

Video Saved the Orientation Stars:

Our 60 Day Journey from Groupies to Video Production and Social-Media Assessment Rock Stars

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41st Annual LOEX Conference :: Nashville, TN
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Bibliography

Colburn, S., & Haines, L. (2012). Measuring libraries' use of YouTube as a promotional tool: An exploratory study and proposed best practices. *Journal of Web Librarianship*, 6(1), 5-31.

Includes content analysis of library YouTube videos created for outreach purposes, a case study of three specific videos, and a list of proposed best practices, including use of humor and high production quality.

Collins, N. & Dodsworth, E. (2011). Reaching first-year students during orientation week. *Partnership: the Canadian Journal of Library and Information Practice and Research*, 6(2), 1-8.

Details the model University of Waterloo librarians have developed for library outreach to first-year students with tips on how to deliver content effectively to millennial students.

Engle, L. S. (2011). Hitching your wagon to the right star: A case study in collaboration. *College & Undergraduate Libraries*, 18(2/3), 249-260.

Includes steps for selecting an organization, researching its mission and values, and creating a proposal for cross-campus collaborations.

Henrich, K. J., & Prorak, D. (2010). A school mascot walks into the library: Tapping school spirit for library instruction videos. *Reference Services Review*, 38(4), 663-675.

Describes University of Idaho Library's experience creating library instruction videos starring the school mascot and embedding them in the campus course management system. Authors recommend strong instructional design, collaboration, involving campus celebrities, featuring library resources that are stable, and considerable pre-production planning.

Perry, A. M. (2011). Lights, camera, action! How to produce a library minute. *College & Research Libraries News*, 72(5), 278-279, 282-283.

Author shares lessons learned during the creation of Arizona State University Libraries' successful *Library Minute* video series. Discusses how to choose talent, decide where to host videos so users can find them, and handle the logistics of filming successfully.

Saines, S. (2011). Circulation -- the making of: Library videos and the real world. *The Journal of Academic Librarianship*, 37(6), 532-535.

Ohio University Libraries collaborated with a film student to create an award-winning, budget-friendly, humorous video to highlight six library services. Includes practical tips, such as plan on taking seven to eight hours to create each minute of high-quality video.

Sidwell, K. (2004). Lights, camera, induction: Using video at Leeds University Library. *Sconul Focus*, (31), 29-32.

Details the experience at Leeds University Library where librarians used focus groups of students to guide the content and look of a library induction video. Includes nice review of why the medium of video was selected.

Wakiji, E. & Thomas, J. (1997). MTV to the rescue. *College & Research Libraries*, 58(3), 211-216.

California State University, Long Beach Libraries created an eight-minute library video, *Lyberspace*, to help new students feel comfortable using their resources. Survey results showed that students who viewed the video believed they would use the library more often and consult with librarians for help.