

WHAT TO POST

- **Videos & audio from your holdings**
Provide context & link to collection if possible.
- **Videos of speakers, classes & events**
At repository & that your repository is a part of.
- **Video tours of repository, exhibits & collections**
These videos can serve as orientation for users or a tour for people who can't visit your repository.

TIPS FOR GOOD CONTENT

- **Upload high-resolution videos**
Don't post blurry, fuzzy film (unless unavoidable).
- **Add descriptive titles & captions to your videos**
Improves chance of being chosen in search results.
- **Create playlists with your content**
Helps users find what they want on your account.
- **Specify YouTube category for your videos**
(e.g. – music, sports, education, etc.)
Increases chance of discovery; broadens audience.
- **Determine YouTube license for your videos**
Makes sure users know video's copyright situation.

METRIC FOR SUCCESS

Several possible ways to measure effectiveness

- **Use analytics to track video views & link clicks**
YouTube analytics & link services like bit.ly or ow.ly.
- **Number of likes, shares & comments**
These stats are useful, but don't rely solely on them.
- **Increase in reference queries**
Both by traditional means & through social media.
- **More visitors at events, exhibits & repository**
Ask where visitors heard about event & repository.

WHEN TO POST

- **Once every few months**
Doesn't need to be as frequent as other platforms.

A FEW PROJECTS TO TRY

- **Series of videos / audio clips from holdings**
Sports footage, commercial jingles, oral history interview clips, musical performances, etc.
- **Guided tour of exhibits & collections**
Expands reach & potential visitor base.
- **Behind-the-scenes interviews & tours**
Interview staff members about their work.
Show activities like preservation, processing, etc.
- **Recordings of classes, speakers, etc.**
Make available to users who couldn't attend event.
- **Instructional slideshows**
How to use finding aids, primary sources, etc.

A FEW ARCHIVES ON YOUTUBE

Get inspired by these videos

- **DePaul Spec Coll & Univ Archives 2 min tour**
<http://youtu.be/1PuyFEvtcD0>
- **SDSU Spec Coll & Univ Archives tour**
<http://youtu.be/boZdrwJQPY>
- **Digitization Services at the National Archives**
<http://youtu.be/fyKsNOTlwJk>
- **Columbia Archives 2012 WalkAlong Tour**
<http://youtu.be/RbDSY3NdU70>
- **WSU NDSA PSA Preserving Your Digital Past**
<http://youtu.be/iF39aQBTVVc>
- **Using finding aids in SDSU Spec Coll**
<http://bit.ly/UqQ4xe>