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Glow Up Your YouTube Playlist: Video Bangers, Branding and More Educational Technology

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TALKING TECH

Glow Up Your YouTube Playlist

VIDEO BANGERS, BRANDING & MORE EDUCATIONAL TECHNOLOGIES

Tips for creating, growing, and maintaining your institution's YouTube channel and presence.

BY AAMIR ABDULLAH, HAVILAH JOY-STEINMEN BAKKEN, RACHEL EVANS, VALERIE HORTON & JASON TUBINIS

"You, Too, Can YouTube: Making the Case for Law Library Channels" filled the last slot on the third day of the American Association of Law Libraries (AALL) 2022 Annual Meeting & Conference in July 2022. As presenters, we appreciated how engaged our audience was despite this session taking place during dinner-time! The audience lobbed awesome questions that both challenged our assumptions and evolved our views on our institutions' channels. As the audience learned, YouTube is a viewer-and-analytics game. Without proper planning and routine assessment, figuring out what to post will always be a puzzle, which can cause undue stress.

Making the Case for Your Channel

The roadblocks facing legal information professionals interested in proposing or managing a YouTube channel are carving out enough time to create and post content; ensuring adequate and continued support from

leadership; and gathering self-motivation. We argue that you should take the path of least resistance by:

A. Identifying your channel audiences in advance.

Some of our categories include:

- Practicing Attorneys/Legal Professionals - could apply to all law library types (government, public, academic, and law firm)
- Self-Represented/Professional per Community - more important for public and government law libraries
- Law Students and Faculty - academic law libraries
- Random User Groups - K-12 educators or the general public



B. Demonstrating return on investment potential by leveraging YouTube Studio for:

- Using analytical tools for ongoing assessment
- Establishing and connecting a branding identity
- Increasing accessibility with transcripts and captioning

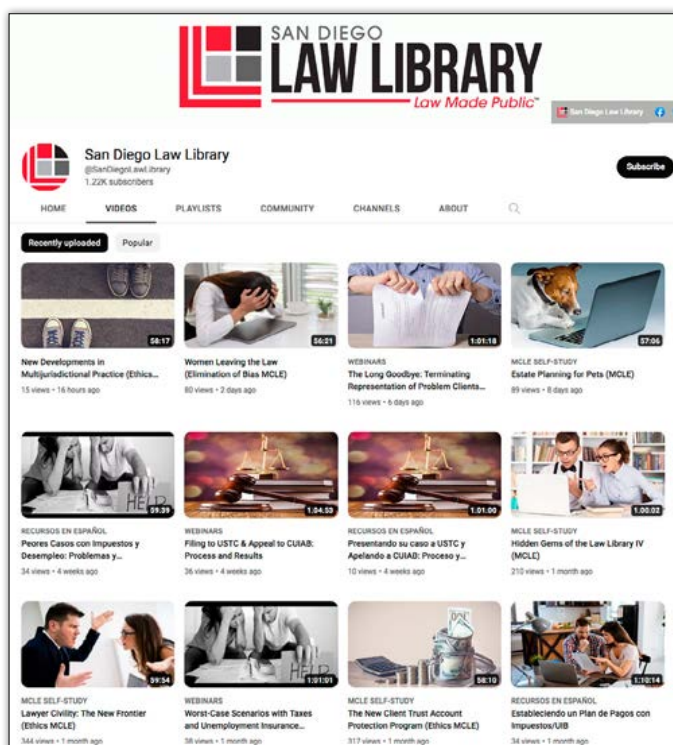
C. Thinking creatively and strategically about content creation, including:

- Recording events already planned (with permission of those involved, editing out comments/questions to avoid privacy concerns, transforming live content to be evergreen)
- Sharing answers to simple questions answered every day (micro over macro)
- Never being afraid to share your voice (on-the-fly recording can bring candid, relatable content, taking less time to plan and edit, and is more compelling)

Each of us loves to talk about YouTube and special library projects. If you need advice, a toolkit to get started, or just a cheerleader, look no further than our panel recording with downloadable attachments. Enthusiastically advocating for your projects can be contagious in the workplace!

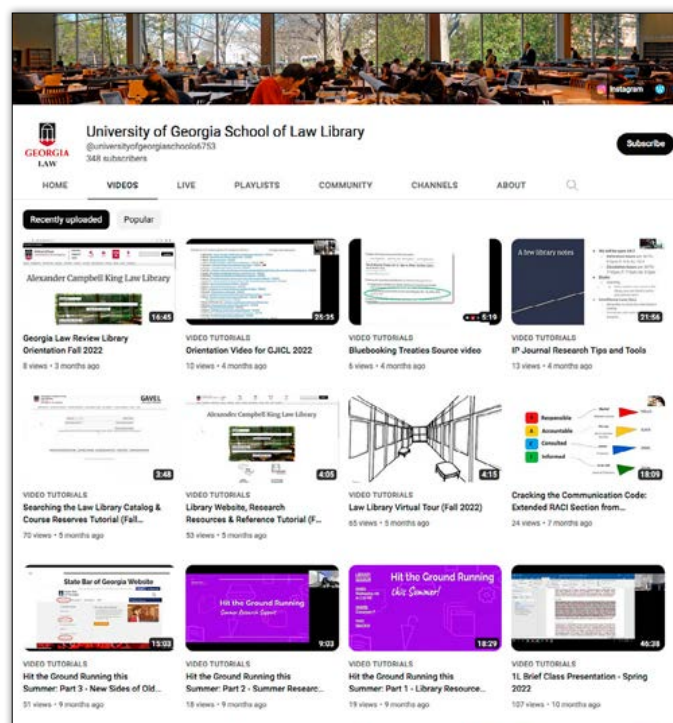
Our Panel's Channel Updates

San Diego Law Library YouTube Channel - A five-person team shrank to a two-person team.



Two of the presenters, Valerie and Havilah, are now at the law firm of Ogletree Deakins. They no longer can work on San Diego Law Library's YouTube channel. Fortunately, the remaining team is still posting videos. This means that the team training, documents, and hierarchy that Valerie and Havilah helped create survived all that upheaval with very little service interruption to the public. It also means that leadership at the library still views YouTube as important enough—from an outsider (i.e., patron) perspective—for it to remain a top priority project. Based on prior videos released at the institution, one can assume that the model of recording webinars and posting them to YouTube still works. This type of video creation may be an excellent resource for your own library's patron base.

University of Georgia School of Law Library YouTube Channel - Priorities shifting in two-person team.

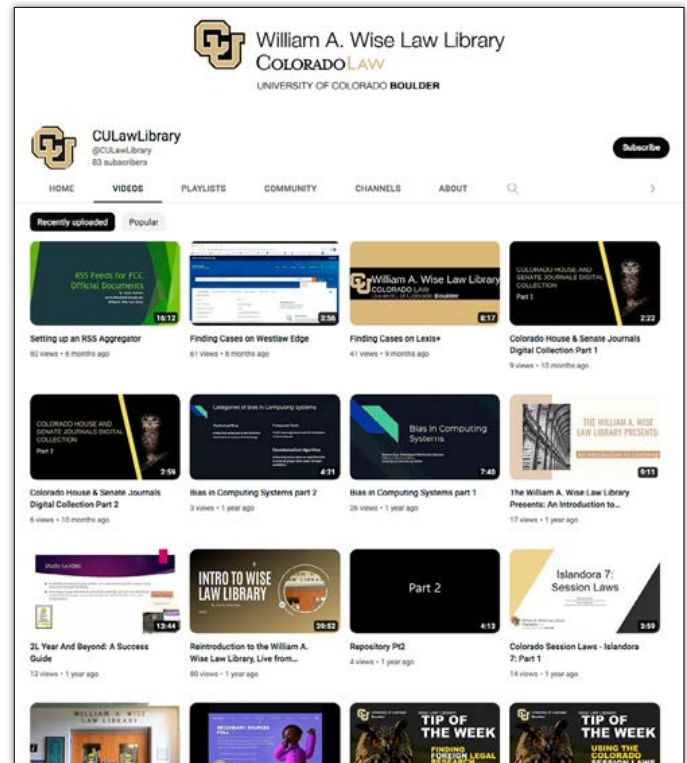


Tip number one from this duo is to ensure you have a solid backup plan for your YouTube channel management. Both Rachel and Jason have started to create more content, and their colleagues are creating more items as well. They recommend designating a single Gmail address with shared credentials. This ensures that others who are not regular managers can still access and upload content in their absence. Rachel and Jason also recommend setting permissions of personal Gmail accounts to designate primary librarians responsible as “managers.” This saves the “managers” time when they need to upload media files or edit metadata. Tip number two is to record everything! Over the course of 2020 and 2021, previously live events went virtual. Since returning to live

events for informal instruction, attendance at UGA has so far not returned to pre-pandemic levels. Rachel and Jason also recommend you continue screen recording all face-to-face sessions. Then re-use those videos in shorter segments arranged as a playlist for maximum outreach. Their third tip is to embed content in other locations, creating a full-circle discovery path. No matter the content type (tutorials, podcasts, informal sessions, or archival digitized audio/video), they interlink all resources across platforms by embedding videos in their repository, digital exhibits, and research guides. More timely resources, including those updated on a rolling basis (think orientation tours), are shared on social media and promoted with digital or print signage.

University of Colorado Law Library YouTube Channel - Team growth, existing videos are still generating interest.

The William A. Wise Law Library at Colorado Law School has benefited from gaining a full team. As with any change, responsibilities and priorities shift as team members learn and grow in their new roles. Currently, past videos continue to engage students and the public alike, as indicated by the increased number of views. This YouTube channel benefited early on from a law library fellow with a keen eye for branding. Videos on this channel utilized standardized templates. Although the initial template they used is no longer available to current librarians, the remaining videos serve as an excellent example of how effective a strong, visually branded identity can be online. It also serves as a reminder of the important lesson we are all learning: retention planning! This lesson is not unique to YouTube channels but is transferable to maintaining all of your library's systems and content. When you finally choose



to create a cohesive look and feel, take the time to create a branding guide with templates. Just make sure those resources are shared in a findable and institutionally supported way.

When there's time for innovation, no matter how scarce, create and play! When it's over, that's the time to streamline and identify what works and what doesn't. Remember, you too can YouTube! ■

M-O Marketing + Outreach

T-T Teaching + Training



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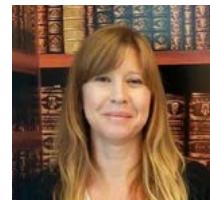
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