TAILORING TUTORIALS TO YOUR TARGET AUDIENCES

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Are Video Tutorials for You?

- Do your distance learners have adequate research aids?
- Are your database videos more appropriate for librarians vs. students?
- Do your undergraduates and new researchers need an alternative and/or additional instructional platform?
- Can your library services use “how-to” videos?
Uses for Video Tutorials

- Instructional guides for databases or the catalog
- Presentation aids for research and ENC courses
- Instruction tools for use in virtual reference
- “How-to” for electronic library services
- Content for LibGuides
- Training material for new employees
Get to Know Your Target Audience

- How does your target audience learn?
- Where do they prefer to do research?
- Would they use online tutorials?
- At what point are they seeking help in the research process?
- Where do they search for research aids?
- How long can you keep their attention?
My Previous Experience with Video Creation

None…

… however, being inexperienced should NOT stop you from learning how to create your own video tutorials.
Elements of FSU Video Tutorials

- Tailored to undergraduates and new researchers
- Brief - under 2 ½ minutes
- Videos on YouTube for easy viewing, easy sharing
- Learning outcomes
- Closed Captions
- Similar formats create a brand
- Easily accessible from anywhere on the library site
Finding the Right Tools for the Job

**Free Software**
- Jing
- CamStudio
- Webinaria
- YouTube

**Licensed Software**
- Camtasia
- Sony Vegas
- Final Cut Pro
- Adobe Premiere Pro
Use Your Local Resources

- Do you have a technology and/or media department to partner up with?
- Any staff in your department belong to your target audience?
- Partner with other library units to help promote tutorials
Issues Encountered

- Software learning curve
- Need to find a consistent person to record audio
- Frequent changes to website require updating videos
- Cut content down to hit your target video length
Lessons Learned from Process

- Work closely with your webpage developer
- Get feedback from your target audience
- Work with liaisons to develop the scripts
- Invest in good headphones and microphones
FSU Video Tutorials on the Library Site
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