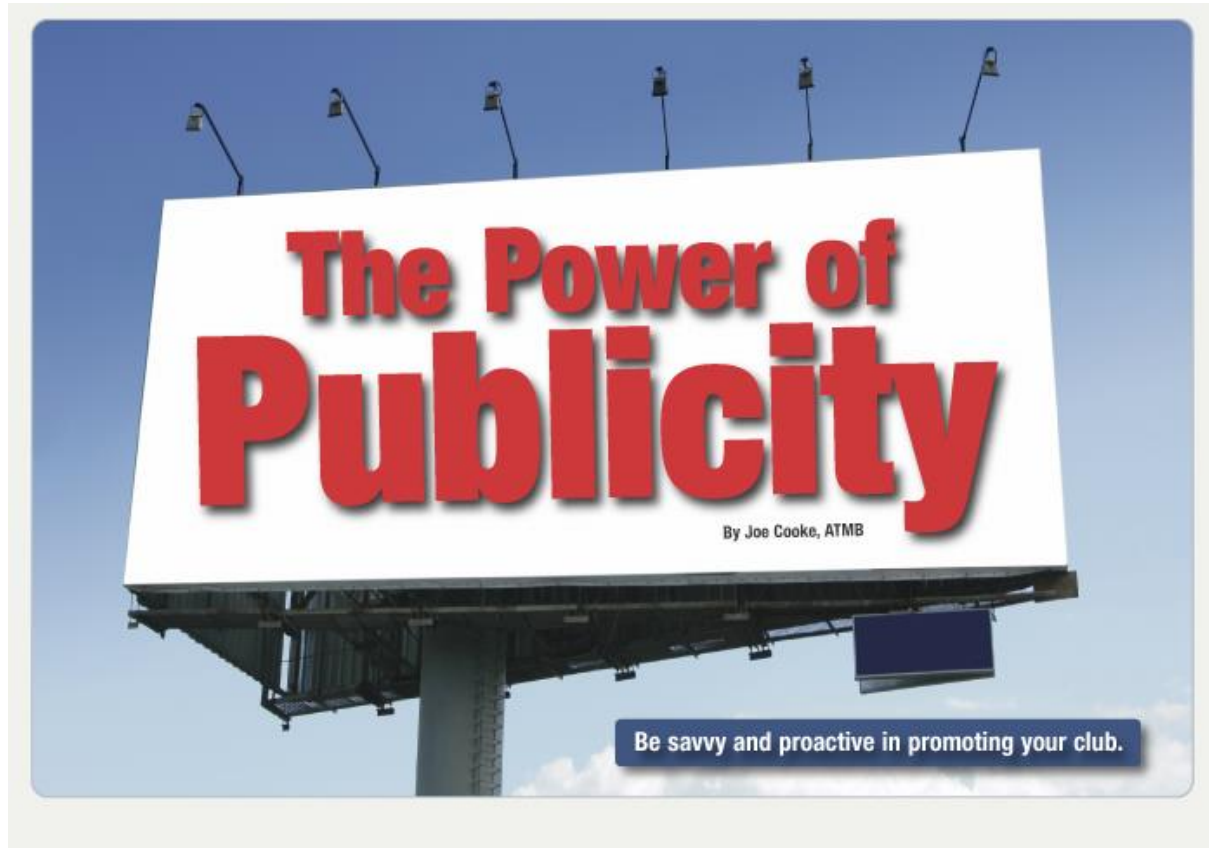
- **Video Editing Software**
- **Audio Editing Software**
- **Soundtrack Music/Sound Clips**
- **Images & Video Clips**
- **Video Hosting Websites**
- **Social Media Accounts**
- **Podcast Hosting Websites**
- **Blog Hosting Websites**

Types of Library Videos You Can Make

- **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.**



Online Videos Promote Your Library's Brand



Library Videos Enhance Your “Online Global Footprint”

- Increased Name Recognition
- *“Being where your patrons are”*
 - YouTube, combined with Facebook, Blogs & Tweets, targets your message delivery to online-savvy patrons
 - YouTube viewer statistics & viewer comments provide valuable marketing insights

MPL YouTube Channel

www.youtube.com/mpl46158



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)



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



Promo Trailer (“Jump-Cut” Style)

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



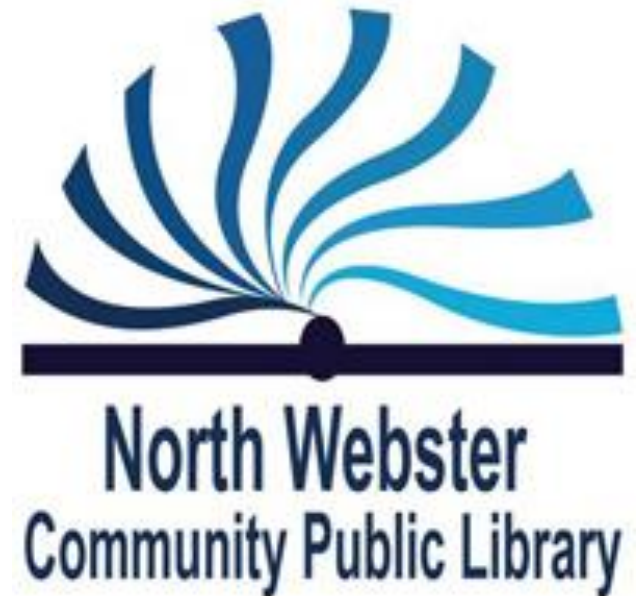
“Voice Over” Book Trailer

- [The Southern Sewing Circle Mystery Series](#), by Maureen Johnson
- Video by Janet E. Buckley, MLS, Head of GPL Technical Services, & William R. Buckley, MPL Information Director, Adult Services



“Live Action” Local History

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



“Live Action” Readers’ Advisory

- [MEG-A-RAE #10: A Very Special Mystery Episode](#)
 - By Rachel Montgomery, MLS, former MPL teen librarian, & Meghan Adams, MPL former adult programming coordinator



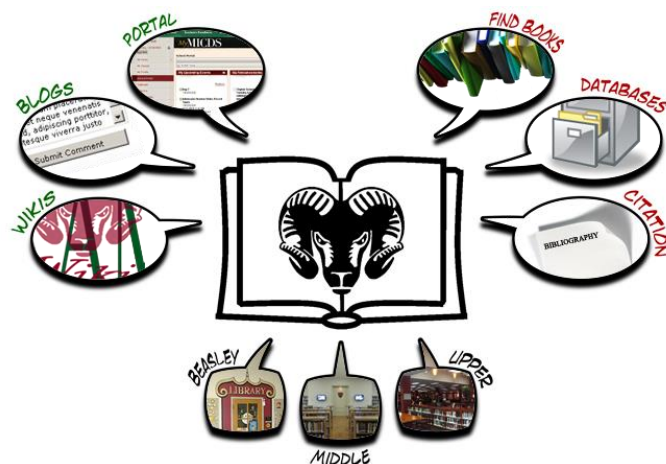
“Live Action” Book Trailer

- *I’d Tell You I Love You, But Then I’d Have to Kill You*, by Ally Carter
- By TeenSceneGPL (Greenwood [Ind.] Public Library)



Multi-Screen Inset Readers' Advisory

- **Messing Library, MICDS (Mary Institute & St. Louis Country Day School) Middle School, St. Louis, MO:**
[Library Picker \(3/11/11\)](#)



“Voice Over” Library Promo Trailer

- [***MPL 100th Anniversary Promo Trailer***](#)
(click link above to play video)



“Live Action” Children’s Music Video

- *The Open Shut Them Song*
 - By Michelle Peltier, former MPL Early Literacy Specialist



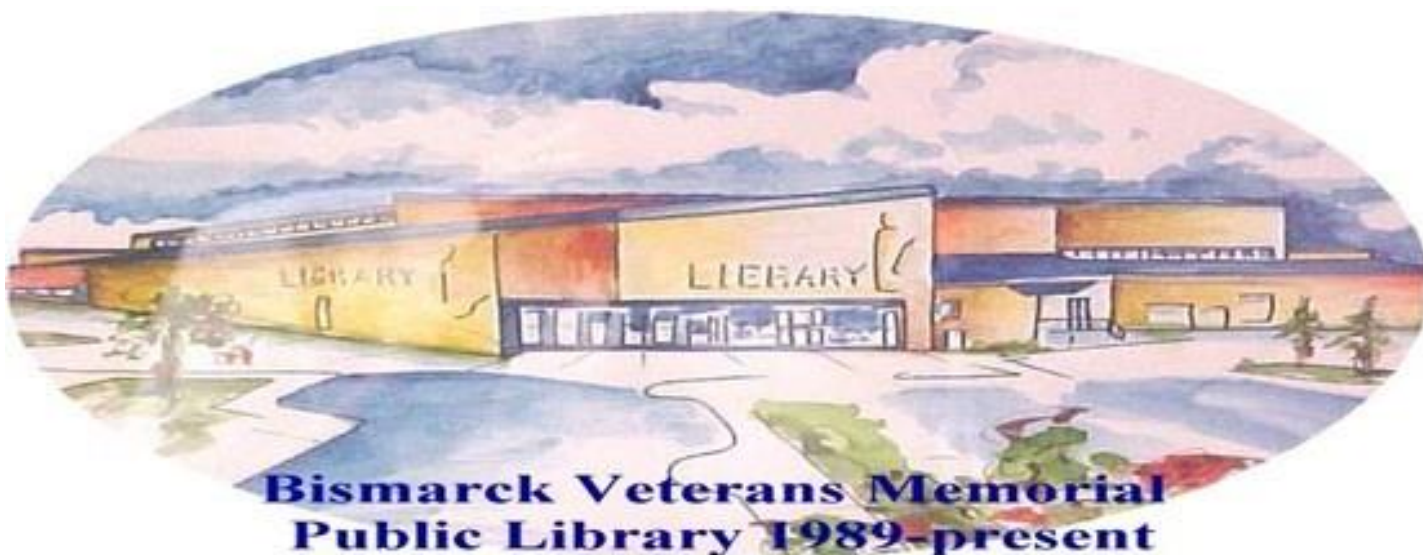
“Live Action” Music Video Parody

- ***Plainfield Library’s Harlem Shake***
 - **By Staff of Plainfield-Guilford Twp. (Ind.) Public Library**



“Live Action” Music Video Parody & Program Trailer

- *Monday Night*
 - By Staff at Bismarck (N.D.) Veterans Memorial Public Library



“Live Action, Voice Over” Promo Trailer

- [*How to Use Our New Self-Checkout Kiosks*](#)
 - By Cauli Le Chat, MPL Feline Roving Reporter



“Live Action” Children’s Program Trailer

- ***Go Round and Round the Village for Story Time***
 - **By Suzanne Walker, MLS, Children’s Services Consultant, Indiana State Library**



Music Video Parody

- [Go Ask Reference](#) (2013)
 - By Rachel Montgomery, MLS, former Teen Librarian, & Meghan Adams, former Adult Program Coordinator, Mooresville (Indiana) Public Library



Local History Videos

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



since  1912
MOORESVILLE
Public Library

Program Trailer (Still-Pan)

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



Program Trailer (Video Clip)

- ***Evergreen Indiana DVD Transit Promo Trailer (2017)***
 - [Click here to watch video](#)



“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*



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Children's Program Video

- [Miss Michelle @ MPL \(Week of February 3-9, 2013\)](#), by Michelle Peltier, MPL Early Literacy Specialist, & Casey O'Leary, Head of MPL Youth Services

Miss Michelle @ MPL: Fun & Learning With Early Literacy



Starring
Miss Michelle
&
Aggie McPooch

since  1912
MOORESVILLE
Public Library

Book Trailer “Still-Pan”

- [*Dream Big, Little Pig!*](#), by Kristi Yamaguchi
- Video (2012) by Janet E. Buckley, MLS, Head of Technical Services, Greenwood (Indiana) Public Library



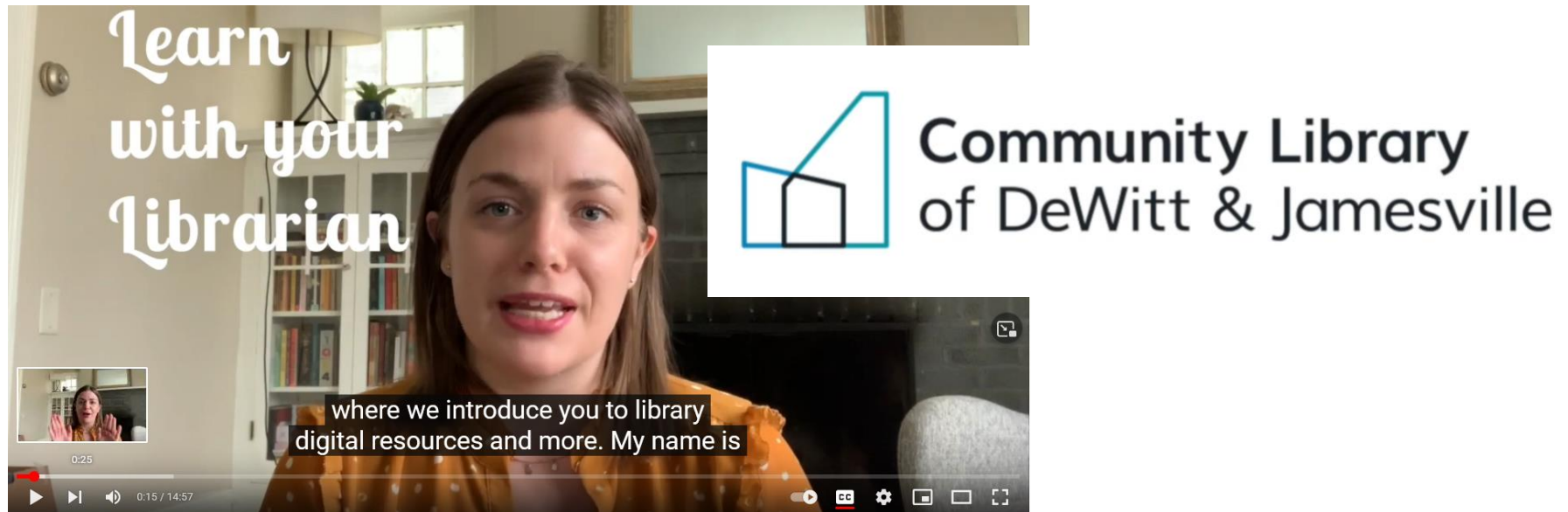
Promo Trailer

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



“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](#)



Library Board Report

- [*GPL Board Report \(February 2013\),*](#)
by Janet E. Buckley, MLS, Head of Technical
Services, Greenwood (Ind.) Public Library



Embedding & Linking Videos in Social Networks (con't.)

Blogs (with embedded MPL videos)



- E.g., **Hatching Chicks @ MPL**
 - <http://mplhatchingchicks.blogspot.com/2011/04/hatching-harper.html>
- E.g., **Cat's Eye View @ MPL**
 - <http://mplcatseyeview.blogspot.com/2010/12/what-is-this-some-kind-of-cruel-joke.html>
- E.g., **Bibliotechno Global Footprint (embedded playlist)**
 - <https://bibliotechnoglobalfootprint.blogspot.com/2022/02/sound-safari-childrens-video-series.html>
- E.g., **Mooreville (Indiana) Local History Treasure Trove**
 - <http://mplindianaroom.blogspot.com/2010/10/mpl-treasure-trove-9-mpl-indiana-room.html>

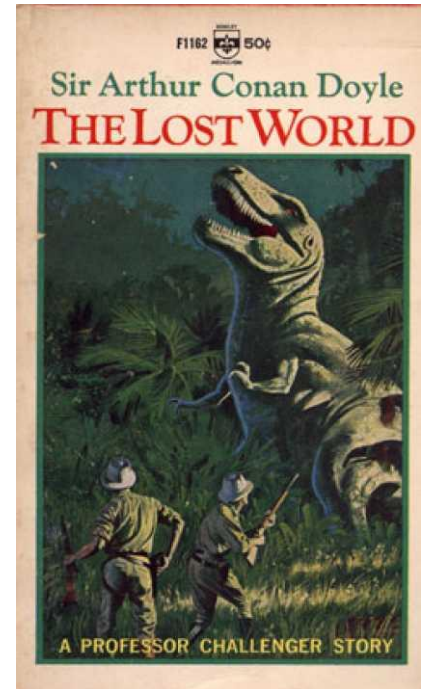
QR CODES

- Print QR codes for book trailers & attach them to books on display
- Patrons can use their smart phones (with a QR app) to watch the book trailers while perusing the items.



Linking Videos to 856 Fields in MARC Records

- E.g., *The Lost World*, by A.C. Doyle (book trailer hyperlinked in 856 field)
- Embedded link in OPAC
- See, e.g., blog post at <https://bibliotechnoglobalfootprint.blogspot.com/2017/05/using-marc-856-field-for-book-trailers.html>



Embedding & Linking Videos in Social Networking Sites

- Twitter
- Facebook
 - Example: MPL Readers' Advisory FB Wall



Share:  Status  Photo  Link  Video

What's on your mind?



Bill Buckley

Cat's Eye View (at Mooresville Public Library): You Say Pyjama, I Say Pajama; Time or Thyme, It Was

mpicatseyeyview.blogspot.com

Cauli Le Chat, feline roving reporter for Mooresville Public Library (Mooresville, Indiana), reports all things interesting to cats (and humans) that are happening at the library. Related stories from across the state (and beyond) will also be included.

 Sunday at 11:36pm · Like · Comment · Share



Bill Buckley



Flygirl by Sherri L. Smith Book Trailer

Liked on www.youtube.com

Book trailer for Sherri L. Smith's book Flygirl

 February 18 at 9:25pm via YouTube · Like · Comment



Bill Buckley



MPL Readers Advisory: MPL Book Trailer #95: The Walls of the Universe, by Paul Melko

mplreadersadvisory.blogspot.com

Mooresville Public Library (Mooresville, Indiana) presents this readers advisory blog to promote reading and literacy. MPL Readers Advisory Blog covers books for all ages. We also link to our YouTube videos and book trailers (www.youtube.com/MPL46158). We welcome your feedback and comments.

 February 17 at 7:54pm · Like · Comment · Share



Bill Buckley



MPL Book Trailer #95: The Walls of the Universe, by Paul Melko

www.youtube.com

Mooresville Public Library (Mooresville, Indiana) presents a book trailer featuring the science fiction novel "The Walls of the Universe," by Paul Melko (Tor Books, 1st ed., 2009) (ISBN 0765319977).

 February 17 at 7:31pm · Like · Comment · Share



Bill Buckley



2010 Teen Film Festival Entry: Religion by Maya Issa, Victoria Goodrich, and Molly McKee

PODCASTS

- Audio recordings posted online
- 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 resources, programs, collections, 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](#)

More Questions?

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

