What does all this mean for librarians trying to reach each other or develop their own collection knowledge?

Option 1:
Subscribe to publishers’ video feeds the way you follow their blog or read their catalogue

Option 2:
Share videos with patrons as a promotion tool.
  - **Embed trailers on your website or in your catalogue**
    - Examples:
      - Kitchener Public Library (external videos uploaded by staff onto new releases page) [http://kpl.org/books_more/new_releases.html](http://kpl.org/books_more/new_releases.html)
      - Ottawa Public Library (external videos uploaded by staff and patrons directly into catalogue; some audio reviews with static video) [http://catalogue.bibliottawalibrary.ca/item/show/546958026](http://catalogue.bibliottawalibrary.ca/item/show/546958026)
  - **Make your own (staff)**
    - Examples:
      - Oakville Public Library [http://www.youtube.com/user/OakvillePublicLibrar](http://www.youtube.com/user/OakvillePublicLibrar)
      - Arapahoe Library District [http://www.youtube.com/watch?gl=CA&hl=en&v=XnqhS9_4TPw](http://www.youtube.com/watch?gl=CA&hl=en&v=XnqhS9_4TPw)
      - London Public Library [http://www.youtube.com/user/LondonPublicLibrary](http://www.youtube.com/user/LondonPublicLibrary)
      - Software suggestion Animoto [http://www.animoto.com](http://www.animoto.com)
  - **Make your own (patrons - often TAGs; local celebrities!)**
    - Examples:
      - Brampton Public Library [http://www.youtube.com/user/BramptonLibrary](http://www.youtube.com/user/BramptonLibrary)
      - Toronto Public Library [http://www.youtube.com/user/torontopubliclibrary](http://www.youtube.com/user/torontopubliclibrary)

Further resources


Spratford, Becky Siegel. “Totally Hip Video Book Reviews By a Professional Reviewer.”

Other trailers mentioned during RA in a day talk:


Cohn, Rachel. Nick and Norah’s Infinite Playlist.
http://www.youtube.com/watch?v=g7A8kZQRlcE

Collins, Suzanne. Mockingjay. http://www.youtube.com/watch?v=UZOlJHDHg1g

Feehan, Christine. Murder Game. http://www.youtube.com/watch?v=F-r_x60pf1A&feature=player_embedded

Harris, Doug. You comma idiot
http://www.youtube.com/watch?v=OJ06vNDt7E8&feature=player_embedded

Higson, Charlie. The Enemy.
http://www.youtube.com/watch?v=ttS9BlzBihc&feature=player_embedded

Pasricha, Neil. The Book of Awesome
http://www.youtube.com/user/PenguinCanada#p/f/0/L_HkH8huuzA

Patterson, James. Alex Cross. http://www.youtube.com/watch?v=pjHkyvGxukY

Rotenberg, Robert. Old City Hall
http://www.youtube.com/watch?v=vN3N7T4AYFg&feature=player_profilepage

Shaben. Carol. Into the Abyss.
http://www.youtube.com/watch?v=7xoeHGmGVrk&feature=player_embedded

Winters, Ben H. Sense and Sensibility and Sea Monsters
http://www.youtube.com/watch?v=_jZVE5uF24Q

Yaccarino, Dan. All the way to America. http://www.youtube.com/watch?v=a7a2d-vYxZY&feature=player_embedded