

Tips for Maximizing Videos to Support and Promote FCS Education Programs

2 Minute



Video

Two new educational videos are now available to promote the value and impact of Family and Consumer Sciences Education programs on individuals, families, and communities. Interviews with those who champion the field are captured in the 2-minute and 7-minute videos, both great tools for building support for Family and Consumer Sciences Education with the community, decision-makers and those in elected positions.

7 Minute



Video

Contact your local television/cable station and/or movie theater.

1

Ask your local television/cable station to play one of the videos on-air and customize it with your organization's contact information. If you have an upcoming event, ask if they will play the video in the days leading up to and after the event. Be sure to follow the protocol or process for your local station. Many theaters, including those owned by large national chains, will play videos and/or rotate ads from local businesses/organizations before the start of the previews. Ask your local movie theaters to play the video before the previews or in the theater lobby.

Find a local TV Broadcast Station at <https://www.fcc.gov/media/television/tv-query>.

Share through your social media and website.

2

Post the links to the videos on your organization or program social media channel. Promote the videos to your networks by sending out the links via email or social media or adding the QR codes to your printed or digital materials. Encourage your followers and partners to post it on their own pages or to share the posts. In all posts, please include the hashtag #FCSed and #SayYestoFCS. Embed the videos on your organization or program website (using the embed code/link provided online).

Enlist your community and business partners.

3

Ask schools, state and county extension agencies, and other organizations to play the videos on their digital billboards/signage, video monitors or scrolling banners in their waiting rooms, offices, or during community outreach events and activities.

Play at your next event, workshop/meeting, or conference.

4

Play the videos at parent/teacher meetings, Open House, Advisory Board meetings, or community programs. It may also be possible to play before school/community events, such as plays, concerts, or sporting events. Ask conference organizers/planners to play the videos throughout the event as part of a trailer/crawler/ad between sessions or use one of the videos to kick off a session.

Make a special presentation to local/state boards, legislators, and other decision-makers.

5

Schedule time on the agenda for a special presentation to local/state stakeholders and showcase one of the videos (depending on the time allotted) during the presentation. After the video, share specific program data (enrollment, service hours, completers/graduates, certifications earned, etc) and stories (roles of student alumni, impact from a service project, testimonials, etc) that shows the value and impact of your program.

Additional materials to assist with marketing and outreach efforts are available at www.FCSed.net.