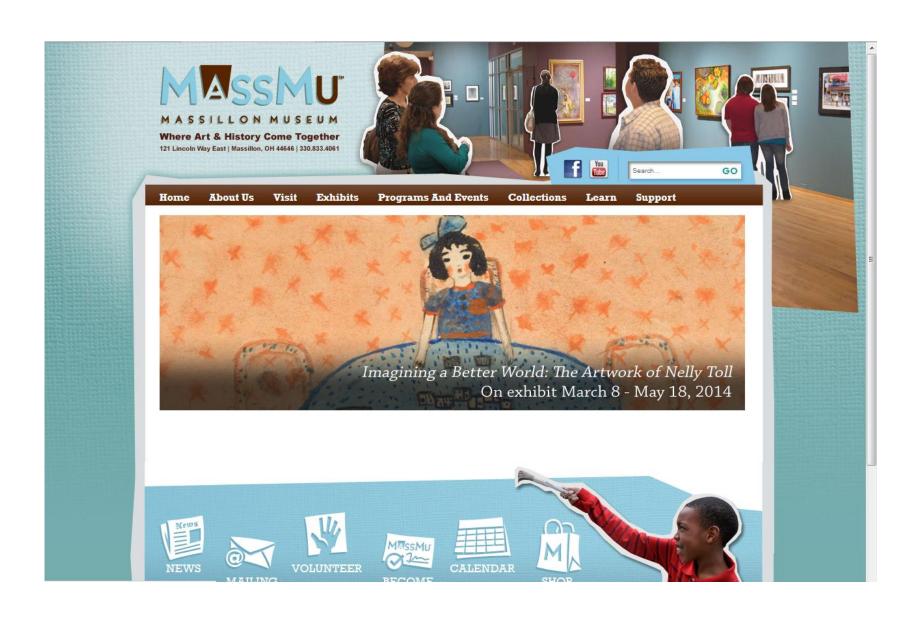
YouTube & Museums

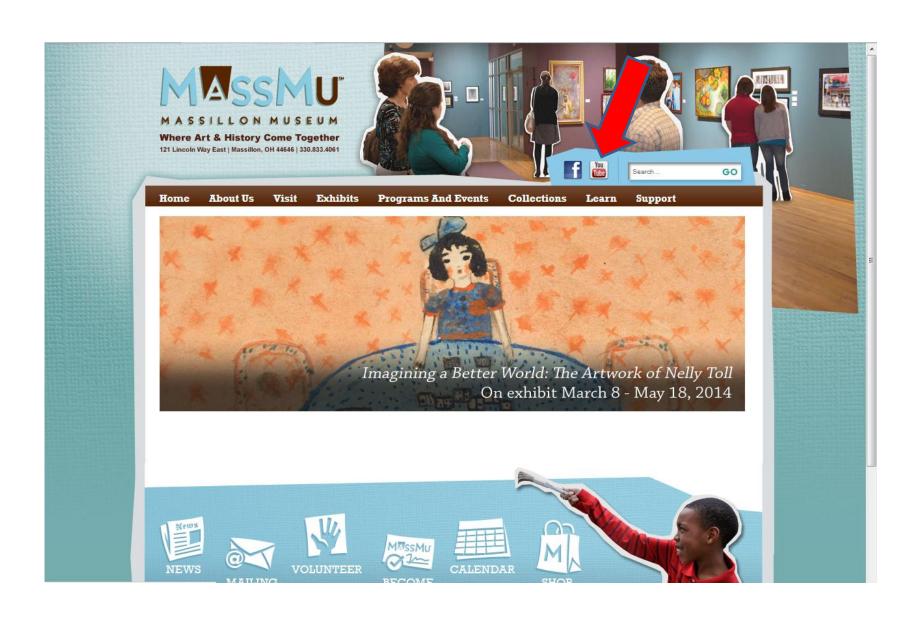
By Mandy Altimus Pond Archivist, Massillon Museum



Youtube for MassMu

- Promotion
- Incorporate in website
- Monetize
- Draw in audiences with engaging content





Types of Videos We Post

- Event promotion and footage
- Exhibit supplements
- Documentaries
- Archival films

Home About Us Visit Exhibits Programs And Events Collections Learn Support

Imagining a Better World: The Artwork of Nelly Toll



On exhibit March 8 - May 18, 2014

FREE exhibit opening Saturday, March 8 from 7:00-9:00pm

Nelly Toll was a child living in Poland when forced into hiding from the Nazis during World War II. She dared to dream, imagining a better world that manifested in her creation of nearly 60 watercolor paintings. Journey through her imagery of hope and imagination while viewing the most complete assembly of her original artwork.

For a full biography of Nelly Toll, please click here.

See related events below the video.



People Want to See Your Film Collection!

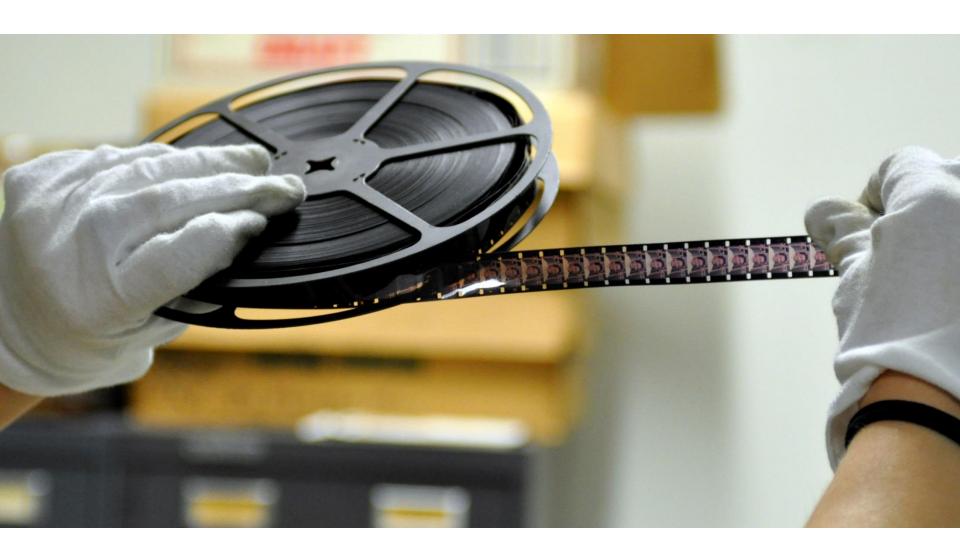
- Most holdings of film are one-of-a-kind
- People enjoy seeing old films of your town and your institution

MassMu's Film Preservation

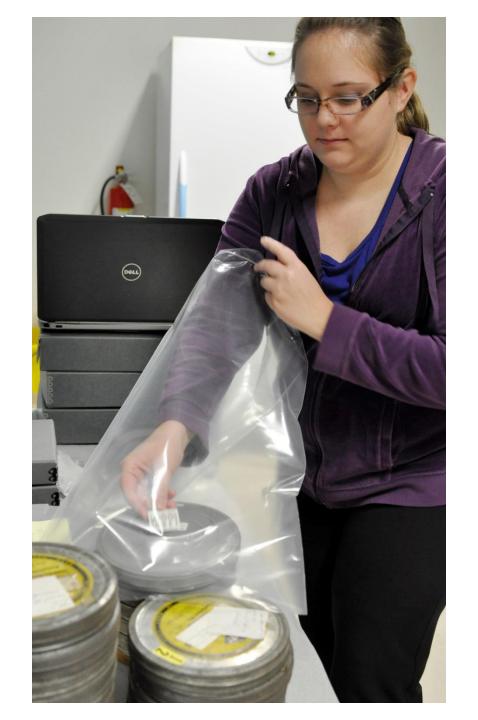










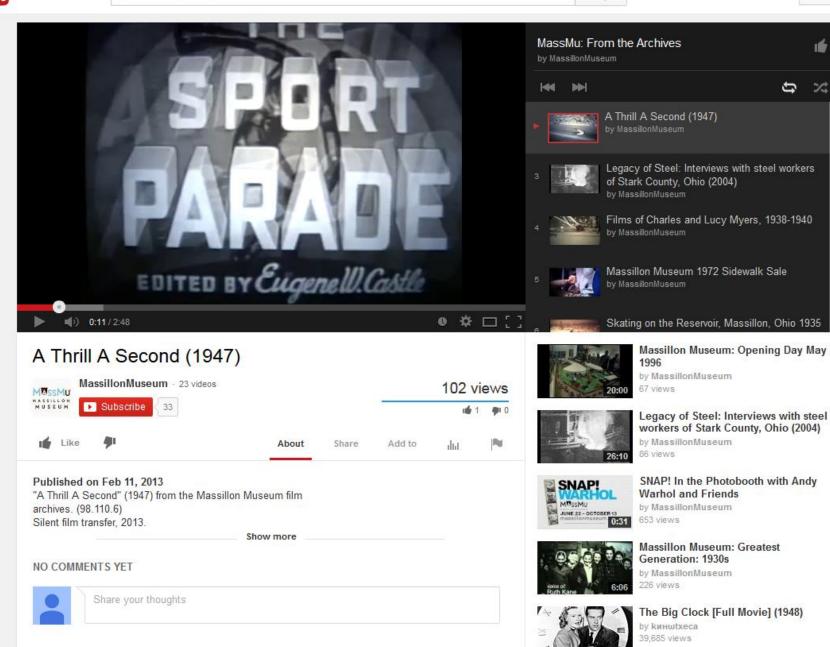




Transferring Film to DVDs

- 4Starr Video
 216 Federal Ave NW, Massillon, OH 44647
 (330) 830-0022
- Project and film with a video camera
- Be careful not to damage the film

Û





Share your thoughts

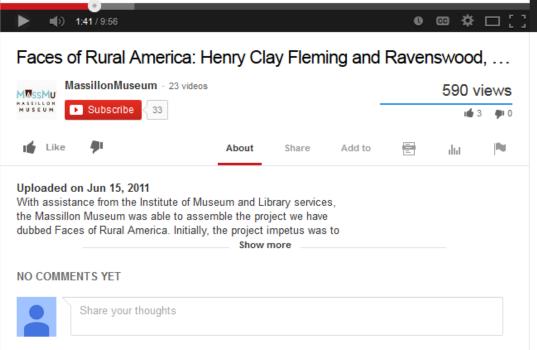


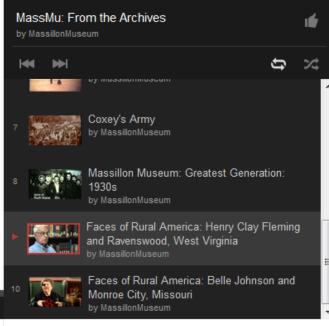
Massillon Memories 7

by MassillonCableTV 1.028 views

FACES Rural America

Ravenswood, West Virginia







Blowing Up Mountains: Destroying the Environment for Coal

by VICE 126,343

FEATURED



Faces of Rural America: Belle Johnson and Monroe City, Missouri

by MassillonMuseum 1.432 views



Coxey's Army

by MassillonMuseum 631 views



SNAP! In the Photobooth with Andy Warhol and Friends

by MassillonMuseum 653 views



Inside Look at MassMu's Photobooth

by MassillonMuseum

Photobooth

See inside our photobooth

How to capture video

Flip it Cameras



How to capture video

- iPhone
- Digital cameras
- Digital Video camera



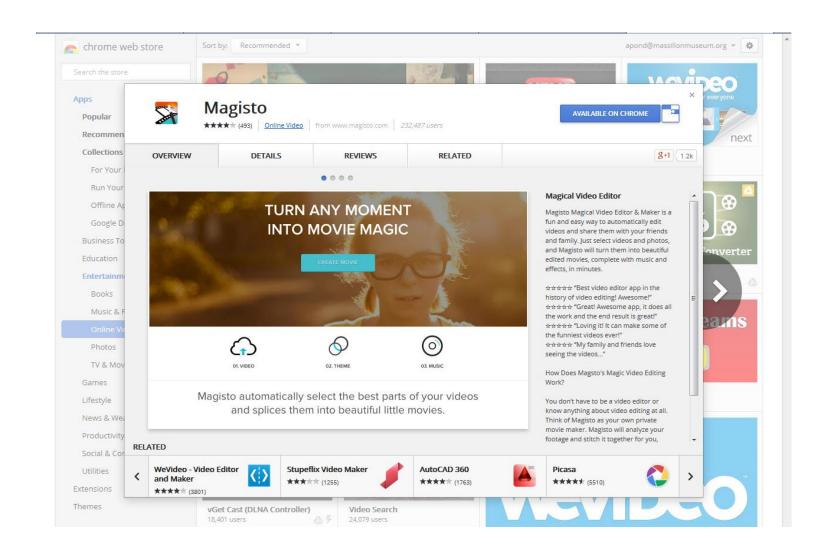


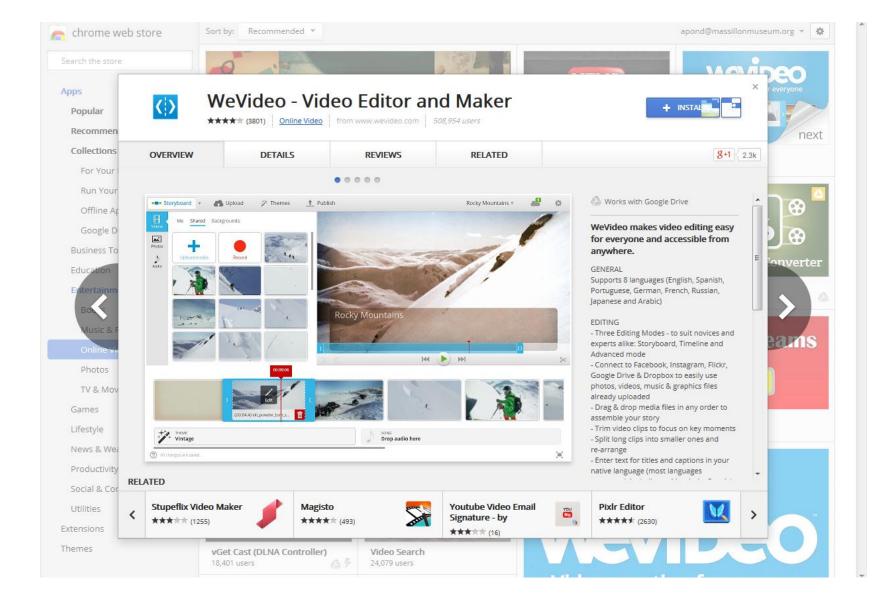


Video Editing Software

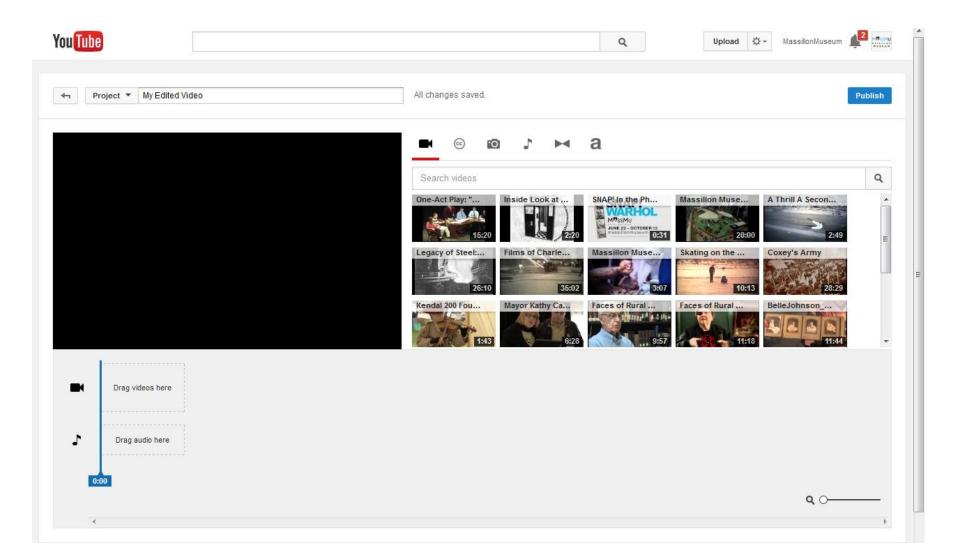
- Adobe Premiere Pro \$300-800
 http://www.technetmicro.com/Adobe-Premiere-Pro-CS6-Win p 94.html
- There is often a discount for non-profit software use

FREE video software from Google



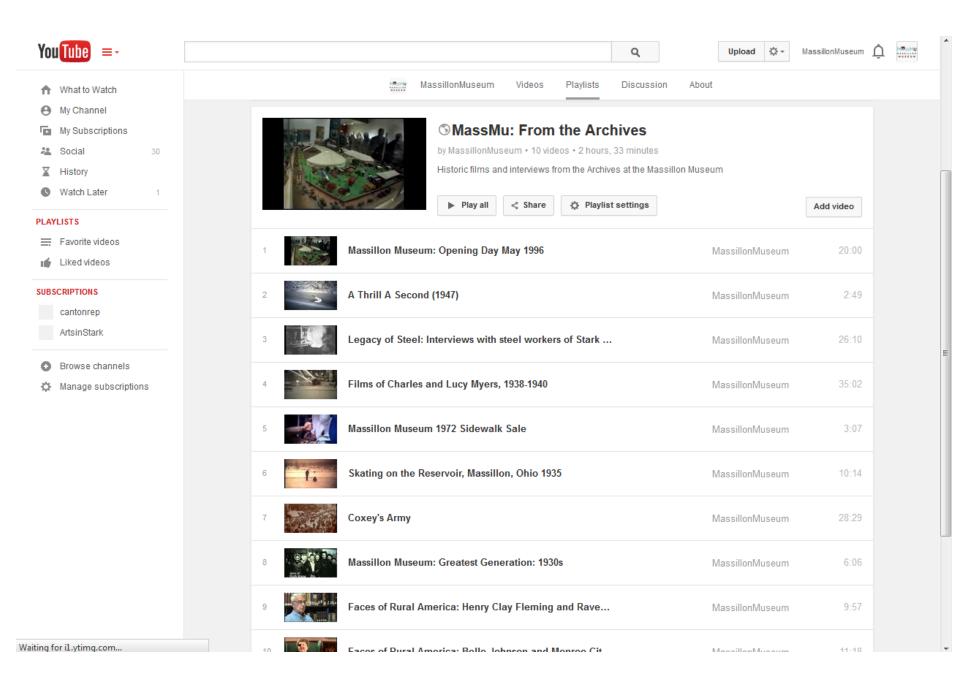


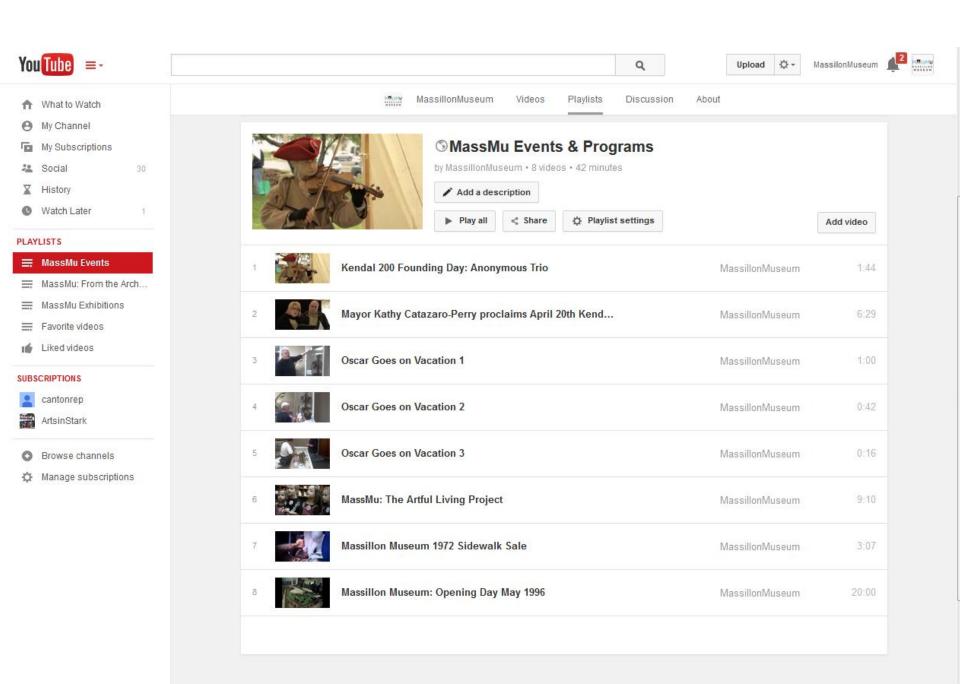
Youtube has a FREE video editor!

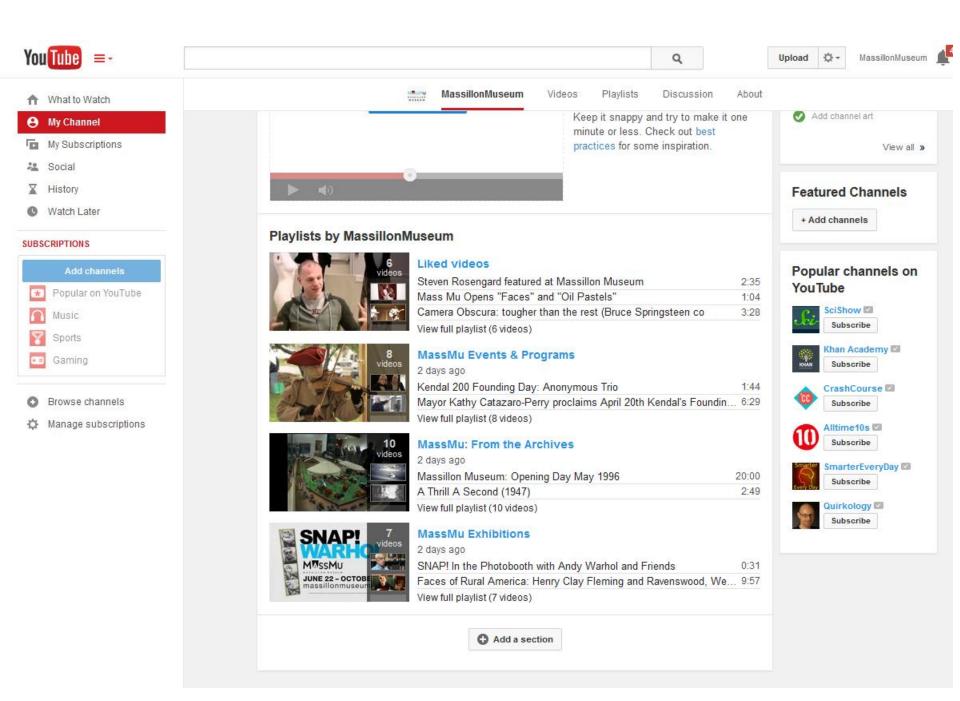


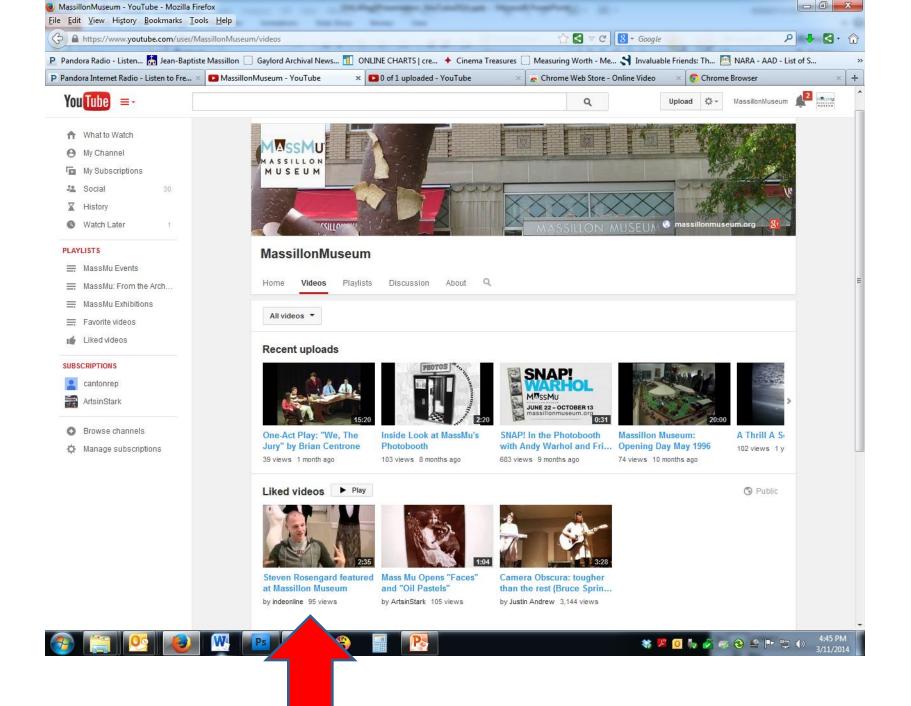
Make a Playlist

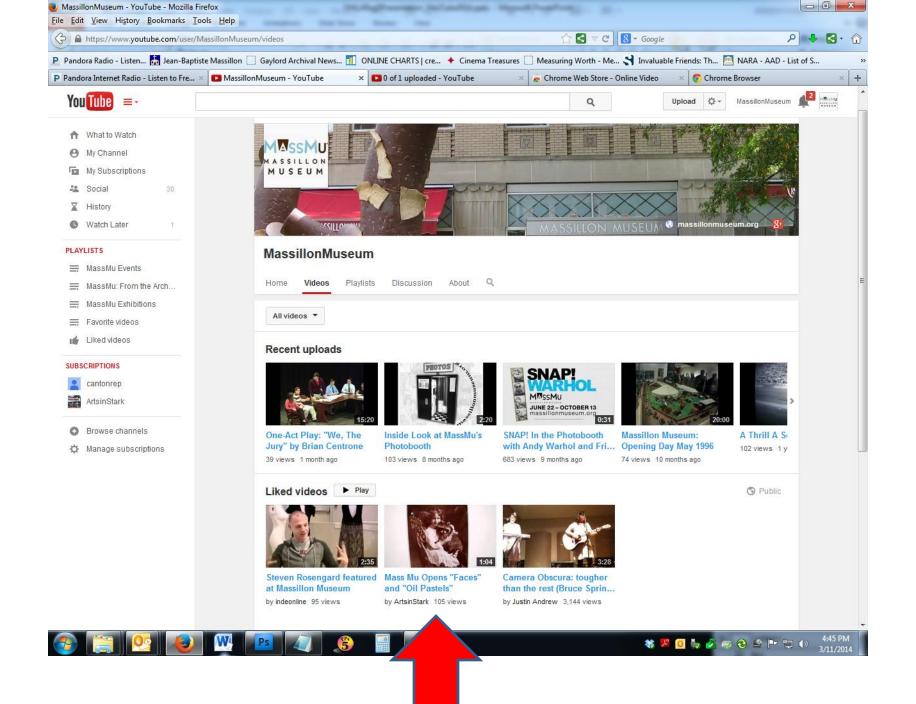
- Helps to organize your content
- Allows users to play all of your videos in a row
- Can have videos in more than one category



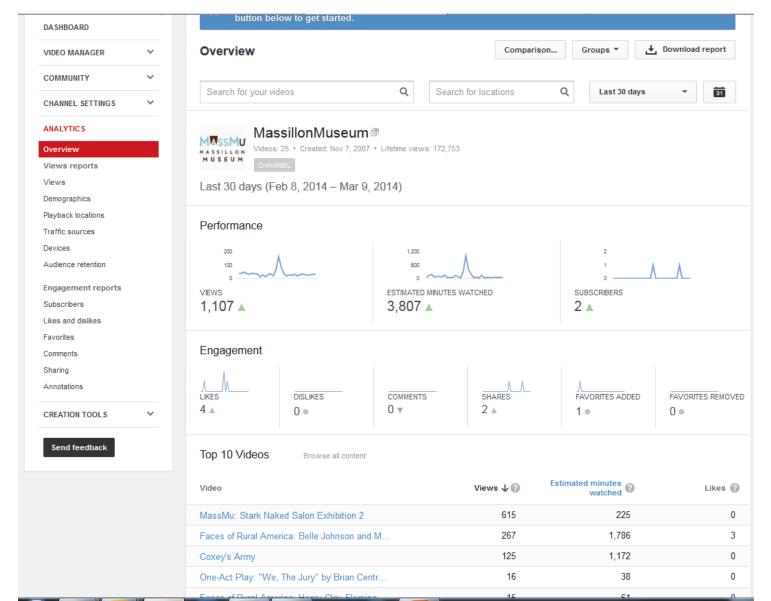




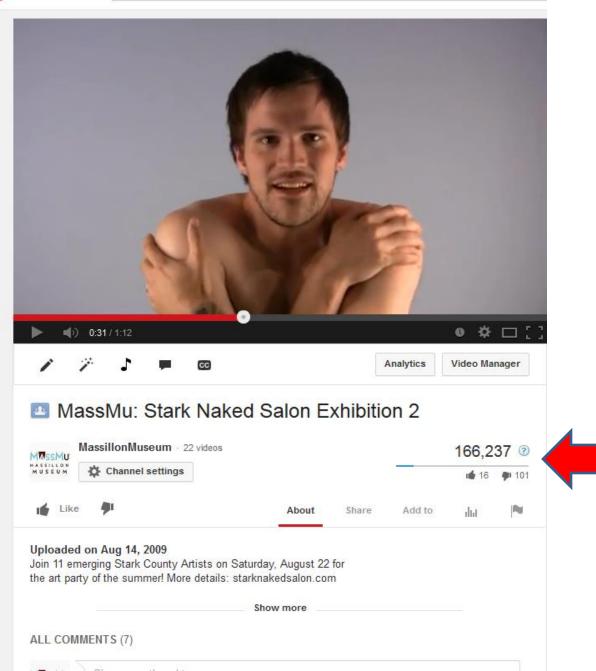




Statistics Tracking







Keywords

- Use terms that the public will search for
- Better to do as many as possible
- Standard ones to use every time:
 - Local history
 - Museum
 - Name of your institution
 - Name of your city

Massillon Museum: Opening Day May 1996

Cancel

Save changes









Custom thumbnail

Maximum file size is 2MB.

VIDEO INFORMATION

Channel: MassillonMuseum

Uploaded time: April 29, 2013 4:41 PM

Duration: 20:00

Raw file:

MassillonMuseum_OpeningDayPart1996_Full_small.wmv

Views: III 74

Likes: 16 2
Dislikes: 9 0

Comments: 0

Video URL: http://youtu.be/bLTm6dRV2XM

Basic info Advanced settings

Call-to-action overlay

Massillon Museum: Opening Day May 1996

Suggested tags: + Massillon (City/Town/Village)

acquired the Giltz building at the corner of First Street NE and Lincoln Way East. The building was renovated from 1994-1995 and opened to the public in May 1996. This video shows the public apparing recention.

Museum × Massillon Museum × Massillon Ohio ×

Ohio × Documentary × History × Art × Collection ×

permanent collection × exhibit opening × new building ×

Public

MussMu

MussMu

Mussul

Also share on

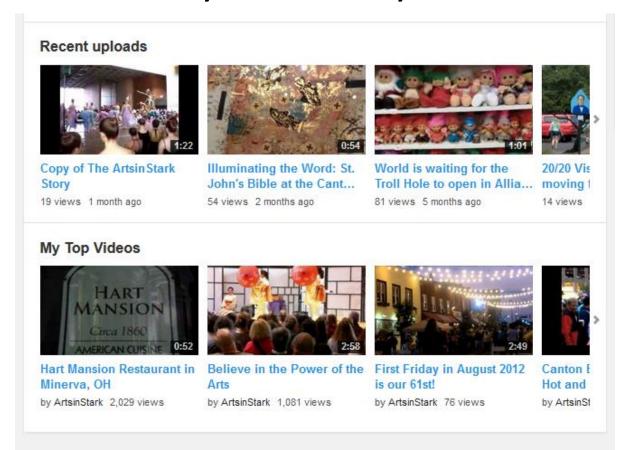
1 2 playlists

Cancel

Save changes

ArtsinStark

 Their staff is actively engaged and posts a video from every event they attend



ArtsinStark Videos

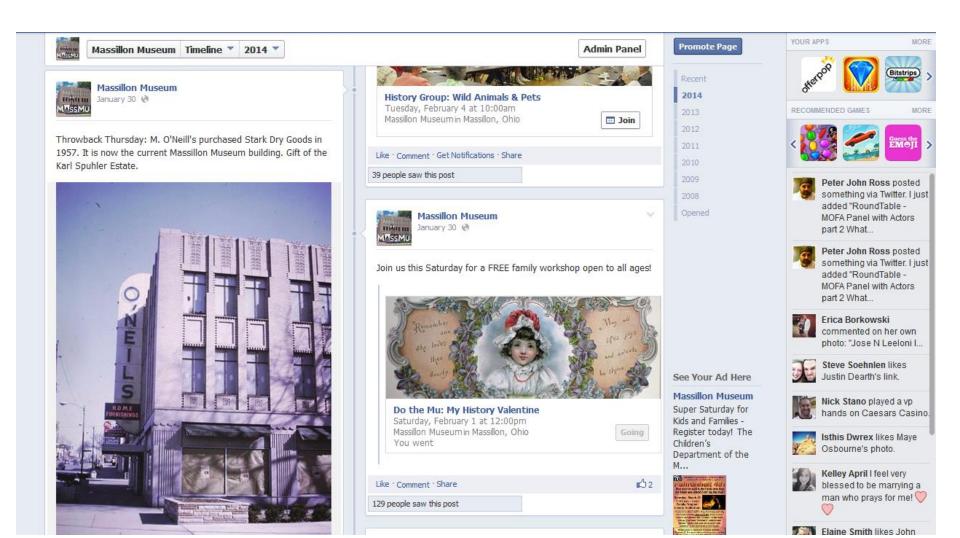
- When ArtsinStark posts videos of our events, it helps us reach a wider audience
- Video from MassMu events
- www.youtube.com/ArtsinStark

Voices of Canton (VOCI)

- For our choir, it makes the most sense to post videos to preview our performances
- I upload videos from rehearsals leading up to the event itself
- These make great previews for living history events, snippets of speeches, or even a short interview of a staff member describing the program/exhibit
- Promo piece for children's program
- http://www.youtube.com/voicesofcanton

Facebook: Look for visuals

- When scrolling through your feed, what catches your eye?
- A person's facebook, twitter, or other type of feed is full of hundreds of posts. Text can get lost.
- Try to be visual with your posts: use video and photos to catch their attention





How will Youtube work for you?

- What upcoming exhibits or events do you have?
- Can you film a preview of them?
- What staff member would be the best to interview about the exhibit/event?
- Does your staff have the knowledge to post videos? If not, do you have knowledgeable interns?
- What equipment would you need to buy?
- How often would you post videos?