# Creating effective videos for **LIBRARIES**



**@ned_potter**

Wolters Kluwer

## VIDEO IS IMPORTANT TO LIBRARIES BECAUSE

It's often how people prefer to learn – or rather it's how they prefer to have things **explained** to them.

It can **grab attention** and get a lot of information across in a short space of time.

It can be used flexibly. You can host externally – on many platforms - and **embed locally**. You can create 30 seconds or 30 minutes.
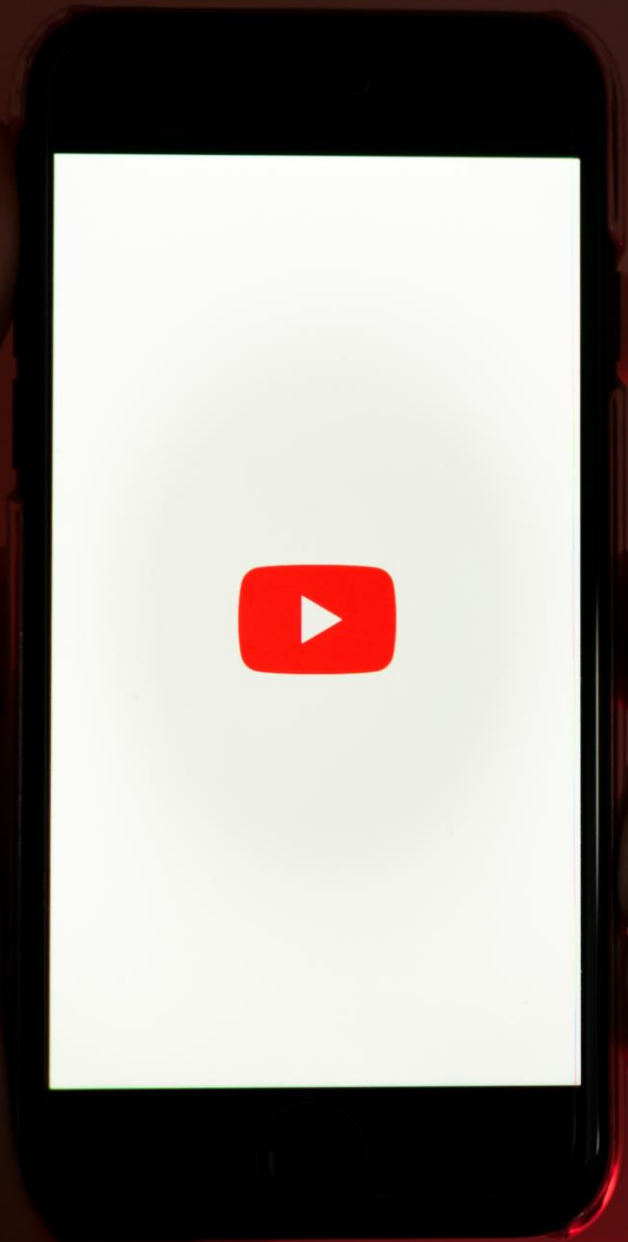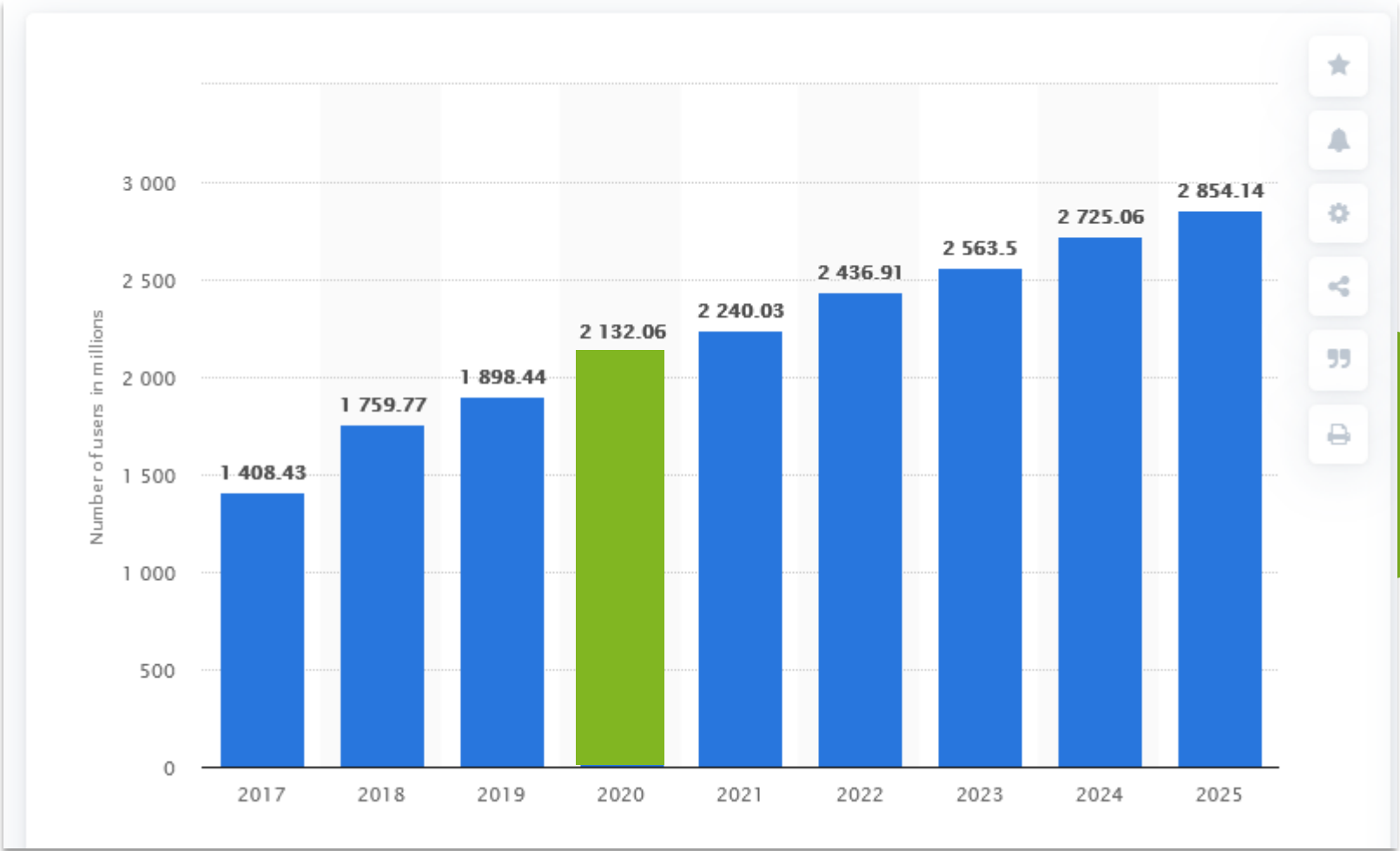
WHATEVER TYPE OF LIBRARY WE WORK IN, **OUR AUDIENCE IS ON YOUTUBE**, CONSUMING VIDEO.

YouTube is the second most popular site on the internet. We watch more than 1 billion hours of content every day: the average viewer spends more than 40 minutes on it every day.

(STATS FROM HOOTSUITE)

Over **2 billion** of us are active YouTube users, logged in to the platform

## FORECAST OF THE NUMBER OF YOUTUBE USERS IN THE WORLD FROM 2017 TO 2025



Number of users in millions

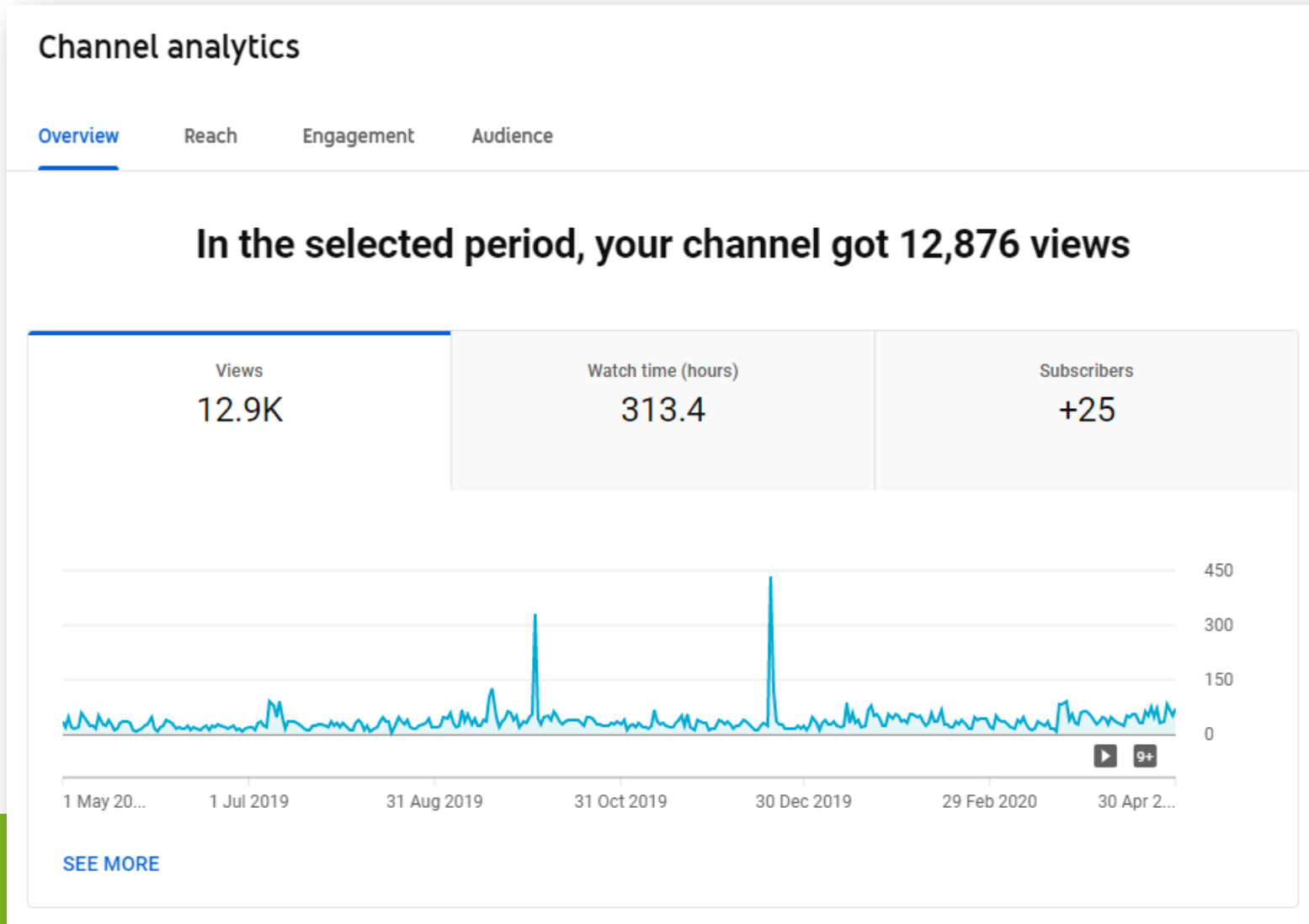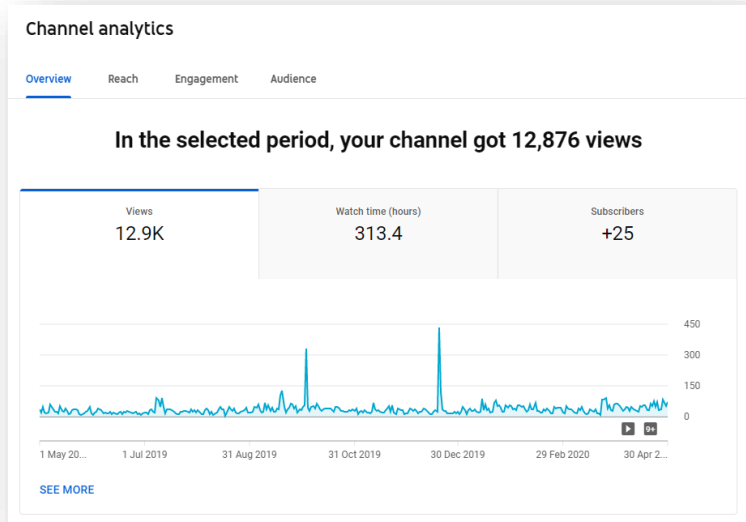| Year | Number of users in millions |
| --- | --- |
| 2017 | 1 408.43 |
| 2018 | 1 759.77 |
| 2019 | 1 898.44 |
| 2020 | 2 132.06 |
| 2021 | 2 240.03 |
| 2022 | 2 436.91 |
| 2023 | 2 563.5 |
| 2024 | 2 725.06 |
| 2025 | 2 854.14 |

FOR LIBRARIES IN
PARTICULAR, THE
NUMBERS ARE GOING UP

# YOUTUBE FIGURES: MY OWN LIBRARY'S CHANNEL, MAY 2019 – END OF APRIL 2020
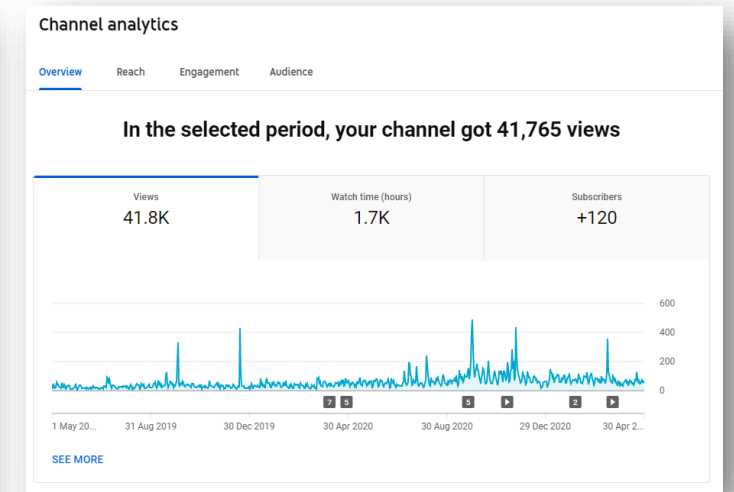
**YOUTUBE FIGURES: MY OWN LIBRARY'S CHANNEL, MAY 2020 – END OF APRIL 2021**

Channel analytics

Overview    Reach    Engagement    Audience

In the selected period, your channel got 12,876 views

| Views | Watch time (hours) | Subscribers |
|---|---|---|
| 12.9K | 313.4 | +25 |

1 May 20...    1 Jul 2019    31 Aug 2019    31 Oct 2019    30 Dec 2019    29 Feb 2020    30 Apr 2...

SEE MORE

Channel analytics

Overview    Reach    Engagement    Audience

In the selected period, your channel got 41,765 views

| Views | Watch time (hours) | Subscribers |
|---|---|---|
| 41.8K | 1.7K | +120 |

1 May 20...    31 Aug 2019    30 Dec 2019    30 Apr 2020    30 Aug 2020    29 Dec 2020    30 Apr 2...

SEE MORE

**Views up 224%
Watch time up 443%**
(Likes, Subscribers,
Unique Viewers
are all significantly
increased too.)
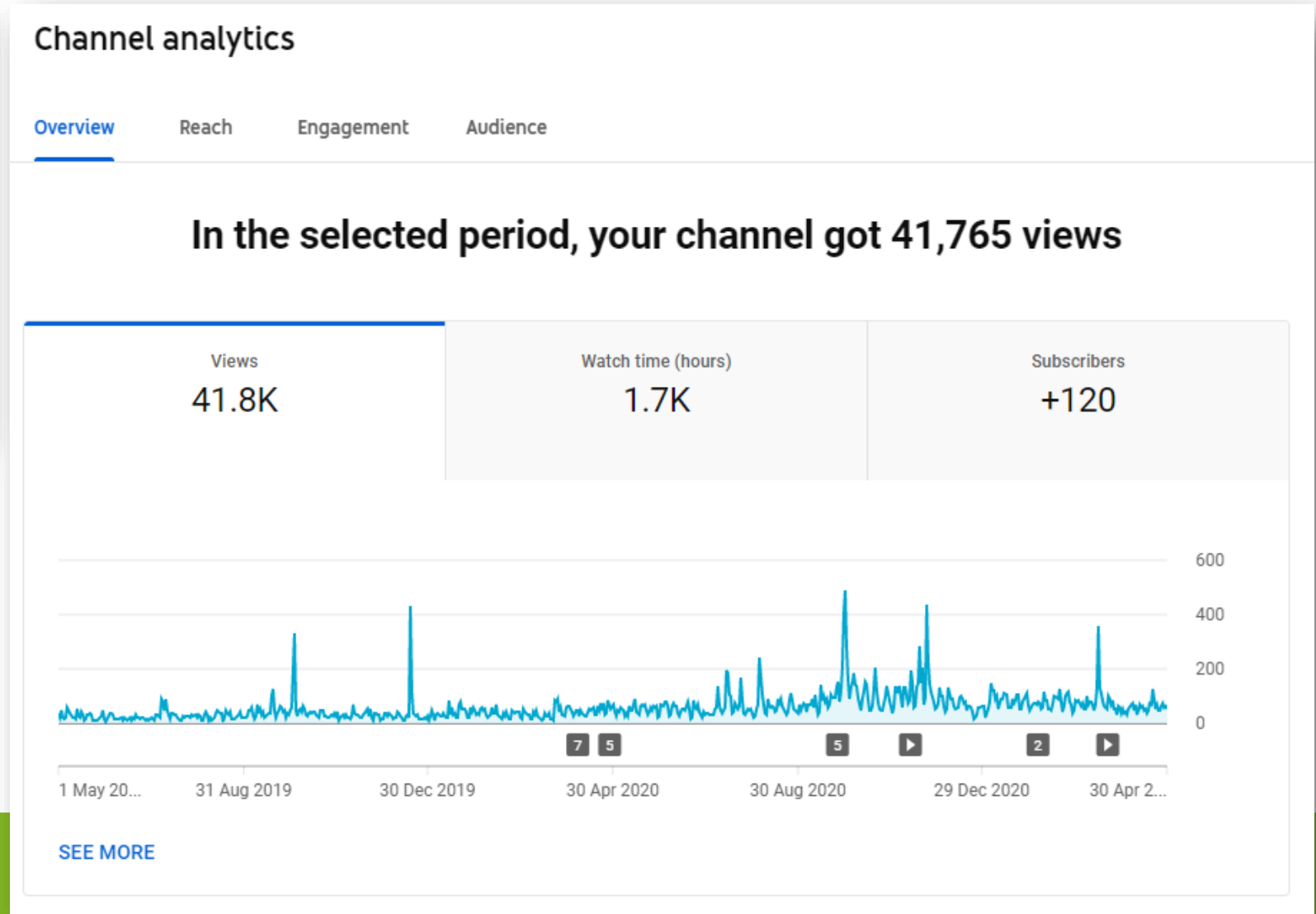
A word on **comparative metrics**...

The only comparisons which matter are **A)** your YouTube metrics versus your previous and future YouTube metrics and **B)** the engagement you get on YouTube versus the other ways YOU communicate...

# PLANS FOR THIS SESSION

Library Video **archetypes**
Library Video **hosting**
Library Video **useful tools**

PART ONE

# LIBRARY VIDEO ARCHETYPES

The **Pastiche**

A pastiche / parody / tribute based on a video already ubiquitous in popular culture.

**PROS |** You can join in with an existing conversation, you can have fun and break down barriers / change perceptions, you might go viral...

**CONS |** High potential for cringe - making other librarians laugh is no good if your users aren't enjoying it – and can be expensive / tricky to make

## The **Pastiche**

**REQUIREMENTS |** Camera, Mics (if re-recording lyrics / talking to camera / acting), audio-recording software, video editing software, willing participants!

**EXAMPLES**
Librarians Do Gaga
Librarians Do Queen
Librarians Do Taylor Swift

**CASE STUDY 1**
Study Like A Scholar, Scholar

The **Pastiche**

## CASE STUDY 1
## [Study Like A Scholar, Scholar](#)

Is this the best library video of all time? Short, funny, straight to the point, and full of the **benefits** of the library – not just a list of features.

Parodying the Old Spice ads that were popular at the time, it has 3.5 million views on YouTube. But it involved a large budget and a crew of 12! This is beyond most of us…

The **Pastiche**

## CASE STUDY 2
## Texas A&M's Happy

**THE BRIEF** | Induction / Orientation happens centrally: the students have to come to the Library's event. How to get attendance up? How to get students orientated with the many buildings in large numbers, when physical tours weren't possible? At a time when they're inundated with so much other information?

"WE ARE A MASSIVE UNIVERSITY AND THE SIZE OF THE UNIVERSITY LIBRARIES CAN BE INTIMIDATING.  WE WANT THEIR FIRST INTRODUCTION TO THE LIBRARIES TO BE A POSITIVE, ENGAGING EXPERIENCE THAT REDUCED LIBRARY ANXIETY."

STEPHANIE GRAVES, ASSOCIATE PROFESSOR AND COORDINATOR FOR LEARNING AND OUTREACH

## The **Pastiche**

### Texas A&M's Happy

How do you analyse success? It's had nearly 100,000 views on YouTube, but when things go viral they make it hard to measure the impact they had on the target audience.

WE HAD A RECORD BREAKING ATTENDANCE AT OUR LIBRARY OPEN HOUSE (ALSO HAPPY THEMED) WITH OVER 3,600 STUDENTS IN A 2 HOUR PERIOD. WE RAN OUT OF HAPPY T-SHIRTS (3,500) AND HAD TO ORDER ANOTHER BATCH (ALSO GONE). THE LIBRARY HAPPY SHIRT IS NOW A "THING" ON CAMPUS AND YOU SEE THEM EVERY DAY. OUR DESK STAFF GET ASKED WHERE FOLKS CAN BUY ONE ON CAMPUS, WHICH IS A TESTAMENT TO THE SOCIAL PHENOMENON OF OUR THEME EVENT.

— STEPHANIE GRAVES

## The **Pastiche**

### Texas A&M's Happy

How do you analyse success? It's had nearly 100,000 views on YouTube, but when things go viral they make it hard to measure the impact they had on the target audience.



Everyone else liking it

Your target audience liking it

# Share your own **examples**

Have you seen (or made!) a great Pastiche video?
Share the link in the Chat so the rest of us can bookmark it...

The
**Virtual Tour**

A tour of the Library, which can be done with still photography or live footage; presenting to camera or audio-only narration.

**PROS |** Actual tours are often impossible for libraries due to numbers and scale – even pre-COVID. Libraries can be hugely intimidating places and getting physically situated can help users with that.

**CONS |** They take a lot of planning, and can be expensive / tricky to make. You'll need access to and knowledge of video editing sotware.

## The
# Virtual Tour

**REQUIREMENTS |** Camera, Mics and audio-recording software (if recording any kind of narration or talking to camera), video editing software, presenters or VO artists.

**EXAMPLES**
360 degree Tour of the Bodleian Libraries
Powell River Public Library Kid's Tour
Edmonton Public Library Tour

**CASE STUDY 3**
University of York 2013 Tour

The
**Virtual Tour**

## CASE STUDY 3
## University of York 2013 Tour

**THE BRIEF** | Replace face-to-face guided tours entirely. We wrote the script, and we had a video intern who for the filming and editing. The shoot took a full day, involved aspiring actors from the University's Film, Theatre and Television Department presenting, and was one of the most stressful things I've ever done!

Library Tour

| Scene | Type of Shot | Description | Dialog/Sound |
|---|---|---|---|
| EXT. LIBRARY ENTRANCE | | | |
| 1.01 | Tracking shot and MCU | Tracking shot from the corridor into the entrance to focus on the student on MCU, who starts saying his dialog. | STUDENT 1: Welcome to the Library. This tour video will tell you what you need to know about getting the most out of the facilities, to help you study. |
| EXT/INT. LIBRARY ENTRANCE | | | |
| 1.02 | Cutaway, Full Shots | Various shots of students entering the library facilities. | STUDENT 1: You'll be spending a LOT of time here while you're at York, which is a good thing — students who make most use of the library in person and online actually get the highest degrees. |
| INT. JB MORRELL LIBRARY | | | |
| 1.03 | Cutaway, Full Shot | Library corridor | STUDENT 1: There's a lot more than just books here — |
| 1.04 | Cutaway, Full Shot | Shot of students in study spaces | there's collaborative study space, |
| 1.05 | Cutaway, Full Shot | Shot of audio-visual facilities | audio-visual facilities, |
| 1.06 | Cutaway, Full Shot | Shot of the PC Room | hundreds of PCs. |
| 1.07 | Cutaway, Wide Shot | Shots of students working in the library. | The library can save you time, and help your marks get better.  It's open 24 hours a day, 362 days a year — |
| EXT/INT. LIBRARY ENTRANCE | | | |
| 1.08 | MCU and Tracking Shot | MCU of STUDENT 1, when he finishes his dialog the camera tracks to the interior, into the Help Desk | the library never sleeps. |
| INT. HELP DESK | | | |
|  |  |  | STUDENT 2: This is the desk on the ground floor |

The
**Virtual Tour**

## CASE STUDY 4
## University of York 2020 Tour

**THE BRIEF** | Create a virtual tour that I could do entirely myself! Footage shot with my phone; video created in **PowToon**, a tool I can use; voice-overs recorded and edited in **Audacity**. No expensive equipment or paying an external person to come in and film – plus we could easily edit and update for future years if we chose to.

# Share your own **examples**

Have you seen (or made!) a great Virtual Tour video?
Share the link in the Chat so the rest of us can bookmark it...

## The **Explainer**

Animation or screen-capture based explanation or guide, to a library service or collection, or useful skills and techniques for library users.

**PROS |** Easier to do than the full-blown production involved with The Pastiche or the Virtual Tour. Can use freely available software. Fulfils a need.

**CONS |** Can easily be quite dry. Ideally you want your users to do your marketing for you – it's rare that Explainers get shared peer-to-peer so you have to work harder to ensure they're seen.

## The **Explainer**

**REQUIREMENTS |** Animation or screen-capture software. Mics and audio-recording software (if recording any kind of narration.

**EXAMPLES**
University of Huddersfield Reading Lists
University of Sunderland Welcome
Introduction to the Dewey Decimal System (with 250k views!)

**CASE STUDY 5**
ASU's Green Screen Library Minute Series

The **Explainer**

## CASE STUDY 5
### ASU's Green Screen Library Minute Series

In many ways still the gold standard of library Explainer videos (despite being 11 years old now), ASU made a series of short, sharp useful videos about a minute long. They were characterised by their fast pace, good use of graphics and screengrabs, and involved using Chroma Key (Green Screen) to place a friendly presenter in front of the information.

Note, if you have an iPhone and a blank wall against which to present, you too can do Green Screen!

The **Explainer**

## CASE STUDY 6
## Welcome Back: 10 Changes at York

Created in **Videoscribe** (with narration recorded in Audacity), this was an Explainer for existing students and staff, about how the Library had changed since pre-pandemic times. For those of you in academic libraries, a lot of videos can be aimed at new users – we found the decision to also aim content at existing users was really appreciated by them. This was very quick to do – from blank screen to YouTube in the course of a morning.

The **Explainer**

**CASE STUDY 6**
Make YorSearch Your First Search

Made entirely in PowerPoint, to meet a specific need. No music, just voice-over with PPT animations and transitions.

**DID YOU KNOW**
PowerPoint has a screencasting function?

Insert > **Screen Recording**
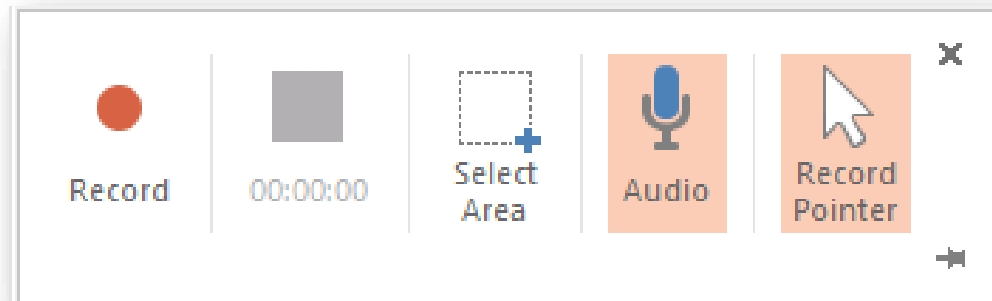
**DID YOU KNOW**
PowerPoint has a screencasting function?
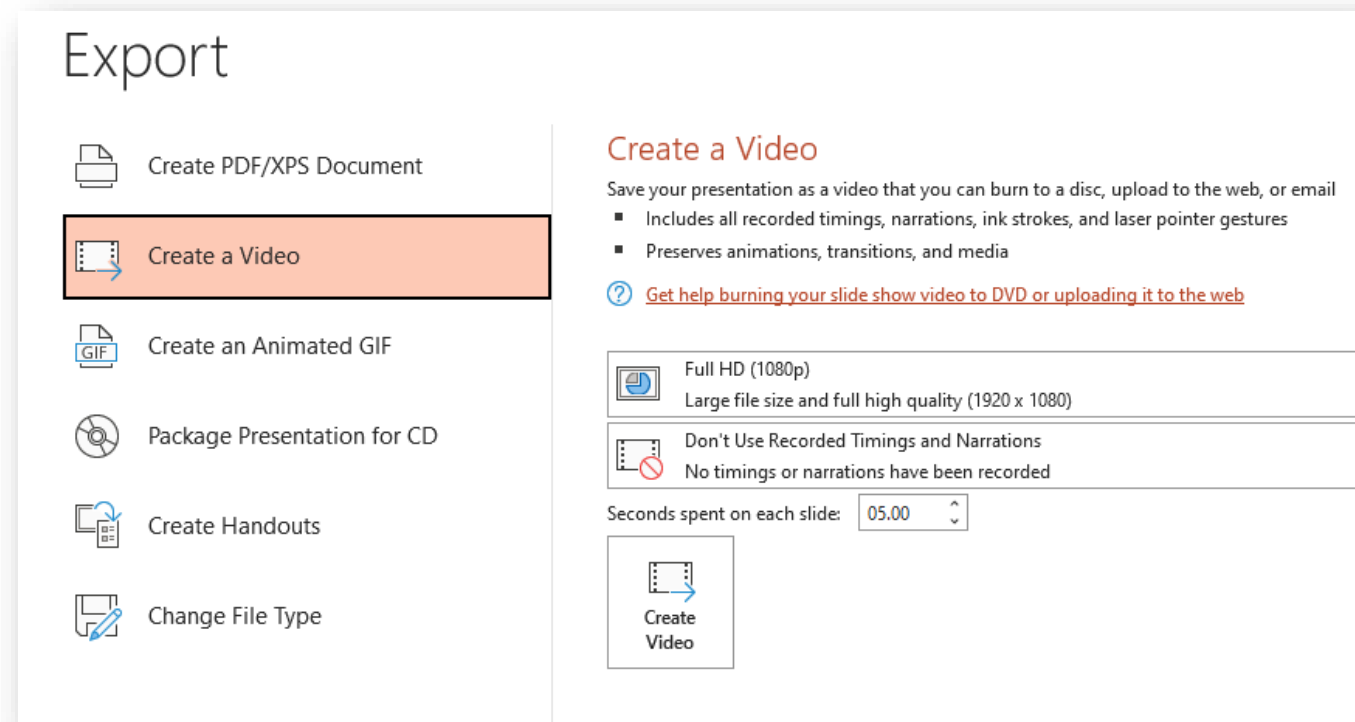

**DID YOU KNOW**
You can export PowerPoints as videos in MP4 format?

**DID YOU KNOW**
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**DID YOU KNOW**
You can export PowerPoints
as videos in MP4 format?

You can **record audio narration** and timings for each slide (meaning you don't need a perfect take!), or you can set Transition and Animation timings and it runs automatically

You can add pre-recorded narration if you prefer, or other **audio** (music, sound effects etc). Or just use PPT to create **custom GIFs**!
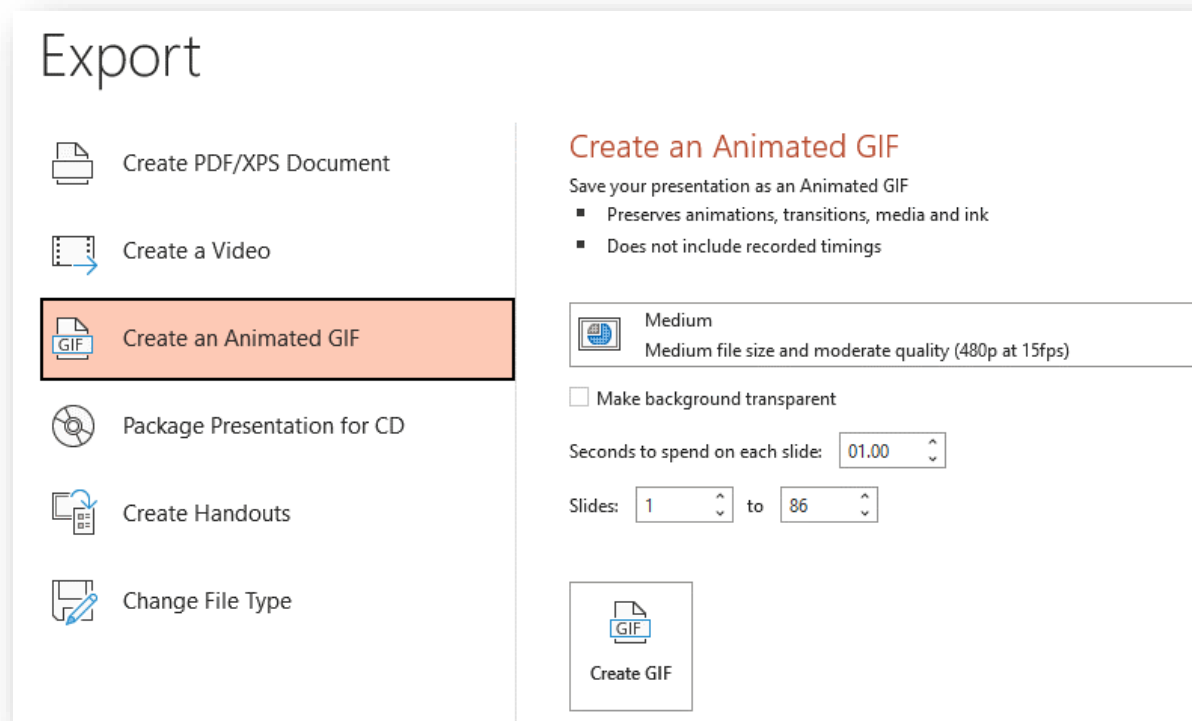
# Share your own **examples**

Have you seen (or made!) a great Explainer video?
Share the link in the Chat so the rest of us can bookmark it...

The
**Study
With Me**

A long-form video capturing the sights and sounds of studying in the Library. These are often made by students themselves but there's no reason the Library can't make their own!

**PROS |** Fairly easy to do with just a phone, people REALLY appreciate you having made it

**CONS |** It's a very strange experience to film, you need a lot of space on your phone, it could fall flat

The
**Study
With Me**

**REQUIREMENTS |** Animation or screen-capture software. Mics and audio-recording software (if recording any kind of narration.

**EXAMPLES**
Glasgow University Library (student made)
2 Hour Pomodoro Session
7 Hour Study With Me (With Background Music)

**CASE STUDY 7**
Library Home From Home

## CASE STUDY 7
## Library Home From Home

A 2 hour 'sounds of the library' video, aimed at students who couldn't get to the library during lockdown. Filmed using an iPhone and a stand. Almost nothing happens.

It's our most liked video ever and has over 670 hours' of watch-time. The feedback has been incredible.

**GirlsinScience**
@Girls_inScience

Replying to @UniOfYork and @UoYLibrary

That's sooo thoughtful ✨✨

12:29 PM · Nov 18, 2020 · Twitter for iPhone

1 Like

**Helen Smith**
@conversiontales

Oh wow. Library fetishists everywhere (which definitely includes most people I know on twitter and indeed irl), enjoy this two-hour library sounds study track, courtesy of @UoYLibrary

**Richard T. Watson**
@RichardTWatson

Love it. Ridiculous, but I love it.

🟢 Uni of York Library @UoYLibrary · Nov 18, 2020
Today we launch a brand new thing: Library Home From Home.

If you can't visit the Library, we'll bring the atmosphere of the library to you! #UoYTips

york.ac.uk/library/home-f...
Show this thread

**Lucy Moore**
@NotStycas

I 🧡 that @UoYLibrary have made this, I listen to white noise all the time, so am looking forward to giving this a whirl 😊

Library Home From Home | #StudyWithMe, 2 hours of #LibrarySounds from th...

**Stanley_PB**
@stanley_pb

Replying to @UoYLibrary

Really bizarrely, this has worked really well for me. I put it on and focused solidly for hours for the first time in ages. Thanks for keeping trying new ideas!

11:53 AM · Nov 24, 2020 · Twitter Web App

**Charlie Cayzer** 5 months ago
The video we didn't know we all needed

👍 10 👎 ♥ REPLY

🔽 View reply from York Information Services

**Tom Weston** 5 months ago
I'm unashamedly sat in a library, using the sounds of a library to block out the sounds of a library

👍 3 👎 ♥ REPLY

🔽 View 2 replies from York Information Services and others

# Tell me what I've missed!

What other key styles of Library video are there apart from the Pastiche, the Virtual Tour, the Explainer and the Study With Me?

PART TWO

# LIBRARY VIDEO HOSTING

**YouTube** has the biggest audience so your videos should be there. Don't just upload though; **curate**.

**View your channel** as an outsider would. Does it make sense? Is it easy to know where to go first? Do some videos need to be **Unlisted**? Do older videos need to be **deleted** entirely? Create themed **Playlists**.

**YouTube** has the biggest audience so your videos should be there. Don't just upload though; **curate**.

**View your channel** as an outsider would. Does it make sense? Is it easy to know where to go first? Do some videos need to be **Unlisted**? Do older videos need to be **deleted** entirely? Create themed **Playlists**.

Correct the automatic **subtitles**. **Describe** and **tag** your videos well. **Titles** and **thumbnails** matter a lot.
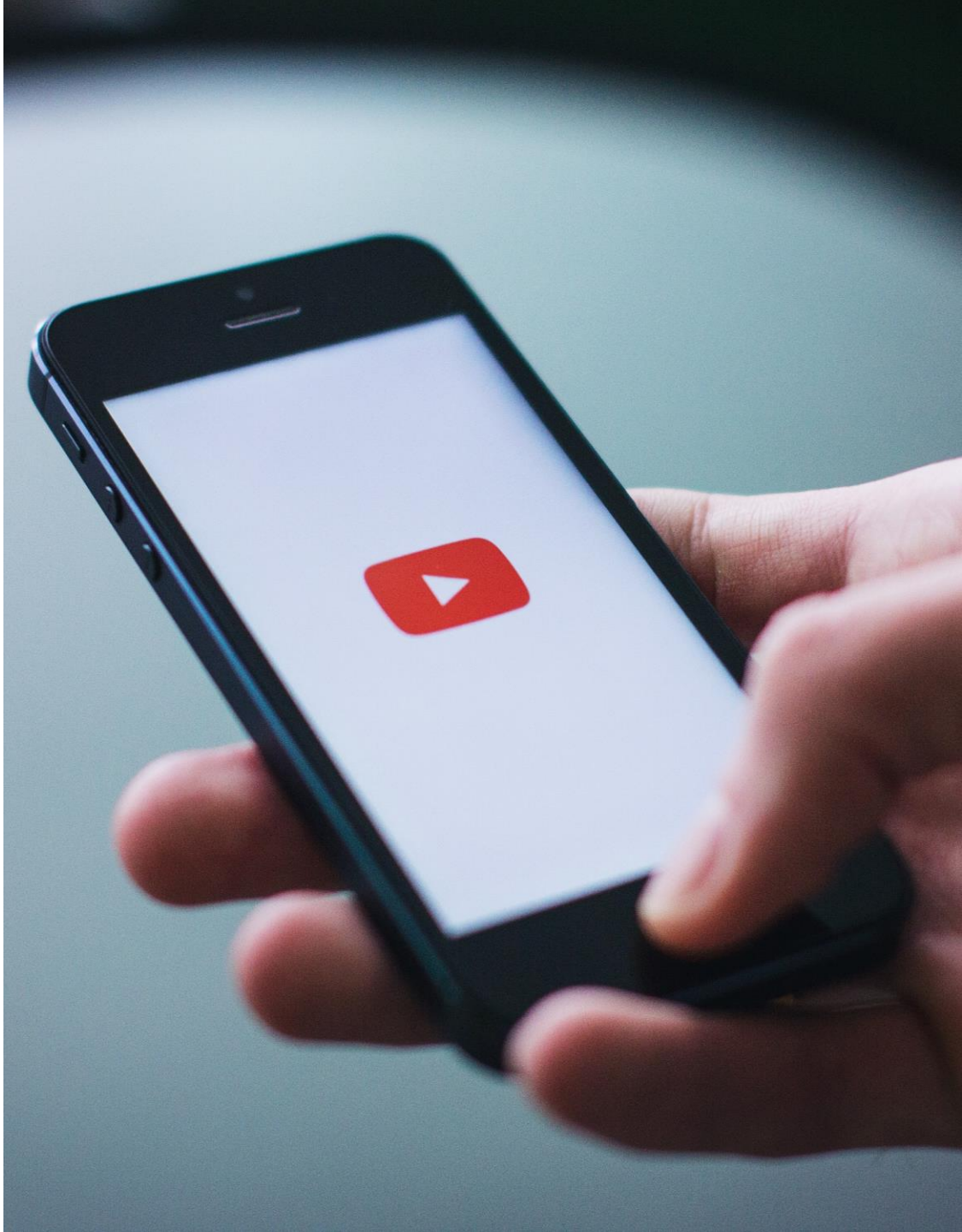
Remember that your users ARE on YouTube so will find you there, but you still need to **promote the videos**. Share links to them on Twitter and Facebook, in emails (or email signatures) and newsletters.

**Most importantly of all, embed your videos on your own websites, LibGuides and blogs, at the point of need.**

Creating the video is only step 1: the process is only halfway through until you successfully promote the video to those who need to see it. .

An alternative to YouTube is **Vimeo**.

Vimeo has around 175 million users (a fraction of YouTube's 2.2 billion) and it's harder to use for free – you hit the upload limits quickly even with some of the paid plans.

However, it's often a nicer **community**. You can customise the embedded player. There's a case to be made for **hosting your flagship videos on Vimeo** as well as YouTube, and embedding the Vimeo versions on your website.

**Twitter** can be a very effective platform for video.

You can upload up to 2 minutes 20 seconds of video without needing to link out (e.g. to YouTube) and the mobile app has a nifty video-creation function which is good for making stop motion videos.

Videos on Twitter can be more transient (or disposable): they don't need to be works of art, just serve a role for you and your users.

**TikTok** is something of a new frontier.

It has 689 million active users and is by far the fastest growing social media platform. Videos on there tend to be short, portrait orientated (rather than landscape), and feature music and text on screen.

It's very hard to use TikTok well unless you or a colleague is prepared to appear on screen!

For an example check out Toon Libraries on TikTok.

**Facebook** can host video but for the particular group of information professionals most interested in Health related databases I wouldn't recommend it. Our target audience simply isn't there. For Public Libraries Facebook video can work really well.

**Instagram** has over a billion active users and is a nice place to market libraries. You can post up to one minute videos to your Library's Instagram account, but there are an array of other options for video on the platform.

**Stories** tend to be portrait rather than landscape and play in 15 second chunks. They're informal and disappear after 24 hours unless you pin them.
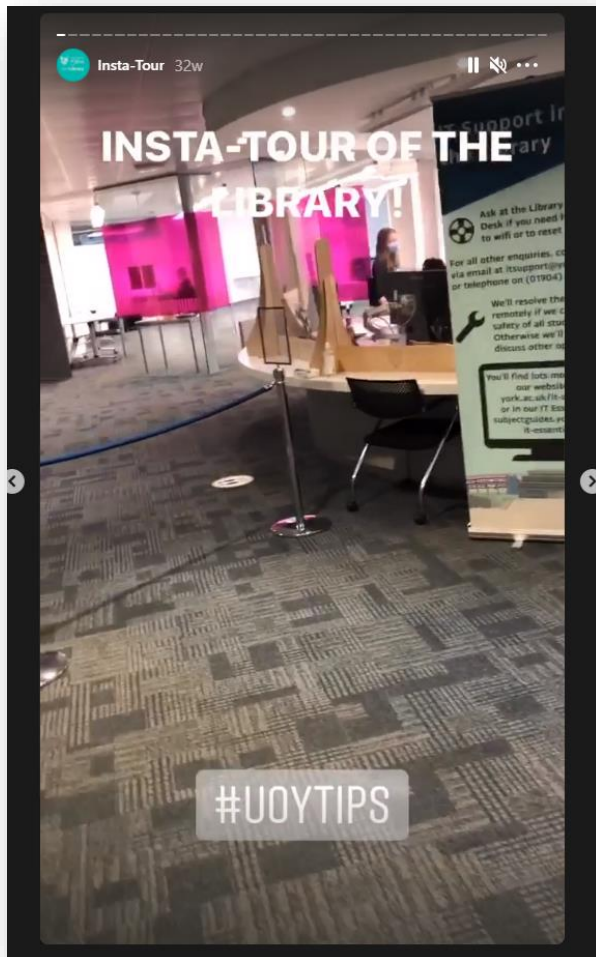
**Reels** appear on your main account (rather than your Stories) and are also Portrait. The preview is a square but when clicked on they fill the phone screen.

**IGTV** allows you to surpass the regular 1 minute limit – your preview is limited to a few seconds but if the user elects to continue watching they get taken to the full (landscape) video. This can be used for all the video types we discussed today – Explainers, Virtual tours etc…

It may be worth duplicating key YouTube uploads on IGTV.
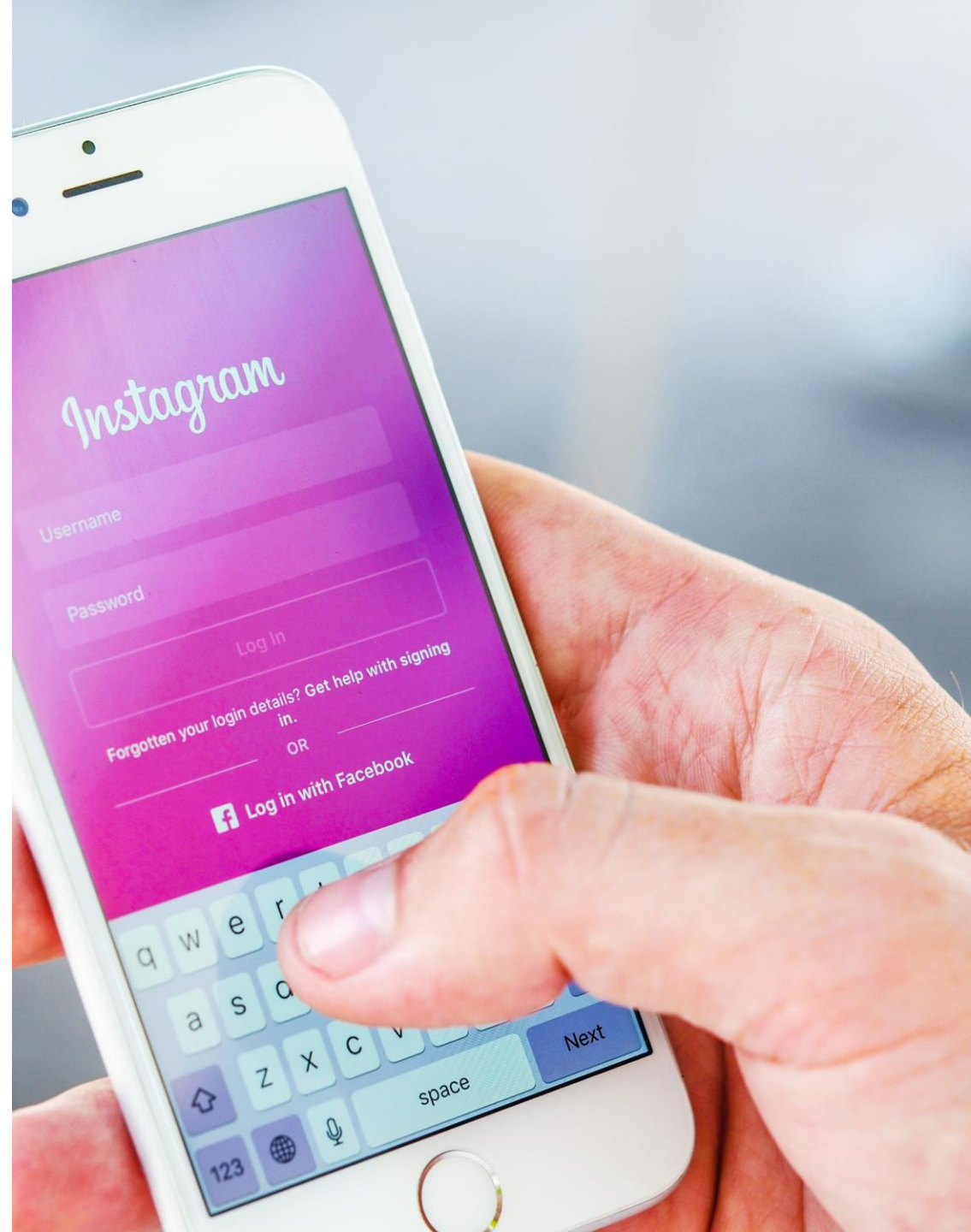
PART THREE

LIBRARY VIDEO
USEFUL TOOLS

| FEATURES | Free | Pro | Pro+ | Agency |
|---|---|---|---|---|
| | Best for Personal Use | Best for occasional use | Best for Entrepreneurs | Best for Professionals |
| Exports | With Powtoon branding | 5 premium exports per month | Unlimited premium exports | Unlimited premium exports |
| Max Length | Up to 3 mins (HD) | Up to 10 min (Full HD) | Up to 20 min (Full HD) | Up to 30 min (Full HD) |
| Screen & webcam recording | 100 recordings | 200 recordings | 300 recordings | 500 recordings |
| Storage | 100 MB | 2 GB | 10 GB | 100 GB |
| Powtoon branding removed | | ✓ | ✓ | ✓ |
| Download as MP4 | | ✓ | ✓ | ✓ |
| Privacy Control | | ✓ | ✓ | ✓ |
| 24/7 Priority Support | | ✓ | ✓ | ✓ |
| Commercial Use Rights | | ✓ | ✓ | ✓ |
| Character Outfit Customization | | | ✓ | ✓ |
| Character Face Customization | | | | ✓ |
| Character Brand Customization | | | | ✓ |
| Third-Party Resell Rights | | | | ✓ |
| Upload Custom Fonts | | | | ✓ |
| Advanced Animation | | | | ✓ |

**Adobe Spark**. Can be used for free, popular among librarians for creating Explainer Videos.

## Impressive animated videos in minutes

Create professional-looking animations that get noticed with VideoScribe!

Buy Now    Free trial

Available for Windows and Mac

**Videoscribe** is incredibly effective and very easy to use for Whiteboard style videos. It costs £120 a year to subscribe, however.
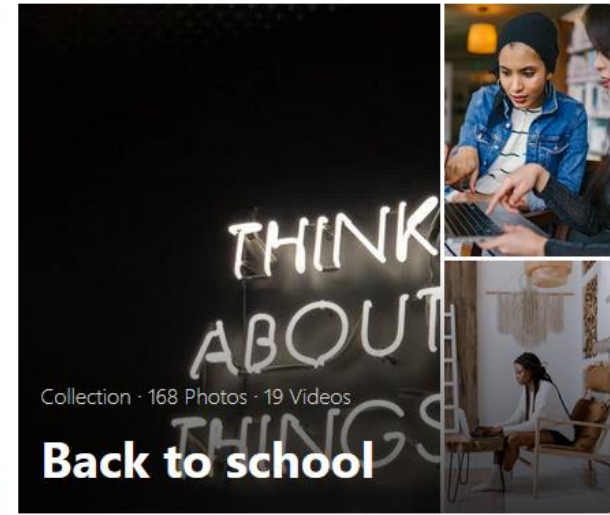
**PowerPoint** is surprisingly useful in a number of ways for creating video. You can even film yourself talking to camera and then overlay it with graphics, words, URLS and so on.
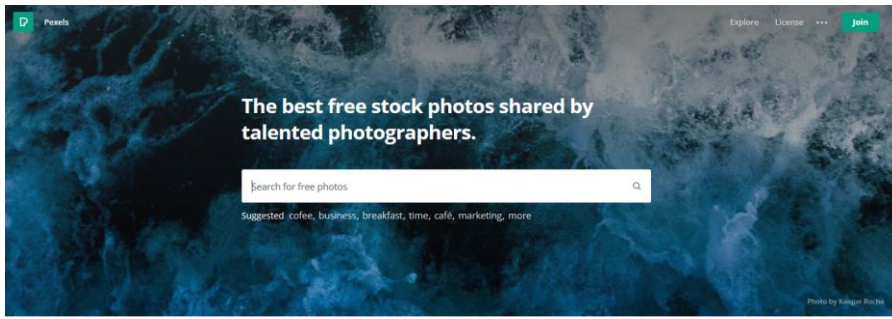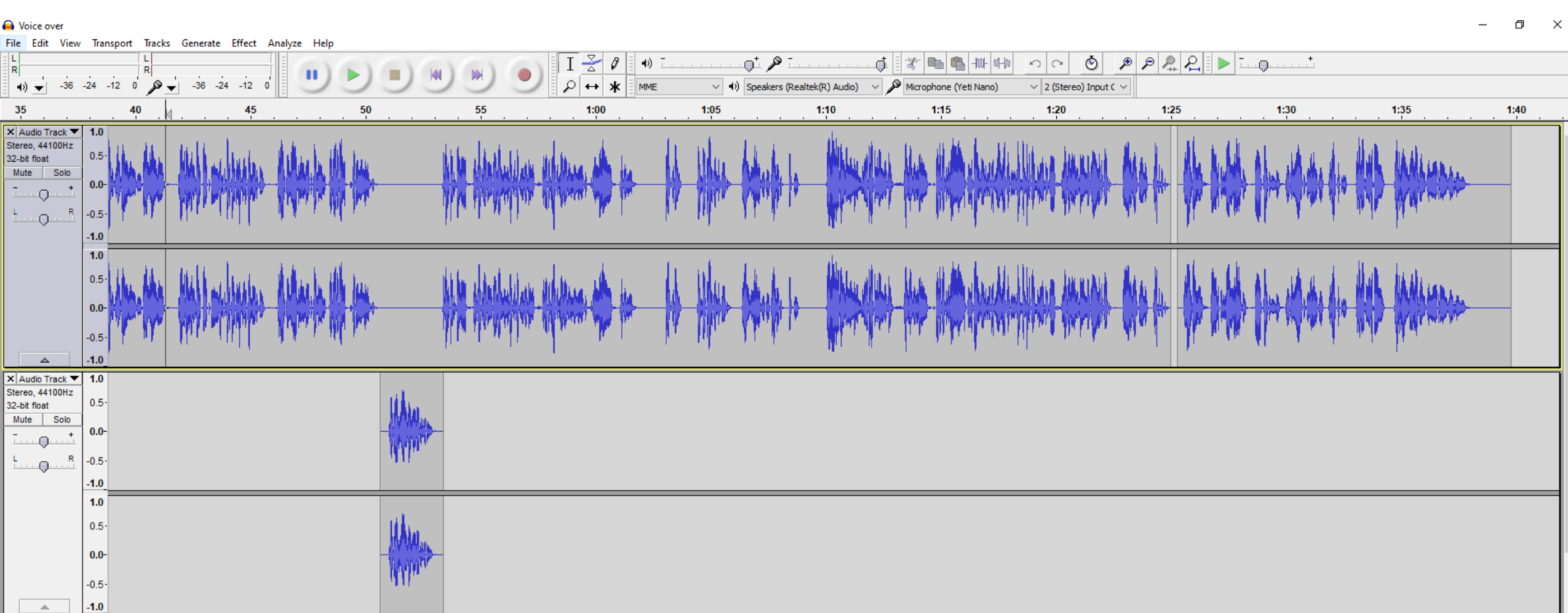
For **stock photography to use in videos** try **pexels.com**. Images are CC0.

It's almost always worth recording your voice over first, then fitting the visuals to the audio. **Audacity** is open source, free to download, quite easy to use – you can quickly edit out pauses, mistakes, loud in-breaths etc so there's no pressure to get the perfect take...

## REMEMBER...

Video is a great way to communicate. Not always – ask yourself, would this be easier to consume as a paragraph of simple text? Not always, but often.

Our audiences want video content, more so than ever before. There are a lot of ways to fulfil that user need, including ones which don't cost money, and don't involve appearing on camera yourself...

**Get out there and make some videos**!