YouTube & Museums

By Mandy Altimus Pond
Archivist, Massillon Museum
Youtube for MassMu

• Promotion
• Incorporate in website
• Monetize
• Draw in audiences with engaging content
Imagining a Better World: The Artwork of Nelly Toll
On exhibit March 8 - May 18, 2014
Imagining a Better World: The Artwork of Nelly Toll
On exhibit March 8 - May 18, 2014
Types of Videos We Post

• Event promotion and footage
• Exhibit supplements
• Documentaries
• Archival films
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
A Thrill A Second (1947)

Published on Feb 11, 2013
“A Thrill A Second” (1947) from the Massillon Museum film archives. (88.110.6)
Silent film transfer, 2013.

NO COMMENTS YET

Share your thoughts
Skating on the Reservoir, Massillon, Ohio 1935

Published on Dec 21, 2012
Skating on the Reservoir (or "Rezzy" or "Resi") in Massillon, Ohio 1935

NO COMMENTS YET
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
MassMu Events & Programs
by MassillonMuseum • 8 videos • 42 minutes

1. Kendal 200 Founding Day: Anonymous Trio
2. Mayor Kathy Catazaro-Perry proclaims April 20th Kend...
3. Oscar Goes on Vacation 1
4. Oscar Goes on Vacation 2
5. Oscar Goes on Vacation 3
6. MassMu: The Artful Living Project
7. Massillon Museum 1972 Sidewalk Sale
Statistics Tracking

Overview

MassillonMuseum
Videos: 25 • Created: Nov 7, 2007 • Lifetime views: 172,753

Last 30 days (Feb 8, 2014 – Mar 9, 2014)

Performance

VEVS
1,107 ▲

ESTIMATED MINUTES WATCHED
3,807 ▲

SUBSCRIBERS
2 ▲

Engagement

LIKES
4 ▲

DISLIKES
0 •

COMMENTS
0 ▼

SHARES
2 ▲

FAVORITES ADDED
1 •

FAVORITES REMOVED
0 •

Top 10 Videos

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<th>Video</th>
<th>Views</th>
<th>Estimated minutes watched</th>
<th>Likes</th>
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<td>MassMu: Stark Naked Salon Exhibition 2</td>
<td>615</td>
<td>225</td>
<td>0</td>
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<tr>
<td>Faces of Rural America: Belle Johnson and M...</td>
<td>267</td>
<td>1,786</td>
<td>3</td>
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<tr>
<td>Coxey's Army</td>
<td>125</td>
<td>1,722</td>
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<tr>
<td>One Act Play: &quot;We, The Jury&quot; by Brian Cent...</td>
<td>16</td>
<td>38</td>
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<tr>
<td>Faces of Rural America: Heart Clay Florence</td>
<td>15</td>
<td>61</td>
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MassMu: Stark Naked Salon Exhibition 2

Uploaded on Aug 14, 2009
Join 11 emerging Stark County Artists on Saturday, August 22 for the art party of the summer! More details: starknakedsalon.com
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

The museum 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 opening reception.

Suggested tags: + Massillon (City/Town/Village)
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
Throwback Thursday: M. O'Neill's purchased Stark Dry Goods in 1957. It is now the current Massillon Museum building. Gift of the Karl Spuhler Estate.

Massillon Museum

January 30

History Group: Wild Animals & Pets
Tuesday, February 4 at 10:00am
Massillon Museum in Massillon, Ohio

Like · Comment · Get Notifications · Share
39 people saw this post

Massillon Museum

January 30

Join us this Saturday for a FREE family workshop open to all ages!

Do the Mix: My History Valentine
Saturday, February 1 at 12:00pm
Massillon Museum in Massillon, Ohio
You went

Like · Comment · Share
129 people saw this post
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?