

25 Ways to Promote *Elders of the Internet* Video

1. Post the video to your library's website - either with a link to the video, or by inserting the embed code into a webpage to play the video directly on your site.
2. Post the video to your library's Facebook page.
3. Post the video to your library's Twitter account.
4. Post the video to your library's Instagram account.
5. Post the video to your library's LinkedIn account.
6. Post the video to your library's Pinterest account.
7. Add the video to a playlist on your library's YouTube account.
8. Share the video on your personal social media accounts.
9. For those who work with teens, create your own version of the *Elders of the Internet* meeting! Watch the video and then ask your teens to help you imagine a new version that is set at your library.
10. Public and school libraries: collaborate to share the video as part of a joint event.
11. Ask your local nonprofit partners to add the video to their communication channels.
12. Hold a special viewing of the video in conjunction with a library tour. Public libraries, make sure to invite your local politicians!
13. Contact your local TV station and ask them to run the video as a social service announcement.
14. Mention the video in your library newsletter, e.g. "Think you can find everything on the internet? Think again! Watch this video featuring Nick Offerman from *Parks and Recreation* fame to find out just how essential libraries are in the internet age."
15. Put a link or embed in your library's e-newsletter.
16. Tell all your friends and family about the video.
17. Host a special viewing for library staff, then ask them to spread the word about the video.
18. Play the video on your library's in-house TV or other digital screens.
19. Show before library programs.
20. Public libraries: show at business association, chamber of commerce meetings, Rotary Club, or other local organizations.
21. Show at a library board meeting or a school board meeting.
22. Show at your comic-con or cosplay event.
23. Ask your local theatre to play it in the ads before a movie.
24. Show at all-school functions, in the library, before a class, or before a game.
25. Download MP4 version of the video and upload it to your library's YouTube account. Here is a link to all three versions. You can download, share, or get embed codes here: <https://vimeo.com/showcase/6811106>