Lights, Camera, Action: Creating a Virtual Library Tour

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Virtual Library Tour: “How To”

What we did?

• Created a virtual tour of our library that could be viewed on a computer or mobile device, giving patrons the option to conduct their own self-guided library tour. Visit bit.ly/raynor-mobile or scan the QR code on the back of this sheet to view the virtual tour.

Why we did it?

• The original virtual tour was created when the new library opened in 2003, was not mobile friendly and contained outdated information and visuals. We wanted to update the virtual tour while at the same time meet the needs of our patrons who prefer to access library content on their mobile devices.

How we did it?

• First, we examined other library virtual tours to get a sense of what worked and what didn’t. We found that the virtual tours should be short and settled on using a narrated script instead of a student or library staff member who might get flustered in front of the camera.

• Next, we wrote two versions of a script (mobile and non-mobile), then, utilizing the talents of a student worker in our digital media studio, captured the necessary video footage to coincide with the script.

• After multiple rounds of editing in iMovie by the student worker, we recruited a colleague with an excellent voice to be our narrator, rehearsed with her, then went to the campus broadcast studio to record the script narration and added it to the completed footage.

• Finally we posted the virtual tour on YouTube and added closed captions. The link was added to the library website and a poster with a QR code was created and placed outside the library entrance during Welcome Week and the first week of classes.

What did we learn and what’s next?

• The mobile tour was not utilized as heavily as we had hoped for, however we only advertised it beginning in the middle of Welcome Week through the end of the first week of classes.

• Future plans may include developing versions in Spanish and Mandarin to cater to our increasing international student population and finding ways to better integrate the tour into library marketing and instruction.

Contact us to learn more

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No Time for a Guided Tour?

take the self guided tour

SCAN HERE

Snap a picture of the QR code provided to take the tour or visit bit.ly/raynor-mobile

Headphones can be checked out at the Raynor Library Information Desk

Go ahead. Do your own thing.
Virtual Library Tour “How To”

- Write the scripts (regular and mobile)
- Film the “clips”
- Edit the film to fit the script
- Shoot more footage as needed
- Edit, edit, edit!
- Find a narrator with an excellent voice
- Record the voice over to fit the video
- Edit the final product
- Add link to web site and publicize
- View video while eating popcorn!