

## Hands On Lab 11

**LEARN ABOUT POWERFUL APPS FOR  
CREATING AND SHARING VIDEOS**

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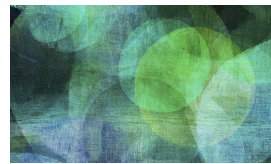
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**PROMOTE YOUR  
LIBRARY**  
INTERACT WITH YOUR  
COMMUNITY



**SOCIAL MEDIA  
PLATFORMS**  
GET MORE  
ENGAGEMENT WITH  
IMAGES & VIDEO

# CUTTING EDGE TECHNOLOGIES FOR PROMOTING YOUR LIBRARY



## Apps for Creating and Sharing Videos

### Video Creation Tools

#### Video Templates

Animoto <https://animoto.com>

Renderforest <https://www.renderforest.com/templates>

Prezi <https://prezi.com>

Adobe Spark <https://spark.adobe.com>

Keynote <http://www.apple.com/keynote>

#### Editing

iMovie <http://www.apple.com/imovie>

Filmora <https://filmora.wondershare.com>

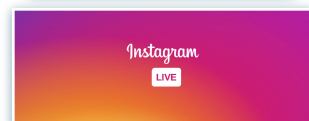
Screenflow <https://www.telestream.net/screenflow>

#### Animation

PowToon <https://www.powtoon.com>

Animaker <http://tutorial.animaker.com>

*Facebook's user  
base is larger  
than the entire  
population of  
China.*



## Video Sharing

YouTube <https://www.youtube.com>

YouTube Kids <https://kids.youtube.com>

TeacherTube <http://www.teachertube.com>

Vimeo <https://vimeo.com>

## Live Videos

Facebook <https://live.fb.com>

Instagram <https://www.bustle.com/articles/196277-how-to-use-live-video-in-instagram-stories-stream-your-life-in-real-time>

<https://blog.bufferapp.com/instagram-live-video>

Periscope <http://periscope.tv>

SnapChat <https://www.snapchat.com>

<http://www.wikihow.com/Send-Videos-on-Snapchat>

<http://ccm.net/faq/39341-how-to-record-and-share-videos-with-snapchat>

## Other

### Graphics

Canva <https://designschool.canva.com>

Pic Monkey <https://www.picmonkey.com>

Picktochart <https://piktochart.com>

GraphicSprings <https://www.graphicsprings.com>

### Royalty free music, images and videos

Pond5 <https://www.pond5.com/stock-video-footage>

Video Hive <https://videohive.net>

Vimeo Free HD Footage <https://vimeo.com/groups/freehd>

Adobe Stock <https://stock.adobe.com>

## Best Practices

### Interview

[http://archives.cjr.org/realtalk/the\\_art\\_of\\_the\\_interview.php](http://archives.cjr.org/realtalk/the_art_of_the_interview.php)

[https://www.ted.com/talks/marc\\_pachter\\_the\\_art\\_of\\_the\\_interview](https://www.ted.com/talks/marc_pachter_the_art_of_the_interview)

### Lighting

<https://wistia.com/library/lighting-on-the-fly>

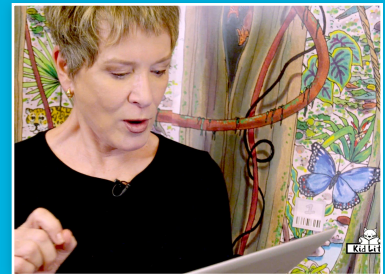
<https://wistia.com/library/down-and-dirty-lighting-kit>

### Sound

<http://www.imore.com/how-get-good-audio-while-shooting-video-your-iphone>

<https://blog.pond5.com/4529-how-to-record-great-audio-for-video/>

*By 2020, internet video traffic will represent 82% of all consumer internet traffic*



*Visuals stick in long-term memory, an effect which increases over time. After three days, users retain 10-20 percent of written or spoken information, but 65 percent of visual information.*