

Define Movie Mission:

- *Promote/Market/Showcase

Library Services, Staff, Events

- *Fun, Quirky, “Non-educational”

- *Easy, Cheap (Free)

- *Youtube Friendly



How We Did It:

- *Student/Staff Actors
- *iMovie 11 (Templates)
- *Flip Camera
- *Keep it Simple



Do:

- *Keep it short & simple (60 seconds)*
- *Keep it stress-free & stylish*
- *Use what you have (no or few props)*
- *Get more footage than you need*
- *Edit, edit, edit and.....edit*
- *Try new things*
- *Advertise on Facebook & email*
- *Use a template!! (iMovie)*
- *Take a few risks*
- *Have FUN! Laugh!*

Don't:

- *Try to educate or cram in all facts*
- *Involve a lot of people (no committees)*
- *Use a mic unless it's a really good one*
- *Overthink or overplan*
- *Complicate the plot or theme*
- *Be afraid to have fun! If you have fun, your viewers will have fun.*

Remember:

If we can do it, anyone can!!

For more info:

beth.anderson@wright.edu

The Sock Monkey
approach to
Promo YouTube
videos



www.libraries.wright.edu
see our YouTube link

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<http://www.youtube.com/user/wsulibraries>



Success:

- *Increase in Student/Staff Morale
- *Buzz-Free Publicity

Coming Soon:

- *Undercover Boss
- *Green Screen
- *The Green Librarian

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