**Welcome to the Teen Video Creator Group!**

We are excited to have you contribute content to serve teens in our community! **Teens (defined here as being age 13-18)** can be harder to reach, so we have some special guidelines below to help make sure your content is on track to provide high-value to teen customers. These guidelines were created in collaboration with the Teen Library Council at the Central Library, who has given us some great tips to make sure our content is relevant and relatable to teen customers.

**FAQ**

Here are our most-common answers and guidance for teen content creators!

* **Faces please!** APL+ is all about YOU... the staff who make APL so great.... whenever possible, include video of yourself as this makes for a richer and more personal experience for our customers.
* **Send us your raw footage and skip the Graphics / Music.** The APL+ team will handle all the branding and graphics for your videos, including any music to add. If you have requests or suggestions, please include those in your submission, along with any relevant links.
* **Text should be Futura -** if you're including any typed text instructions, please make sure you're using Future font. If you don't have that, chat with us about solutions!
* **Landscape**- please shoot your videos in Landscape mode with your best camera (usually not the selfie cam, but the one on the other side of your phone)
* **Large Files + OneDrive = BFF**- one drive is the easiest way for you to share the link to your large-file-size videos. Check the "Submitting Content" page of this wiki (or scroll all the way down!) to find a tutorial on using OneDrive!

**Teen Releases**

If other teens appear in your video submissions or if you are sharing their artwork or music, **please make sure you ask how to file a media release form.**

Here's **the form**you can use – everyone under 18 must have their parents need to fill it out (print it or digitally) and then they need to email a copy to your supervisor with the digital signatures or a photo of the printed copy with the signature.

[**http://austinlibrary.com/downloads/photo\_release\_youth\_2020\_fillable.pdf**](https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Faustinlibrary.com%2Fdownloads%2Fphoto_release_youth_2020_fillable.pdf&data=02%7C01%7CKathleen.Houlihan%40austintexas.gov%7C0b3fa9d24206476c37ac08d7e62f5224%7C5c5e19f6a6ab4b45b1d0be4608a9a67f%7C0%7C0%7C637230963216334965&sdata=7cNj9dw664zjy85kPEi9nkTiHbhoKPTqO%2B%2BkmDrQT2o%3D&reserved=0)

**Teen Tips & Guidelines**

|  |  |
| --- | --- |
| **AREA** | **GUILDEINES** |
| Length | Keep videos short and to the point – 30 seconds to 3 minutes (max) |
| Video Quality | Teens have told us they expect high production quality and aren't tolerant of the following.  So please take care to avoid:   * Poor lighting * Poor sound * Poor backgrounds * Slower pacing |
| Text based content | If you have an idea for digital content that is NOT necessarily video content, reach out and we’ll be happy to help! |
| Tone Notes | Humor is VERY important. Upbeat tone / dynamic facial expressions / positive tone & language / keep it animated. |
| Make it Personal | Humans connect better with other humans - it's a fact! So make sure you include video recordings of staff in your content as often as possible! |

**For Teens by Teens**

| **TOPICS** | **NOTES AND EXAMPLE IDEAS** | **STAFF CREATORS***(add your name if you're interested!)* | **EXAMPLE VIDEO  TITLE (Creator)** |
| --- | --- | --- | --- |
| Booktalks + Related Baking/Cooking | Rec for The Scorpio Races + a bake along for November Cakes |  | [Pancake Quesadillas Will Be Your Favorite New Breakfast (Tasty)](https://youtu.be/Itmgnh2zuMU) |
| Booktalks + Related Crafts | Rec for the Hunger Games + a DIY Mockingjay Pin craft |  | [Things to do while audiobooking](https://www.youtube.com/watch?v=5TrIdsv-zNk) |
| Crafts | Cool / hard / more dangerous crafts than kids... using household items. |  | [Painting My AirPods!!! (Melanie Locke)](https://www.youtube.com/watch?v=VGgGrM65Xxw) |
| Crafts with a social justice slant | Example:Create a hand-sewn patch for a social justice topic |  |  |
| Express TED Talk | Teens want to learn about very rare/unique talents and skills from people who are experts. |  | [How to tie your shoes](https://www.youtube.com/watch?v=zAFcV7zuUDA) |
| Oddly Satisfying | Watching people put things in order, paint things, make order out of chaos, etc. |  | [Top Oddly Satisfying Vids Compilation (Tik Tok)](https://www.youtube.com/watch?v=au3wTJciEeY) |
| Time Lapse | Timelapse or sped up video of you doing something complex |  | [Timelapse of me cleaning my room](https://www.youtube.com/watch?v=RGCOY2wekkI) |
| Gaming “hacks” or tips | Tips on how to beat hard parts or tricks to get materials in popular games (games rated T or below—Apex Legends, SuperSmash, Overwatch, Animal Crossing, Zelda, D&D etc.) |  | [My ULTIMATE Rocket League Improvement guide](https://www.youtube.com/watch?v=vKAiI3s53ag) (too long, but you get the idea)  [5 Tips for New D&D Players](https://www.youtube.com/watch?v=F3gtZmrxSf8) |
| Gaming tours | Tour of a your construction inside a popular game (Animal Crossing, Minecraft, Fortnite, D&D, etc.) |  | [Our Animal Crossing New Horizon Island after 18 days](https://www.youtube.com/watch?v=MRoc-LQeg-k) |
| Quarantine Vibe Check |  |  | [Karen gets a vibe check](https://www.youtube.com/watch?v=TBpiBTv_HYw)(tik tok) |

**Teen & Staff Collabs**

Want to work with a librarian to create some content virtually?

| **TOPICS** | **NOTES AND EXAMPLE IDEAS** | **STAFF CREATORS***(add your name if you're interested!)* | **EXAMPLE VIDEO  TITLE (Creator)** |
| --- | --- | --- | --- |
| Best of the Web | teens and staff pair up to do book-talk-style videos about cool web content (hidden info literacy a plus) |  |  |
| Teens teach Staff | think human urban dictionary, or teaching you a Tik Tok dance or challenge |  |  |