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Grab Patrons' Attention with These Videos!

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Ideas for creating eye-catching short-form videos

The average person spends more than 6 hours a day on the internet, and it's difficult to compete with all of the other brands and accounts vying for that person's attention.

One of the best ways to get eyes on your content is to keep it short and sweet. Short-form videos, or videos less than one minute in length, have gained popularity, especially through

TikTok and Instagram Reels. If your library wants to start creating more short-form videos, we're sharing some inspiration on where to start!



Day in the Life of a Librarian

Something that has been trending for quite a while is the “get ready with me” format for a video. Often people will show a morning routine, a skincare or makeup process, or even a full walkthrough of a typical day for them. This type of video hasn't gone out of style because people are genuinely curious about the people or businesses that they're interested in. They want to see what goes on in their day, what foods and products they like, and it feels like a peek behind the curtain. Plus, you can't help but be genuine when making this content because you're just showing what you normally do, and that always translates to followers. Creating some sort of short-form daily routine from a librarian's perspective will be interesting to patrons and those who frequent the library.

Event Recap

Many libraries organize a number of events. Some happen weekly, like book clubs, knitting circles, or study groups, while other big events, like author talks or seasonal celebrations, can happen every few months. No matter how big the event is, it's always a great idea to film short clips of the event setup and the event itself. It's a great way to create buzz for the events that you're coordinating, and if it's a reoccurring event, you can bring in new attendees by publicizing how fun it is.

Educational Series

There is no shortage of helpful resources at a public library, and a lot of times, the general public doesn't even know about them! Creating an ongoing video series on the programs and resources that your library offers can be a great way to highlight each one. At a time when there's a lot of confusion about what information can be trusted, your library can provide the facts in bite-sized videos. Show how to access and use specific library resources, like research databases, genealogy services, or educational programs, with step-by-step demonstrations.

Time-Lapse

Utilizing the time-lapse filming technique is a great format for speeding up a long process into a short-form video. This is ideal for capturing something like an event being set up or organizing a special display. It gives followers a behind-the-scenes look at the preparation and can be set to a catchy or trending song when posted.

Content for Children

Children are just as plugged in these days as adults are and there are many content creators and YouTubers that are geared specifically toward children. Although not all of this content is educational, it creates an opportunity for libraries to create educational videos specific to children. Create a regular series where you record story time sessions for children, reading popular picture books or even seasonal favorites. Conduct tours of the

children's section of your library, highlighting activities or books that kids would enjoy. Pick a book as a theme and do an easy DIY craft tutorial that kids can follow along with at home with their own supplies. Create a video series where you share interesting and quirky facts about books, reading habits, and library history.

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