




The Educator's Guide to

 **wevideo**



Welcome to WeVideo for Schools

Dear educator,

Thank you for being part of the mission to cultivate student's innate sense of creativity and voice, while experiencing deep and joyful learning, to make an impact in a changing world where our creative capacity and ability to connect are the defining competencies.

We hope you find this guide helpful in getting started with WeVideo in your classrooms. This document is full of project ideas that span grade levels and subject areas and the foundational basics as well as tips and tricks to get you started.



MORNING ANNOUNCEMENTS		
Video Examples		
Elementary, Middle & High School		
Feature Ideas & Differentiation Lens	Suggestions, Tips & Tricks	
Standard/Popular Features	<ul style="list-style-type: none">• Storyboard - Visualize your video before you start recording.• Annotations - Add text, images, and video to your video.• Backgrounds - Choose from a variety of backgrounds.• Transitions - Add transitions between clips.• Audio - Add background music and voiceovers.• Text - Add text to your video.• Stickers - Add stickers to your video.• Filters - Apply filters to your video.• Speed - Adjust the speed of your video.• Volume - Adjust the volume of your video.• Trim - Trim your video to the desired length.• Export - Export your video in various formats.	
Observation	<ul style="list-style-type: none">• Storyboard - Visualize your video before you start recording.• Annotations - Add text, images, and video to your video.• Backgrounds - Choose from a variety of backgrounds.• Transitions - Add transitions between clips.• Audio - Add background music and voiceovers.• Text - Add text to your video.• Stickers - Add stickers to your video.• Filters - Apply filters to your video.• Speed - Adjust the speed of your video.• Volume - Adjust the volume of your video.• Trim - Trim your video to the desired length.• Export - Export your video in various formats.	
Resources Colored	Logistics Questions and Potential Answers	
APRIL	Logistics	
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High School	<ul style="list-style-type: none">• Storyboard - Visualize your video before you start recording.• Annotations - Add text, images, and video to your video.• Backgrounds - Choose from a variety of backgrounds.• Transitions - Add transitions between clips.• Audio - Add background music and voiceovers.• Text - Add text to your video.• Stickers - Add stickers to your video.• Filters - Apply filters to your video.• Speed - Adjust the speed of your video.• Volume - Adjust the volume of your video.• Trim - Trim your video to the desired length.• Export - Export your video in various formats.	<ul style="list-style-type: none">• Storyboard - Visualize your video before you start recording.• Annotations - Add text, images, and video to your video.• Backgrounds - Choose from a variety of backgrounds.• Transitions - Add transitions between clips.• Audio - Add background music and voiceovers.• Text - Add text to your video.• Stickers - Add stickers to your video.• Filters - Apply filters to your video.• Speed - Adjust the speed of your video.• Volume - Adjust the volume of your video.• Trim - Trim your video to the desired length.• Export - Export your video in various formats.

This is a living document, so check back periodically as we will be updating it with content.

Please reach out to us if you have any questions or comments! You can email emily@wevideo.com

Warmly,
The WeVideo for Education Team

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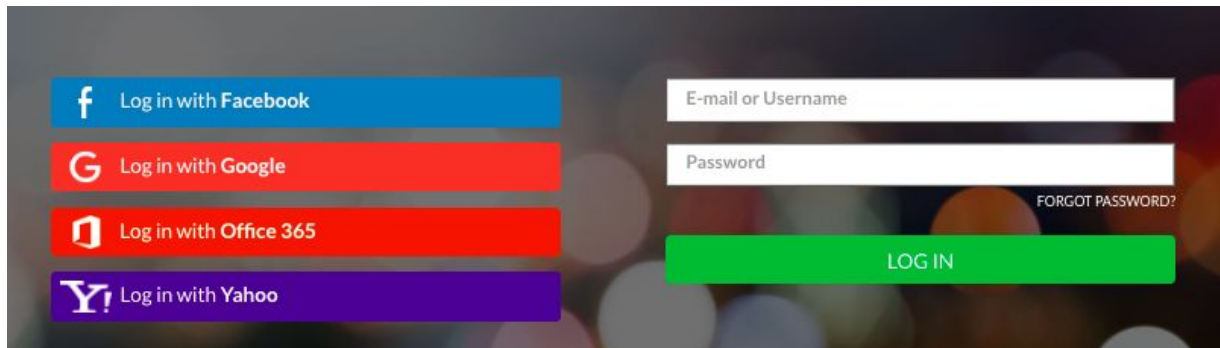
Section 1: Getting started

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Creating your account

To sign in, go to www.wevideo.com and log in with your credentials



If you have a [teacher trial](#)...

You have 30 days to try out all the features of a WeVideo for Schools account, including adding members (other teachers and students) to your account.

If you are on a [free account](#) (a non-education account)...

You can do basic edits, but note that this account does not have all of the same features as a WeVideo for School account (there are limitations on publishing, storage, and an addition of a watermark).

If you are on a [paid individual account](#) (a non-education account)...

This may be a Power/Unlimited/Professional/Business WeVideo plan, but note that this account does not have all of the same features as a WeVideo for School account.

If you purchased a [classroom account](#)...

You will need to add students to your account... We recommend adding them with a CSV file. When you choose that option, you will see a template CSV file that you can download.

If your school/district just purchased WeVideo...

The administrator of your account will have set up yours and your students' accounts through one of the following methods:

- Through a Google or O365 sync (*so you would sign up with your Google or O365 credentials*)
- Adding students through a CSV file, (*so your admin will provide you the login credentials for each user*)
- By sending you a link (*so you would sign up through the link and create your own login info*)
- Through connecting to an LMS, (*so you would access it through your LMS*)

If you just purchased WeVideo for your school/district...

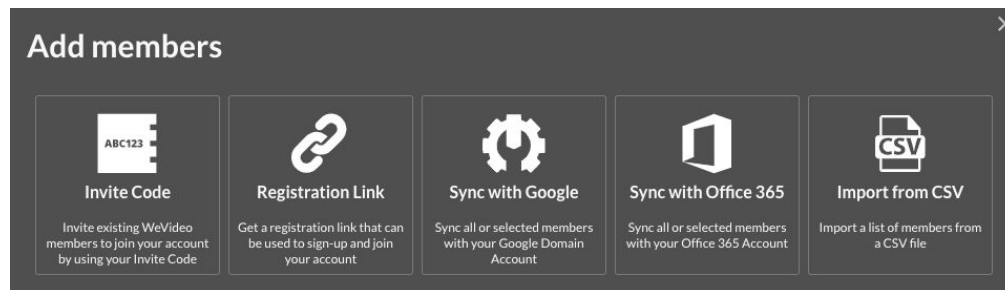
Check out the [Getting Started Guide for Admin](#)

Adding members

WeVideo is all about **collaboration**. Depending on your situation and needs, you can add other colleagues and/or students to your account.

There are a number of ways to invite members to your multi-user account:

- You can manually **invite** members by sending them your unique account invite **code** or **link**.
 - The invite code is only used for users on free plans who need to be brought into an education account. All data in the free account will be transferred over when using the invite code.
- You can **sync** selected members from your **Google Domain** or **Office 365** domain
- You can **import** a **CSV file** with the member details



FAQs

Which plans can I add members too?

Any WeVideo for Schools account (including the Teacher trial), as well as the Business Plan .

Which plans don't allow adding members to?

Free, any of the individual plans

I have a Teacher Trial and want to upgrade to a paid WeVideo for Schools account. What happens to the members I added?

The members you added won't get transferred over to your paid account, so they will have to be added again.

🔥 Expert Tip:

“For adding students, don't give them a registration link, you can't control what happens to that link. Instead, we recommend you import from CSV (if you have an admin-level account). If you're not admin of the accounts and your students aren't already in the account, ask your admin to pull in your students.” - Joel, WeVideo Customer Success

📌 Read this [article](#) for more details on adding members to your account

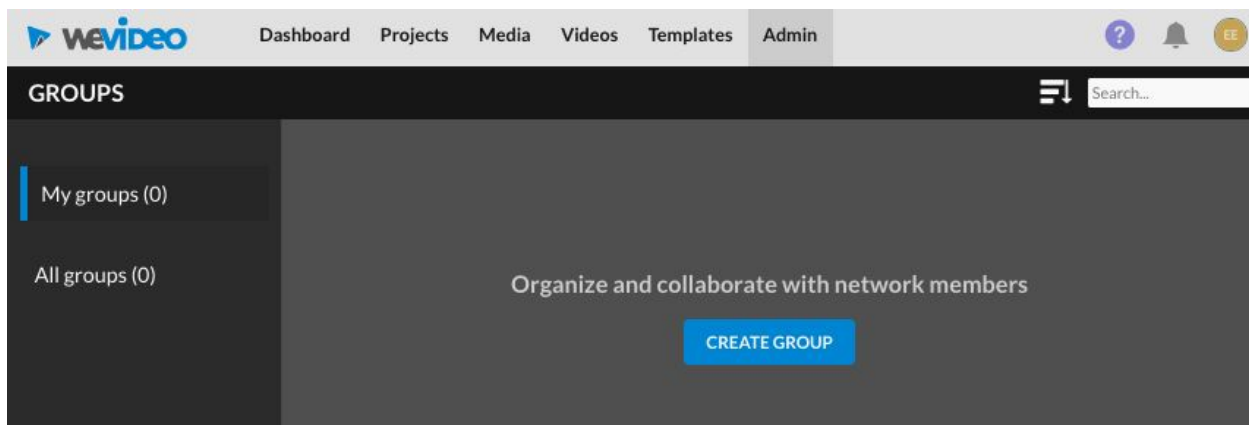
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Setting up Groups

Groups are all about **collaboration** and **visibility**. By putting your students into groups, students can collaborate and access shared media, and you can have visibility into all your students' projects and give feedback, all from your own device!

For every teacher, whether you're an elementary school teacher with 1 class, or high school teacher with 6 classes a day, you **MUST** create 1 group for every class that you teach.

Access groups in the admin tab. When you create a group, you need to give the group a name.



FAQs

I want to split my class up into groups of 5 for a group project. How do I create those groups of 5 in WeVideo?

You can create separate groups for each of those groups. You can use a naming convention such as:

Period 1. Group 1

Period 1. Group 2

Period 1. Group 3.

Period 2. Group 1.

Are there limits to how many groups I can create?

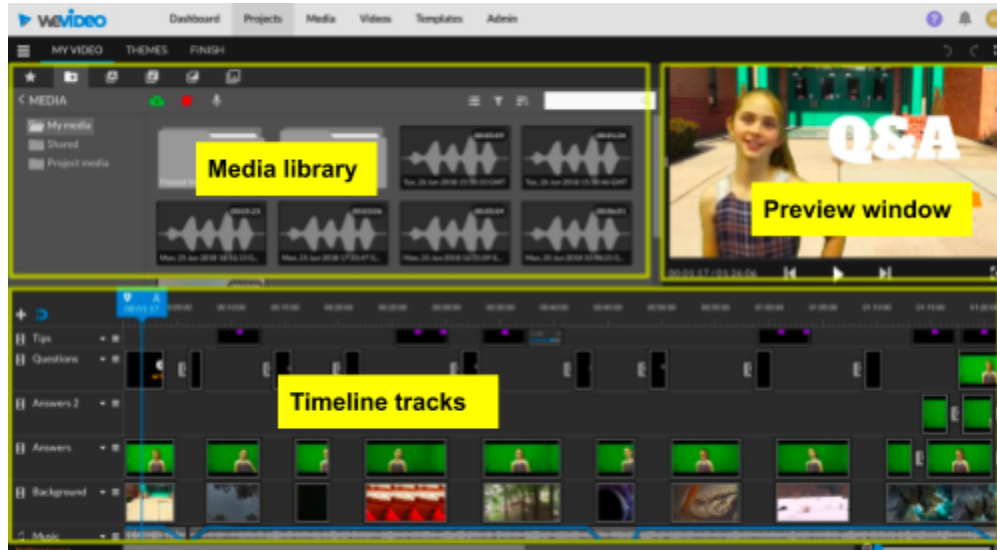
There are no limits!

🔥 Expert Tip: "When I'm helping a school get set up, correctly setting up groups is one of the most important things I make sure they do right. So pay careful attention to this step!" - Joel, WeVideo Customer Success

Map of the editing environment

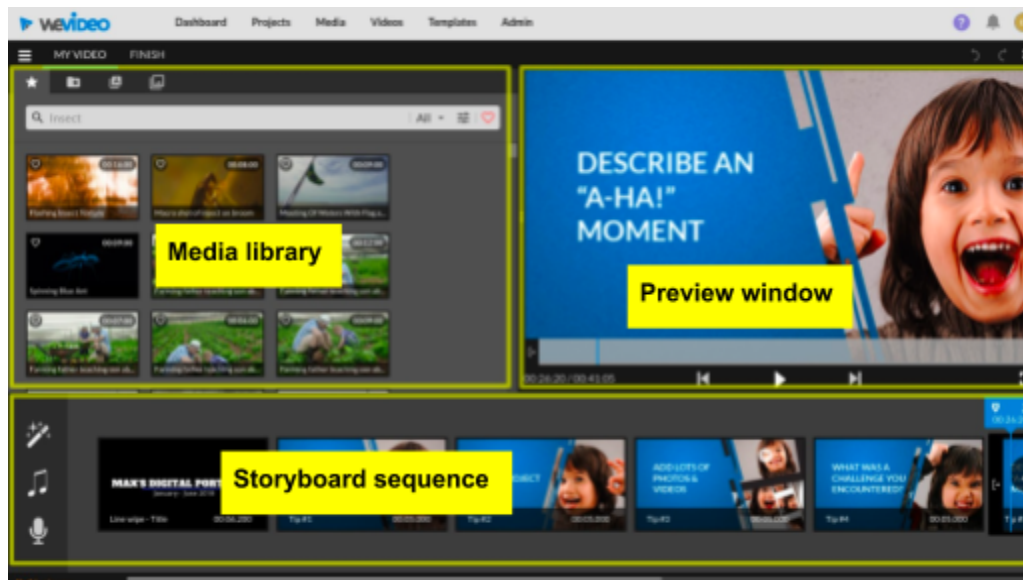
Timeline mode

[Timeline mode](#) provides more more options and more control to your editing experience, like: custom text layouts and font styles, multi-track video to overlay text or do picture-in-picture, and control of track volume, multi-select, and more.



Storyboard mode

[Storyboard mode](#) is great for beginners or individuals who want to create a video in just a few minutes. You can arrange clips in any order, trim each clip, add text (title, captions and tags or lower-thirds), and add a soundtrack.

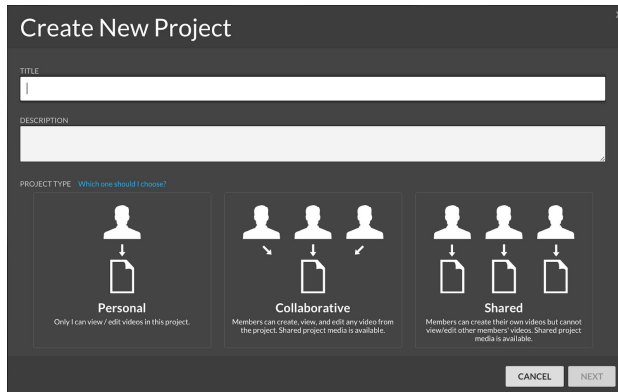


🔗 Read this [article](#) on how to switch between timeline and storyboard mode

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Projects

Setting up a project is like setting up a folder for your video edits, with the additional ability to control how group members work with one another within the projects.




There are 3 types of projects:

1. **Individual:** Ideal for people that want to start and finish a project by themselves. No collaboration.
2. **Collaborative (group):** Ideal for videos that involve multiple creators. Teammates can work on one video and iterate until it is complete, or they can create their video with personal media or media they share with each other.

Project example: Teacher assigns a project to a team of 3. Student #1 creates a video and adds images. When done, student #2 can open the same project and continue editing. When finished the edit can be published to deliver to the teacher.

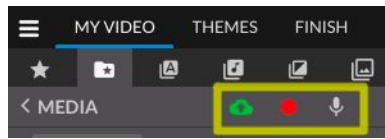
3. **Shared:** Ideal for teams working on multiple videos that share a common topic but will not involve multiple creators per video. Media can be shared between members to create the project but the videos they create are only visible to them and the project creator.

Project example: A teacher asks for multiple videos for a film festival. Each student is assigned one video; but needs to use media from a common pool to create them (school logos and stock music). The teacher can see all the videos created by the school in one place, but each member works on the videos independently from start to finish.

 Watch this [tutorial](#) on setting up projects

Adding media

Media (video, images, music, sound effects, PDFs, etc) are the building blocks of your WeVideo edits. There are three main ways to bring in media:



1) Import pre-recorded media from another device/location

To upload files directly, or import media from an external service, like Google Drive, click on the



green import icon . You can import from:



🔥 Expert Tip: “I downloaded the Google Drive app on my phone, so when I film with my phone, I’ll add my videos to Google Drive, and then access my Google Drive directly in WeVideo.”

2) Recorded media directly within WeVideo

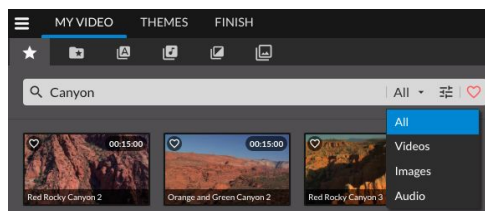
To screencast, click on the red record icon  and then select 

To record using the webcam, click on the red record icon  and then select 

To record a voiceover, click on the microphone icon 

3) Add free and professional media from the WeVideo Essentials Library

Search from 650,000+ video, image, and audio assets from the WeVideo Essentials Library. These are free to use and export in your videos.

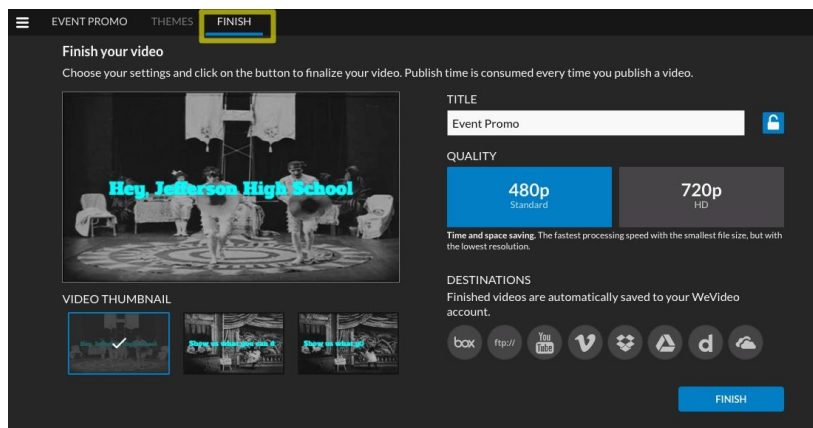


🔥 Expert Tip: Explore the audio options for songs and sound effects. Try searching for “splash,” “childhood,” “roar,” “inspiring,” “pop,” and see what comes up!

Finishing projects

When you are finished with your edit, you can publish your finished video to a destination of your choice. Finishing your video will also create a link that you can share. To finish your video:

- Give your video a title
- Choose a video thumbnail
- Select the quality of the video
- (optional) Select a destination for the file (ie. Google Drive, YouTube, Dropbox)
- You can download the video as a file after you click the blue finish button



🔥 Expert Tip: Don't like the thumbnail options that are shared? Go back to your edit and click on the part of your video that you would like to be a thumbnail. Press CTRL + S, to save that as your thumbnail. You will see it as an option on the finish screen.

FAQ

When video is published, who does it belong to?

It's yours completely. You can download it, send it to youtube, share a link, embed it, and do whatever you need! Your admin does have access to those videos. Check out our private policy [here](#). For student users, all those options are permission-based. Permission settings are only accessible by admin-level accounts.

Can I download the video when it's complete?

Yes, after you click the blue finish button, once the video finishes processing, you will have the option to download the video.

I see a mistake in my video and need to re-edit. Can I re-publish a video?

Yes, as long as the edit is still available and not erased.

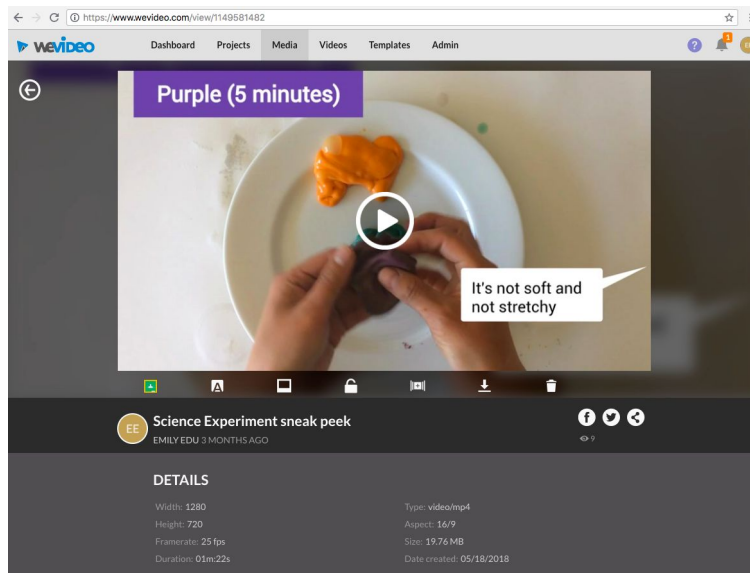
📌 Read this [article](#) for more details on finishing and downloading your video

Viewing and Sharing Projects

After an edit is finished, there are a number of ways that it can be viewed.

The link

You will receive a **link** that you can share with anyone you want. On the video link, you can also do a number of things like: add the video to Google Classroom, change the name and description, change the thumbnail, change the privacy, download the video, get the [embed code](#), etc.



Share methods (integrated with WeVideo):

- **Google Classroom-** Export a video directly to Google Classroom. For more information, go [here](#).
- **LMS-** WeVideo can be set up to sync with [Schoology](#) or [Canvas](#) learning management systems so that videos can be submitted directly to your LMS.
- **Create a YouTube playlist-** after exporting videos to YouTube, you can create a classroom or project playlist

Share methods (external tools educators and students use to share their creations):

- Flipgrid
- Seesaw
- Padlet
- Book Creator
- Blogger (or other blogging platforms)
- Google apps (ie. Google slides and Google sites)

Vocabulary

- **Groups-** A [group](#) is an organizational tool within WeVideo. You can separate your students into group and have an overview of the projects each group is working on. Groups of students can access shared media, as well as collaborate on projects together.
- **Project-** A [project](#) is like a folder for your video edits, with the additional ability to control how group members work with one another within the projects. There are personal, collaborative, and shared project types.
- **New edit-** a new edit opens up a brand new editing environment. You can start from a blank edit, or start from a template
- **Storyboard mode-** [Storyboard mode](#) is great for beginners or individuals who want to create a video in just a few minutes. You can arrange clips in any order, trim each clip, add text (title, captions and tags or lower-thirds), and add a soundtrack.
- **Timeline mode-** [Timeline mode](#) provides more more options and more control to your editing experience, like: custom text layouts and font styles, multi-track video to overlay text or do picture-in-picture, and control of track volume, multi-select, and more.
- **Media-** any type of content that you might add to your video. This includes video clips, images, audio, PDFs.
- **WeVideo Essentials library-** The [Essentials library](#) is a content library with 650,000+ pieces of licensed and professional video, images, and audio assets. #digitalcitizenship
- **Chromakey (Green screen)-** [Chromakey/green screen](#) is a special effect/post-production technique used to composite two clips together. This technique allows you to remove a single color from your video and replace it with another image or video
- **Aspect ratio-** you might hear video editing nerds use this fancy term. It means the ratio of the width to the height of an image or screen. In WeVideo, we call this the “[presentation format](#).” Currently, WeVideo has two formats available: horizontal and square.
- **Templates-** A [template](#) provides scaffolding for an edit so you don’t have to start an edit from scratch. If you are the admin of your WeVideo accounts, you can create global templates that are available to everyone in your
- **Theme-** [Themes](#) are professionally designed effects, stylized text, and soundtracks. Each theme has its own set of effects, transitions, text, and music.

Helpful equipment

You really don't need much equipment to get started with WeVideo. Here are some basics and nice-to-haves to get started.

The basics

- Something to capture video (webcam, smartphone, camera, tablet)
- Something to edit on (smartphone, tablet, laptop, desktop)
- [System requirements \(PDF\)](#)

Nice to have

- Headphones
- Tripods
- Audio recording station (a closet, a cardboard box with egg crate soundproofing, a corner of the room)
- Green screen (green paint, green paper, green fabric, green on a smartboard)
- Graphic organizers



The process in action


Sometimes it's hard to imagine how this could look like in your classroom, so here are some pictures of what it looks like in some fellow educators' classrooms!

👉 *Click on the photos to see more images from the source.*



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Incorporating video creation for student voice and choice

 **Expert Tip:** Jennifer Eggert, Instructional Technology Coach, shares her words of wisdom on best practices incorporate video creation and student voice and choice into the curriculum.

Tips for incorporating video and media creation in the classroom

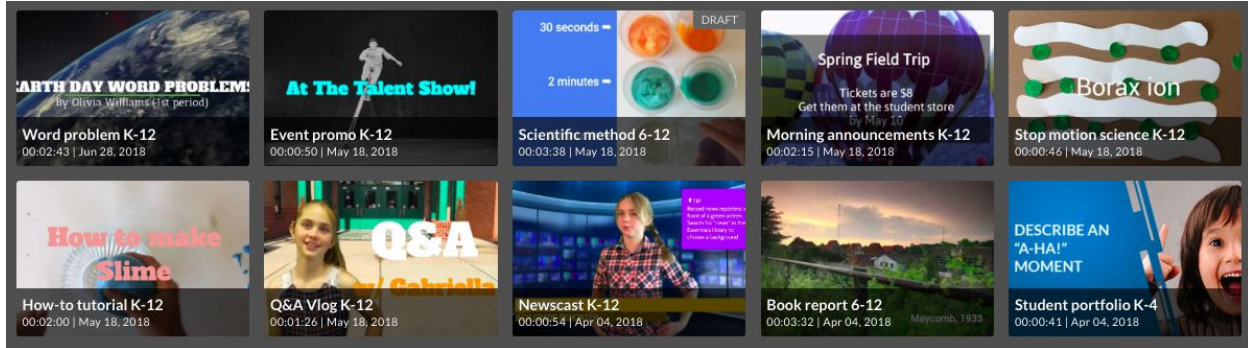
1. **Start with the question** "What makes a really AWESOME ___?" (Video, documentary, tutorial, etc). Maybe even show a bunch of highly esteemed examples (professional ones like real commercials, documentary clips, etc) and have students identify what makes it really AWESOME!
2. **Share student and teacher examples-** from your own school to spark enthusiasm and make it real!
3. **Allow kids to choose the type of video platform for their work** (photo story, documentary, news broadcast, commercial, etc). Consider choice boards, menus, and more!
4. **Involve the students in creating a rubric for their work at the beginning.** What's the goal? The purpose? The audience? What questions can they generate to drive their work? Turn over ownership to them. Give students the choice of what to grade (if grading at all).
5. **Give students opportunities to elicit peer feedback throughout the creation process.** Together, develop a feedback system that is student led.
6. **Publish videos and products to a global platform-** give kids an authentic audience.
7. **Reflect on not only the product, but the process too.** Self assessment is HUGE!

Section 2: Ideas and applications

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Templates

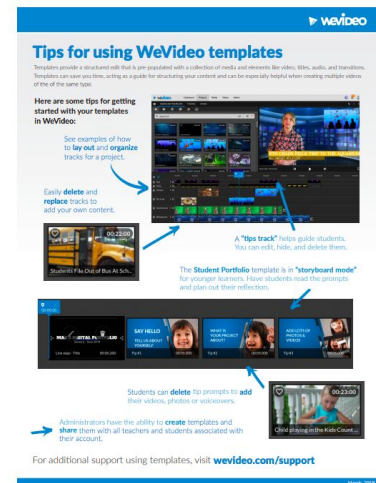
Check out the templates included in your account. Templates are a great way to get inspired on applications of WeVideo and to see how one might set up a timeline or storyboard.



- Word problem K-12
- Event promo K-12
- Scientific method 6-12
- Morning announcements K-12
- Stop motion science K-12
- How to tutorial K-12
- Q&A Vlog K-12
- Newscast K-12
- Book report 6-12
- Student portfolio K-4
- (more coming soon)

👉 Check out these [quick tips](#) on getting started with templates

👉 You can also make your own templates and share them with your students! Check out this [article](#) for more details on using templates.



Ideas based on tools

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Ideas based on tools: Greenscreen

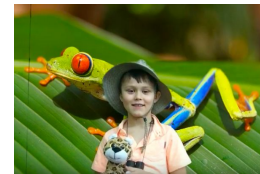
Change the entire feel of a video, convey a strong message, or create special effects by using green screen!

Materials needed

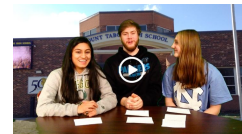
- Green screen (green paint, green non-shiny fabric, green paper)
- WeVideo green screen tool

Use green screen to create a background for a report. Check out these examples from 1st grade

- Mandi Presley's 1st graders created these Reading Rainbow style book reviews. Check out their process [here](#).
- Jennifer Eggert's 1st graders shared their rainforest research findings through video, and dressed for the part! Check out their videos [here](#).



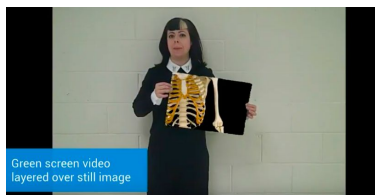
Use green for morning announcements. Check out this high school morning announcement example from Judy Uhrig [here](#).



Use green screen for making yourself shrink! In combination with the [animation tool](#), check out how principal, Andy Jacks, makes himself shrink like Jack in the Beanstalk for this elementary school book talk [here](#)



Use green screen for all sorts of fun things! Check out this [green screen tips and tricks tutorial](#) from WeVideo Ambassador, Jen Leban, for these super cool effects you can do with green screen




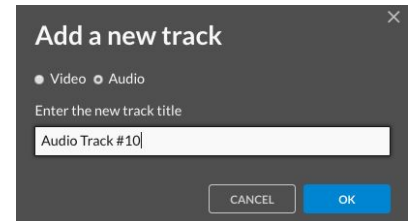
📌 Watch this [tutorial](#) or read this [article](#) on how to use the green screen tool

Ideas based on tools: Podcasting

Having students produce their own podcasts is a great way to merge project-based learning with narrative storytelling, digital media, and production skills.

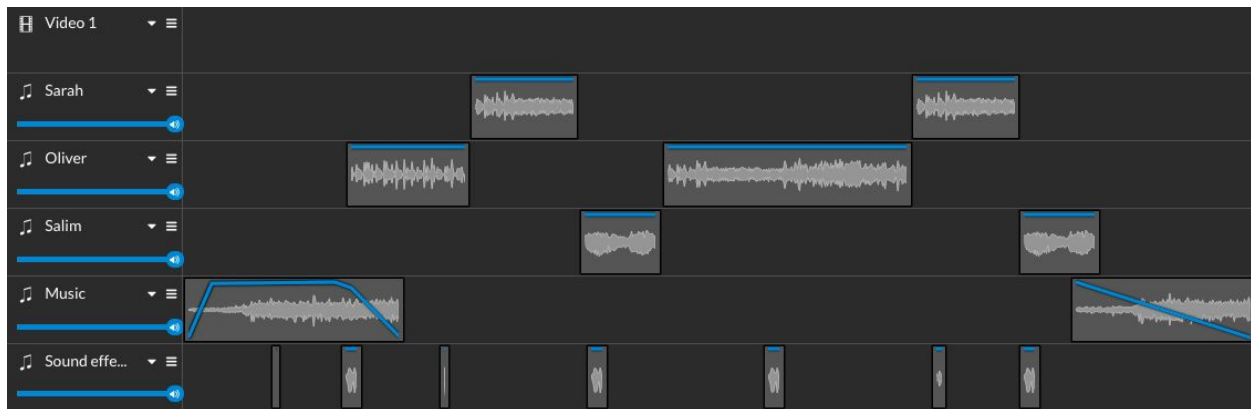
Adding audio tracks


Add as many audio tracks as you want to layer in voiceovers, music, and sound effects. Click the add icon  and select “audio” to add another audio track.




Staying organized

Name the audio tracks in a way that will help keep the edit organized. In this example, there is a separate track for the names of the speakers, for the music, and for the sound effects.



 **Expert Tip:** Search in the WeVideo Essentials library for over 100,000+ songs and sound effects to add a multi-layered audio dimension to your podcasts

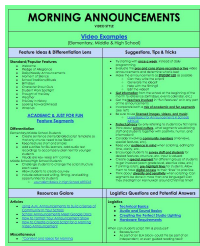
 **Expert Tip:** Check out this [blog post](#) by Jennifer Wolfe on her process of creating podcasts with her middle school students and an [example podcast](#) created by her students.

 Check out this [article](#) on how to precisely fade in and out audio

More project ideas

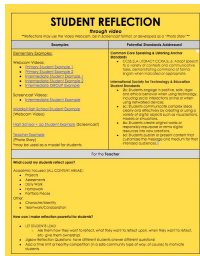
Morning announcements

Morning announcements are a great way to come together as a school community and a great platform for students to create and exercise their voice. Check out this [morning announcement hyperdoc](#) with tips, tricks, and ideas to start a student-led morning announcement program.



Student reflections

Student reflections put students in an active role in understanding their own thinking and learning. Check out this [student reflection hyperdoc](#) with best practices for using video to integrate student reflection throughout the learning process.



Ideas for building school-wide culture

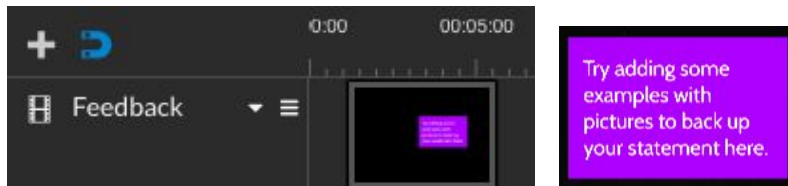
- Create a [video to share expectation](#) like Christina McCann and Principal Tracy Stegall
- Create a [book talk](#) to get students excited about a book like Principal Andy Jack
- Highlight [student work](#) and share on your school's social media to build community engagement like Principal Gregory Pigeon
- Or create a [video to promote an event](#), like this Phantom of the Opera video by Principal Greg Pigeon
- Morning announcements (see above)



WeVideo Hacks

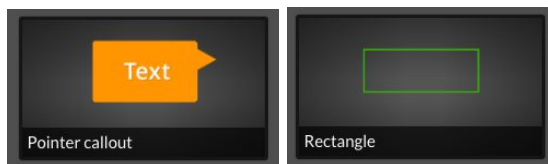
Give feedback with voiceover- Give feedback to students on their video edit by created a voiceover track as you watch their video edit and narrate feedback for them. They can always delete or mute the feedback from their edit.

📌 Read this [article](#) on how to use the voiceover tool

Give feedback with written notes- Add a video track and title it “Feedback” and motion titles to write feedback notes to your students

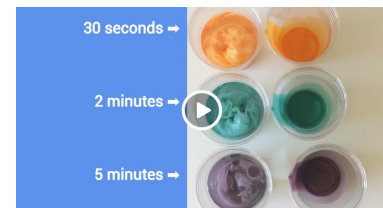


Make feedback more specific- Use the callouts  under the text icon  to add arrows and shape outlines to direct attention to specific content in an edit.



Create a slide or PowerPoint effect with motion titles- Use the “Basic- subtitle boxed” motion title and enlarge it so it looks like a presentation slide. Change the text and background color.

📌 Check out the “Scientific Method” template in your account to see this hack in action.



WeVideo Tips

Encourage digital citizenship with the WeVideo Essentials Library- Encourage students to practice good digital citizenship by using the WeVideo Essentials Library to search for licensed video, images, and audio.

Brainstorm a “search list” for WeVideo Essentials Library- Especially for students who are learning to spell, you can brainstorm as a group things to search for in the Essentials library. Even

Remove audio from video clip to use the audio with another image- While you can't take audio and remove it to use somewhere else, you can layer the video or image you do want on the video track ABOVE the video with the audio that you want.

Relabeling tracks and create a template- You can relabel the tracks to keep your edits organized. You can also create a template with your relabeled tracks to set up the scaffolding of an edit for your students

Selecting multiple clips- Drag your cursor across multiple clips and/or audio to move them around in a group

Upload PPT/Google Slide PDFs- Upload a PDF file, and you can add in a slide deck to your video. Watch this [tutorial](#) made by MisianoMustangs.

Themes- Add themes first before adding your own audio. Adding a theme will override any audio already added.

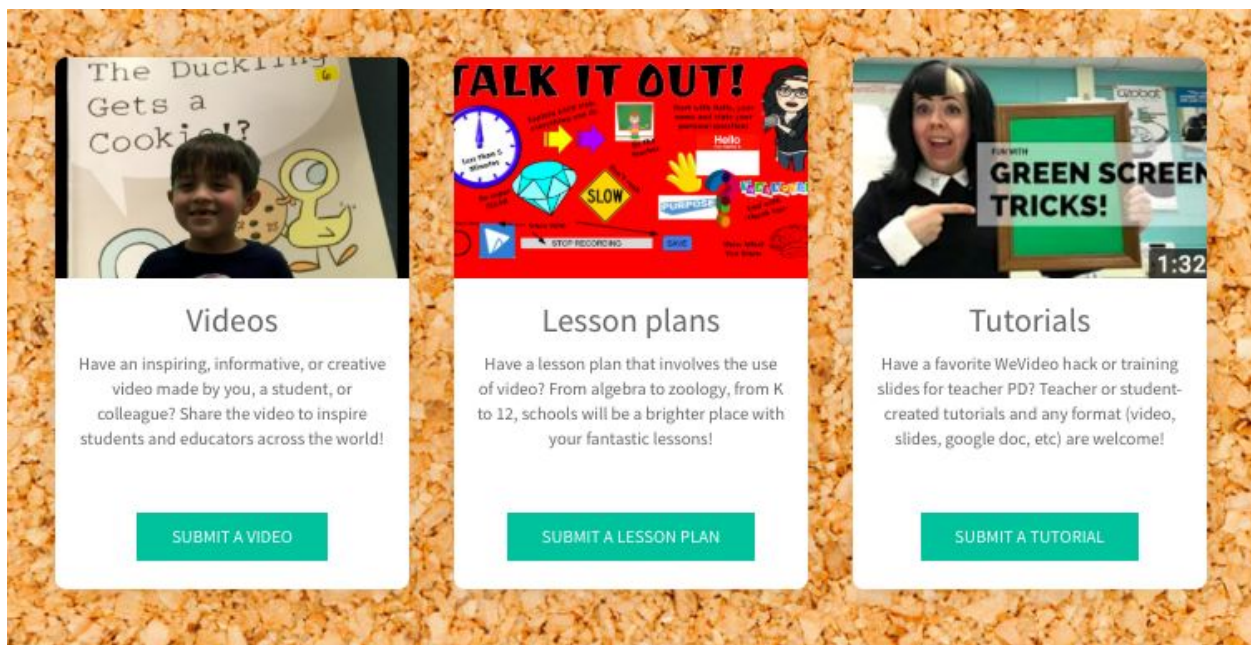
Differentiation: Storyboard and timeline mode

Switch between different modes of editing to either simplify the interface or open up more features. Read this [article](#) on how to switch between modes

(Coming soon) Educator resource hub

The WeVideo for Schools website is getting a makeover! We will be launching an educator hub where you can access video examples and inspiration, lesson plans, and tutorials. Have a great idea to share for the educator hub?

👋 **Submit your videos, lesson plans, tutorials [here!](#)**



The graphic is set against a corkboard background and features three white rectangular cards. Each card has a video thumbnail at the top, a title, a short paragraph of text, and a teal button at the bottom.


- Videos:** The thumbnail shows a young boy in front of a whiteboard with the text "The Duckling Gets a Cookie!". The text below the thumbnail reads: "Have an inspiring, informative, or creative video made by you, a student, or colleague? Share the video to inspire students and educators across the world!" The button is labeled "SUBMIT A VIDEO".
- Lesson plans:** The thumbnail is a red graphic titled "TALK IT OUT!" with various educational icons like a clock, a diamond, and a "SLOW" sign. The text below reads: "Have a lesson plan that involves the use of video? From algebra to zoology, from K to 12, schools will be a brighter place with your fantastic lessons!" The button is labeled "SUBMIT A LESSON PLAN".
- Tutorials:** The thumbnail shows a woman pointing to a green screen with the text "GREEN SCREEN TRICKS!". The text below reads: "Have a favorite WeVideo hack or training slides for teacher PD? Teacher or student-created tutorials and any format (video, slides, google doc, etc) are welcome!" The button is labeled "SUBMIT A TUTORIAL".

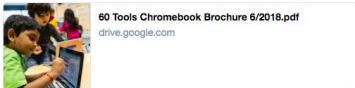
Section 3: WeVideo Community

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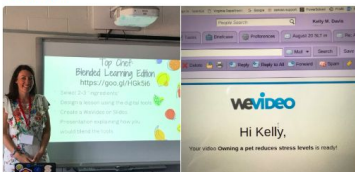
Twitter @wevideo

Educators are sharing everyday on Twitter the amazing things happening with WeVideo in their classrooms. Follow the conversation on [twitter](#).

 **Jeff Hennigar** @MrHennigar · Aug 10
60 Creativity tools to use on Chromebooks with students via @GoogleForEdu.
Includes many of my favourites!
[@cospaces_edu](#) [@emotionmath](#) [@BookCreatorApp](#)
[@EpicKidsBooks](#) [@SpheroEdu](#)
[@tinkercad](#) [@scratch](#) [@Flocabulary](#)
[@wevideo](#)



 **KMDavis** @courage1993 · Aug 9
Just completed my first WeVideo at ACPs Blended Learning Camp! Thank you to Michelle Brummond for all of your hard work! [@EDsTechTalk](#) [@acpstech](#)
[@ACPSk12](#) [@TCWTitans](#) [@TCWMinnieHoward](#) [@MBrummondTIS](#)
[#BLCamp2018](#)



WeVideo Ambassadors

[The WeVideo Ambassador Program](#) recognizes and supports educators who are at the forefront of applying video creation to foster creativity, enhance learning, and encourage student agency and voice. Our incredible group of ambassadors play an important role in providing product feedback, inspiration, professional development, and more. Check out our ambassadors [here](#).

(Coming soon) We will be accepting more ambassadors in Fall 2019.

#VideoCreationRockstars virtual professional learning network

Join WeVideo's monthly Video Creation Rockstars professional learning network (PLN). We have rockstar educators who present on topics

Some past PLNs have included topics like, "Podcasting in the classroom" and "Sticky ideas in the media."

To join, Tweet us [@WeVideo](#) and our Chief Education Office [@drlangraad](#) with the hashtag [#videocreationrockstar](#), or use this [link](#).

Section 4: Continuing on

Training other teachers

Whether you are the tech coach or a tech evangelist at your school, here are some tools that can help fellow educators get started with WeVideo

WeVideo Board Game

Check out this [WeVideo board game](#) by [@BenvengaJoe](#) to help teachers get started!



Using Video to Prepare Students for Anything

Check out this comprehensive resource that Golden Apple Award winner, [@MrsEggert13](#), has put together for you. Guided by the question: "How can we prepare our students for ANYTHING?" and what the biggest, most successful companies answered to "What are the core competencies you look for when hiring?" this goldmine of a [resource](#) has a ton of ideas on how to utilize video to facilitate the development of these skills.

(Coming soon) Slide deck for trainings template


Check back soon for a slide deck template that you can use for presenting on WeVideo.

Professional development

If you are interested in getting professional development for your school, you can ask your administrators to purchase [professional development sessions](#) with WeVideo.

- WeVideo 101 for Teachers
- WeVideo 101 for Admins
- Advanced Editing
- Flipped Classroom with WeVideo
- Digital Storytelling
- Hollywood Tips for the Classroom

You can also access [WeVideo Academy](#) or the [WeVideo Support](#) page or email support@wevideo.com at any time.

 **Expert Tip:** Jennifer Eggert, Instructional Technology Coach, shares tips for tech coaches to help teacher feel comfortable with offering video creation as an option in the curriculum:

1. **Show student examples of all kinds of video projects** (commercials, documentaries, news broadcasts, silent films, etc). Share a variety of videos that demonstrate differentiated student skills and ability levels.
2. **Share pictures of students** at your school involved in WeVideo Creation
3. **Encourage teachers to start with it as a choice for students** (think menu, choice boards, etc).
4. **Direct them to the [WeVideo Academy](#) and the [WeVideo Educator's Guide](#)** (be sure to mention the option of Storyboard mode to start). You may even want to create a screencast that the teacher and/or students can play as they work through the steps!
5. **Create a guide for teachers and/or students** to help with production along the way
6. **Share project and video creation rubrics**
7. **Co-teach with or observe** another teacher/coach's instruction for the first lesson.
8. **Celebrate the little things-** including failing (it's only temporary)

(Coming soon) WeVideo Certified

If you are interested in learning all the ins and outs of WeVideo or getting an official “WeVideo certified” badge to add extra credibility to your coaching or presentations on WeVideo, stay tuned for the WeVideo Certification program!

Making the case for WeVideo at my school or district

We hear from a lot of educators about what they can do to get their schools or districts to purchase WeVideo for Schools. While every school and district is different, here is a game plan that could be helpful.

1. **Identify the goal(s) you are trying to achieve-** Know what impact you are looking to achieve, so you can plan accordingly.
Potential goals could be: more engagement in the classroom, more parent and community engagement, more creative options in the classroom, increasing student confidence, etc.
2. **Create a rubric to measure those goals**
3. **Sign up for a teacher trial-** Sign up for a 30 day trial [here](#). Some educators may decide to purchase a classroom account to test it out for a year.
4. **Develop a project or lesson plan-** Create a plan that integrates video creation into a lesson or project.
5. **Capture data-** Interview students and/or use a survey (sample survey coming soon)
6. **Put together a proposal and include:**
 - a. Outline of the asks
 - b. Student-created videos
 - c. Quotes from students
 - d. A cost-benefit analysis that outlines the costs and benefits (sample cost-benefit template coming soon)
 - e. Outline expectations

Need help? Email emily@wevideo.com



What did you think of this guide? Is there something you wish was in this guide? Email emily@wevideo.com with any feedback or requests!