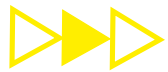


# 10

EASY WAYS TO  
MARKET YOUR  
**SCHOOL**  
USING VIDEOS



# 01 Set up a video lab in school



- Designate a **space for a Video Lab** in the school premises
- Invest in basic hardware like a **tripod, ring-light, lapel mic, a greenscreen and smartphones**
- Install editing apps like **Canva** or **Filmora** which are free of cost
- **Recruit** some **tech-savvy students** to experiment with the tools



# 02 Create your school's YouTube channel



- **Showcase** the best work done by your teachers and students on YouTube for everyone to see
- Set up a **student-led video production team** to come up with ideas for new videos and to **manage the YouTube channel** - **refresh the channel banner, thumbnails, featured videos etc.**
- Create and put up videos on **thematic days** like Independence Day and other festivals on the channel
- Encourage more students to become video creators by featuring their work and awarding badges like **"Video Creator of the Week"** or **"Animator of the Week"**
- Upload the best student projects and learning material on the school channel to incentivize participation
- If privacy is a concern, you have the option to keep channel videos **public, private or unlisted**





# 03

## Vlog or livestream your school events



- Right from **annual day to sports day**, get kids to **livestream school events** on YouTube and invite parents who can't join physically to be part of the event remotely
- Get kids to be **video reporters – vlogging at the events**, talking to students, parents and teachers to get interesting inside stories & sound bites



# 04

## Integrate videos into the curriculum & extra-curricular activities



- Get kids to make **video presentations** instead of conventional slide-based ones for their assignments
- Motivate kids to create videos based on their areas of interest – be it **chess, dance or art & craft**
- Nudge the kids to **publish** these videos on their **YouTube channels** so they start reviewing & improving on their work



# 05

## Celebrate a Video Week



- Celebrate a **Video Week** where you run different activities each day of the week to encourage video-making
- This can include **activities like creating videos on social causes, watching legendary movies together** and discussing them and having a **video-making marathon** with prizes





# 06 Set Up a Video Club



- Get interested kids to form a **Video Club** just like a Book Reading Club
- The club can organize smaller events like **Vlogging Wednesdays**, **Animation Thursdays** or **Filmmaking Fridays**
- Encourage club members to explore **tutorials** on editing and shooting videos and **share their learnings**



# 07

## Invite top video creators to interact with kids



- Get upcoming **content creators** to take **workshops for kids** on video-making and invite eminent filmmakers to interact with kids
- The workshops can be based on topics like **shooting transitions & camera movements** which help kids recreate movie scenes in real time
- Arrange for kids to receive **feedback** on their videos **from experts & encourage** them to incorporate this into their work





# 08 Train teachers to be video-savvy



- Conduct **workshops for teachers** to enable them to create and use videos as lesson aids
- The workshops will also help teachers with **ideas on how to inspire kids** to create more videos



# 09

## Go for International festivals and contests



- Push kids to **participate** in **National and International filmmaking festivals** and video-making contests
- **Mentor** kids and help them create **award-winning video-entries**
- **Circulate** these **contest videos** in school to motivate more kids to participate



# 10 Create stunning Video Profiles



- Make **video profiles** a part of the student selection process - whether it's for general elections, sports committees or any other student body
- Get kids to **create a video pitch** describing their likes, their strengths and weaknesses and why they're suited for a given position
- This will help them **speak confidently** on camera with ease
- This will also help them **prepare for any video interviews** they might have in the future for higher education







Designed by  
Academics &  
Creative Professionals



# Ready to make your school video-savvy?



For more details, contact [info@learnwithxq.com](mailto:info@learnwithxq.com) or +91 98333 27148