

VIDEO GUIDE



Introduction

Telling stories using videos are a great way to promote programs, teach new skills, demonstrate something, and provide a testimonial. High quality videos can be used for years to come and can be a great asset to your department. Many of us are already successfully creating videos for programs when the library closed due to the COVID-19 pandemic. Your smartphone has made it easier than ever to both produce and share video content to our audiences. Still, producing quality videos can be overwhelming and it's easy to get frustrated.

The library is fortunate to have dedicated staff to create videos and who will also assist you at any step in your production process. Creating videos is a highly collaborative process. This experience will help you stretch your communications skills and reach your desired outcomes. This guide will help you create quality videos and presentations that identify your goals and reach your target audience. The guide will also make the process easier and more enjoyable. We also recognize that the needs for each video are unique, and we encourage you to reach out to the Communications & Marketing team to discuss and assist you in your project.

*Stay
curious*

Story Approach

- Your video lets people explore what the library has to offer, whether it's getting a library card or to being a resource for a good book.
- **Awareness:** when people may not be aware that the library has specific items or services. Give them a sampling, like the old food court tasting, with a short video on a specific item.
- **Consideration:** People may be aware of what the library has or does, but they want to know more. Your video can fill in the blanks when you make them useful, relevant and helps meet the customer's needs.
- **Decision:** They know you/the library and they like your videos and recommend your videos to a friend. When you have followers like that, ask for a testimonial to include in future videos or on social media.

Types of videos

Video Blogs (short FAQ and Informational videos) one person making one main point for about one minute. Video blogs can be used for testimonials and thought leadership and the best ones show something useful or unique. Be sure and transcribe the video for search engine optimization.

Examples:

- Book recommendations
- What is ILL?
- I learned to crochet using Creativebug
- Let's Fix It preview
- Top City Reads Facebook group is for you!

Videos that Explain

Good explainer videos prove the product or service will work for real people.

Examples:

- Voice-over images that provide awareness, the resource information and how it fits the viewers needs. Links to blogs, ebooks, infographics and white papers - content within context. In the end, encourage them to like and share the video.
- Everything you need to know about Miss Humblebee's and personalize it by talking about something a 3-year old would learn when using it.

ID a problem and the things affiliated with it - identify the problems and recommend a database to help them. Reluctant reader problem-solving.

Profile teasers

Create a short (less than 30-seconds) video about one of your expanded videos for social media to bring attention to the "full story". It's like the 20-second promo that TV uses to get you to watch their newscast.

About Us

- What does a librarian do?
- What does YA stand for?
- How do I use ILL?
- How do I set up the Hoopla app?
- Look to the FAQs from LibAnswers as potential subjects for your next video.

General “How-To” Create Videos

How to begin

1. Determine the best way to tell your story: video, PowerPoint, Podcast or screencast with voice-over
2. If your video is going out of the building (online, presentation or partnership organization), consult with Communications and Marketing first.
3. Before you get started, take a look at videos you like to get inspired!
4. Think in headlines - if you have 15 seconds to explain your goal, what would you say?
5. Who is your audience? “Everyone” is not the answer, because there isn’t a video (or book) that appeals to everyone. Talk to Ginger, Shannon, Robert or Diana about Savannah cluster groups to identify your target cluster from Savannah OrangeBoy.
6. Think of 3-5 key messages you want to share. You don’t need a script, but write them down and practice telling them.
 - Be clear about your messages and make sure you are inspiring or influencing your audience.

Video outline - Minimally, it should include an intro, content (middle) and an ending.

- **Intro:** introduce yourself and what you plan to do. Say you are from the library (not the Kids Library). **Here is an introduction script you can use:**

“Hello, my name is _____ from the Topeka & Shawnee County Public Library. Today we will be reading ___ (# of books) books and singing a few songs. Our first book is ___ (book title) ___ by ___ (author name) ___ and illustrated by ___ (illustrator name) ___.”



For identification and other related purposes for the video editor, include a title, brief description, and tags of what your video is about.

Content

- Will your video be simple or complex? (i.e., Check it Out video vs. a storytime video).
- Think in headlines - if you have 15 seconds to explain your goal, what would you say?
- Outline each point
- If it involves a single activity, like reading a story, list that.
- Include a shot list if needed.
- If you are doing a storytime, check to make sure that it is not a copyright violation. Also, only use public domain music.

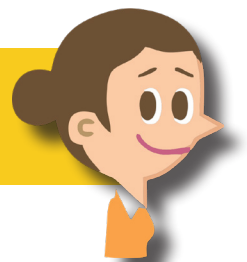
Ending

- Call to action - what do you want people to do after watching? It should be included here. Could be “subscribe”, check out a book, visit our website, download an app, etc.

Branding

- Include the logo somewhere. It could be part of the introduction or at the end of the video (or both), in the end screen, etc. **Logo is added to all videos during editing.**

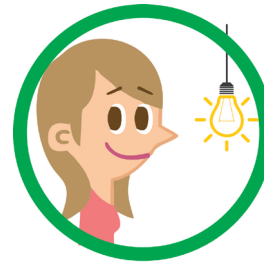
Visit the Library Graphic Standards Guide & Presentation Template for complete brand information.



Video production basics (audio, lighting, etc)

Lighting

- Aim a light source at your head.
- Overhead lights are ok - but not preferred . Watch for shadows across your face. If you have this, move until the shadows disappear.
- If you have windows in the shot, face them don't have windows behind you.
- If you are outdoors, face the direction of the light but try to find a shaded area to shoot in.
- Bright and even lighting is generally best.



Aim a light source at your head



Try to avoid overhead light



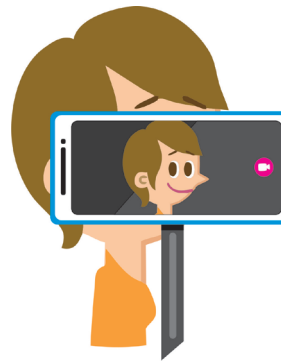
Face the window



Don't have window behind you

Audio

- Get close to the camera
- Use an external microphone if possible
- Make sure to project, like you are talking to a group of people. This will help you speak louder.



Film in Landscape
Camera at eye level
Keep camera steady

Camera placement

- Film in landscape. Unless you are creating content specifically for a mobile platform, like an Instagram Story or Facebook Story. In that case, film horizontally, so the video will fill the screen on a smartphone.
- Keep the camera steady
 - prop it on something
 - use a tripod - we have some tabletop tripods that you can borrow if needed.

Framing

- Place the subject a bit off-center when filming (and you will be using the Rule of Thirds).
- Eyeline - put the camera level with your eyes so you are looking at the camera like you are talking to a friend.



Outdoors face the direction of light - find shaded area

Final Video Steps

Each video needs a title, description, and tags to be used by our platforms when uploaded.

Title: Should be short and descriptive - more like a newspaper headline.

- Try describing your video in 4-8 words.
- Good example, "Hand Lettering with Rachel" is clear and descriptive.
- "Chocolate Mug Cake" is ok, but "Are you hangry? Make this 5-minute Chocolate Mug Cake" is better.

Description: A 1-2 paragraph summary of the video, when possible.

- If the video talks about something linkable, the link to the resource/web page/etc. should be included.
- Include the book titles, authors, and illustrators.
- At the minimum, there should be at least a 1-sentence summary.
- The description section should include links back to the library:

Follow us!

Facebook - <https://www.facebook.com/TopekaLibrary>

Twitter - <https://twitter.com/topekalibrary>

Instagram - <https://www.instagram.com/topekalibrary>

Pinterest - <https://www.pinterest.com/topekalibrary>

Website - <http://www.tscpl.org>

Tags: Need descriptive tags. The more the merrier!

- For example, in Joyce's Horseplay video, we could add tags like this: storytime, story time, stories, books, reading, songs, singing, horse, horses, animals, farm, on the farm, kid's stories, ... etc.

Editing Video Options

We will have a video team that will work under the direction of Michael and David to be representatives to assist with video production and be able to explain the guidelines with their colleagues who are producing video stories or presentations. Michael is the Multi-media producer, and he should be consulted prior to the production or editing of any multi-media project that represents the library to any external audience. He will also be the person all video stories will be submitted to for publication and approval.

- All staff have the Photos app on their computer. This app includes a basic video editor, which can be used for cropping video and saving video files as an .MP4 video file.
- We can install free software like Shotcut, Filmora, or DaVinci Resolve for basic editing needs.
- Would need to teach classes on where to cut, jump cuts, raising audio levels, inserting images (like a logo).

After you finish your video:

- Your video file should be saved to your local OneDrive. If you use your phone or tablet to record a video, you will need to download it from your device.
- Using the features in OneDrive share the file/folder with Michael and include the following:
 - Any editing details such as goofs, places images need to go, special editing requests.
 - Title, Description and Tags document.
 - Due date for posting.

Resources

- *Video in Libraries* by David Lee King

Contact

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