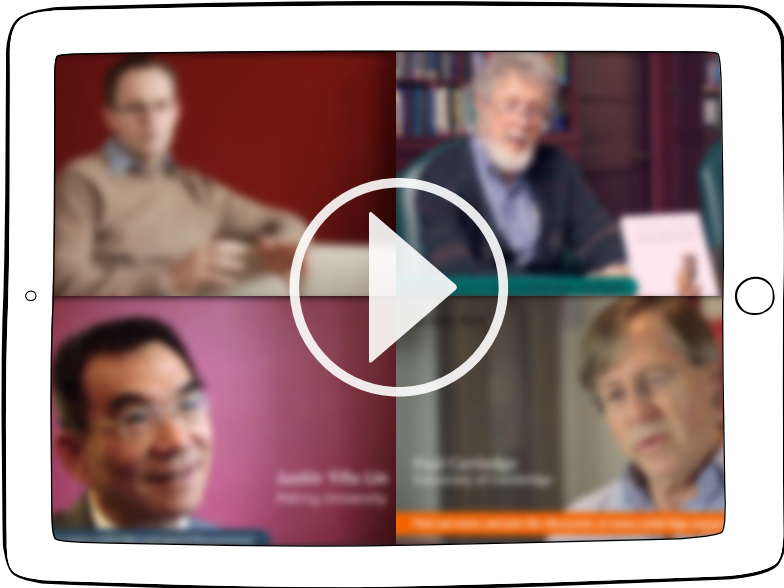


A Guide to Author Videos



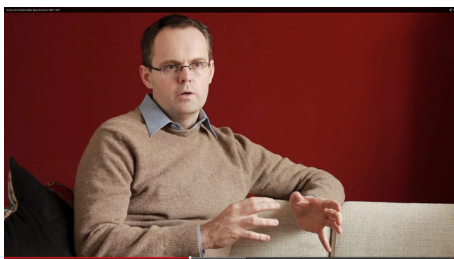


Why should you use video?

The web is a more visual place than ever, and video is a powerful way to engage and attract readers. It helps people get to know you, your subject, and your book. It is also a great way to be discovered online, as videos appear high up in search engine results pages. They can also be embedded into blogs and websites, and shared on social networks.

Videos that get across something useful, engaging or interesting about the topic of your book are more likely to be effective at reaching your target audience than a sales pitch. But you do also need to be clear about your marketing goal, and what your 'call to action' will be. Our dedicated publicity team can help you to do this!

To help you get started, why not view some of our other author videos:



Author David Stahel talks about his book *KIEV 1941*



Paul Cartledge on the legacy of Ancient Greek Theatre



Are We Getting Smarter? – Interview with author James R Flynn



Author Dr Stephen M Stahl talks about *Stahl's Essential Psychopharmacology, Fourth Edition*

Who will produce your video?

Video is a harder form of social media to master and produce than most. However, the Author Hub team is here to help you, every step of the way.

1. Yourself – Many smartphones have a good enough camera to film video clips; or small, handheld cameras are inexpensive and produce good quality videos. You will just need a friend or colleague to assist in the filming. You can edit the film yourself using simple software or you can send it to us and we will do it for you.

2. Your university – Most institutions now have a media centre and can provide equipment and expertise to help produce and edit the video for you.

3. Author Hub Team – If you are visiting Cambridge University Press (or would like to), we will happily produce the video for you from start to finish. Please email authorhub@cambridge.org for more information.

What type of video should you make?

Your first decision will be about what sort of video you want to create. Options include:

Interview

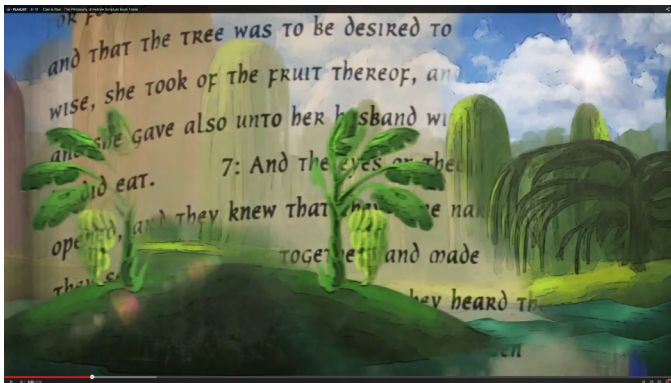
This looks more journalistic, and is the most common style of video. An interviewer asks 4-5 questions, which may be edited out later, leaving just your answers.



Are We Getting Smarter? - interview with author James R Flynn

Documentary A mini documentary about the topic of your book, including interviews and other footage.

Tutorial Video is great for education, and video tutorials are popular on YouTube. Consider short 'how to' videos to explain a complex topic. You can record PowerPoint presentations and other on-screen material using Camtasia (www.techsmith.com/camtasia).



Book trailer for *The Philosophy of Hebrew Scripture* by Yoram Hazony

Book trailer

It has become a trend in recent years for some books to be promoted with movie-style trailers. They can be costly to produce – but with a bit of imagination, low-budget trailers are also possible!

What makes a good video?

Keep it brief Up to 3 minutes is ideal as people's attention spans are very short online.

Have a clear call to action Think about what you want people to do after watching your video. This might simply be to visit a website – so include a jacket image and web address at the end of your video.

Use good equipment You don't need high-end professional kit, but a good quality camera with a tripod is essential; and you may need a separate device with an external microphone to record good quality audio. You can also use a smartphone, providing the camera on your phone produces images of a high enough quality.

Compose your shot For interviews, don't sit in the middle of the screen or look at the camera. You should be to one side of the screen, looking at the interviewer (who is out of shot). Make sure you are well lit, in focus, and have chosen a plain background. Please see example below:



Cover up edits You don't want to see jumps between edits in your final video, so cover these up with supplementary footage, such as question slides, different camera angles, stock footage (see www.istockphoto.com), or screens that show a question you were asked.

Be engaging Don't just tell people why you wrote the book and why they should buy it. Focus on interesting, useful information that is contained in your book. Pique people's interest with a short video and make them want to read more!

Stages of video production



Pre-production: the planning phase, which may include deciding on your marketing aims and call to action, your style and length of video, plus any script, storyboard or question list.



Production: filming and audio recording. Depending on your equipment, you may want to record an audio track on a separate device to your camera.



Post-production: editing and final output of your video. We recommend Adobe Premiere Elements for video editing and output; and Audacity (free at <http://audacity.sourceforge.net>) if you need separate audio editing software.



Upload your video: send your video to authorhub@cambridge.org and we will help edit your video (if necessary).

We will need to apply the necessary Cambridge University Press branding and upload it to our YouTube channel ready for you to use.



Remember, the Author Hub team are able to assist in the editing phase. Please email authorhub@cambridge.org for more information.

Key places where your video can be used:



Marketing by Cambridge University Press

Your marketing contact will use your video when promoting your book via email, social media or website promotion.



YouTube

The world's biggest video sharing site and the most important place to upload video. We can also upload videos to our YouTube channel at www.youtube.com/CambridgeUPAcPro



Vimeo

The second biggest video sharing website is popular with filmmakers as it offers higher quality video.



Amazon

As an author, you can upload videos to your Amazon Author Central profile. In some cases it is also possible for us to add video to your Amazon product page. Please see our guide to creating an author page on Amazon for more information.



Cambridge University Press website

We have developed an author landing page within our website which includes details about the author (such as biography, websites etc) as well as links to social media and video.



Blogs and websites

Embed videos from YouTube or Vimeo onto your own blog or website. At the same time why not write for [fifteeneightyfour](http://fifteeneightyfour.com), the Cambridge University Press Academic blog?



Social networks

Use Facebook, Twitter, LinkedIn, Google+, Pinterest and other social networks to share your videos and promote them to a wider audience. Video can now be played from within many social media platforms.



Do you need advice on how to use social media effectively?

If so, then visit our Author Hub

Here you will find:

- A series of videos aimed at authors who have different levels of online experience, guiding you through the latest tools available and the impact they can have in raising the profile of your book
- Downloadable step-by-step guides to help you get started quickly
- Information on what Cambridge University Press is currently doing to support our authors
- Helpful hints and tips to guide you through each stage, plus much more!

