

The Power of Branding

HOW TO USE VIDEOS TO TELL YOUR STORY!

There are many ways to use videos to tell your story and build your brand! At Cantiague, we started doing Weekly Video Updates this year where 6 or 7 students from each class do research about what's happening on each grade level and then share those updates on camera. The children have two days to do their grade level research and then they join me for lunch on Wednesday or Thursday and we make the video. The children are the best storytellers and who better to share what's happening in our schools than the people who are experiencing it first hand - our amazing kids! That is the power of student voice (#StuVoice).

Here are some helpful hints based on what we do at Cantiague. . .

- Use whatever video platform that works best for you. We use the Touchcast app (see below for more details) on my iPad, which is free and allows for 5 minute videos. The app also gives you the option to add in sound effects, pictures on the screen and other such video enhancing features.
- After creating the video, we upload it to our YouTube channel. Although a YouTube channel is not a necessity, it does provide an online space to house your videos and allows for easy sharing with the entire community via an emailed link—again, not a must but something to consider! The great thing about YouTube is that it is linked to Google and you can set your channel so it is public or private, which is definitely important for the community to understand.