

Video Saved the Orientation Stars:

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

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Twelve Things to Consider

1. Determine need
 - a. Ask yourself why you want to make a video. If it's just because you want to play with software, take a step back and brainstorm a list of recurring problems students have or needs that aren't being met.
2. Know your audience
 - a. This is crucial! A video is a labor of love and can be very time consuming. You want it to be well received.
 - b. Research your audience. Use your student workers as insiders.
 - c. Determine the currency of your audience – what motivates them?
3. Time it right
 - a. Timing is everything. Like it or not, instruction is often better received at the time of need.
 - b. Put yourself in the place of your audience – if it's new-student orientation and first-year students are worried about getting the classes they want and who their roommate is going to be, it's probably not the best time to show a demonstration of how to export from Ebsco to RefWorks.
4. Create learning objectives and tone
 - a. What would success look like? How would you know you've been successful?
 - b. Make the students want to visit the library, be friendly and approachable. Don't be afraid to laugh at yourself – in fact, we ~~highly encourage~~ demand it!
 - c. Show, don't tell.
5. Find a story theme with staying power
 - a. What's hot right now?
 - b. What are your students talking about?
 - c. Check student publications, Twitter, t-shirts, talk with student workers.
6. Develop narrative, THEN incorporate resources
 - a. Find library solutions to everyday problems.
 - b. Feature library resources that are stable over time.

7. Secure funding

- a. Have two plans – best and worst case scenarios.
- b. Manage expectations in accordance with budget.

8. Find the talent around you/Engage community

- a. Not only is this likely the most cost-effective route, but these are also your users. They are invaluable resources.
- b. Getting community buy in will increase your views and help root your work in the culture of your campus.

9. Manage volunteers

- a. Volunteer management is work. Show them you appreciate them.
- b. Be clear about your expectations and the schedule.
- c. Set up a green room for them to rest between scenes. Fill it with snacks, games, and library swag. Make sure there are plenty of outlets for students who need to work.
- d. Write thank you cards, or send thank you emails. Paperless Post is an ecard company with beautiful cards that are almost as good as the real thing and better for the environment. (You may have to pay for some designs/services, but there are great free options.)

10. Understand legal and accessibility guidelines

- a. Talk with your administration about paperwork, licensing, university rules about videos/marketing.
- b. Make your work compliant with accessibility standards. Use your Disability Services office as a resource.

11. Give it a home

- a. Put your video in the context of your library's online presence – research guides/website.
- b. Supplement the video with in-depth descriptions of resources; make sure to show how/where to access them.

12. Track your impact

- a. Promote your work on your library website, social media accounts, flyers in the library, student newspaper, etc.
- b. Become the YouTube guru.
- c. Have a social media analytics plan.
- d. Don't get too bogged down in the numbers. Social media is tricky to track, use a combination of qualitative and quantitative data.