



Education Partner Example: **NOYS**



 Copyright © 2010, SchoolTube LLC. Confidential June 2010 4

Get Noticed Go Viral

Keep video below 3 minutes


- Attention spans are your worst enemy. Hook 'em early

Give it a memorable title

- Short sweet and to the point

Tag it!!!!

- People find videos by searching

 Copyright © 2010, SchoolTube LLC. Confidential 5

Get Noticed Go Viral

Choose a "double take" thumbnail

- pick a memorable piece of the video

Engage emotion


- make it funny, sad, heartwarming

Share it

- Newsletters, Facebook, Twitter Online Newspaper

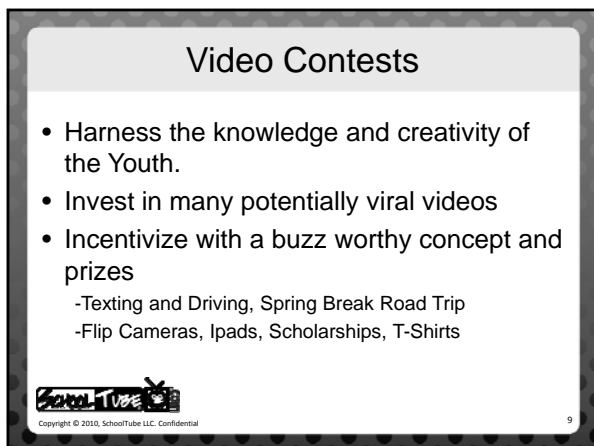
Contact Us

- Email Andrew andrewa@schooltube.com

 Copyright © 2010, SchoolTube LLC. Confidential 6








Video Contests


- **Set Criteria to Match your Initiative/Mission**
 - Include Catch Phrase, Logo, Brand Shout Out
 - How well does the video illustrate the message?
- **Strategy**
 - How will you spread the word?
 - Who will you work with?
 - How will you get into the Schools?
 - How will the winner be chosen?



Copyright © 2010, SchoolTube LLC. Confidential 10


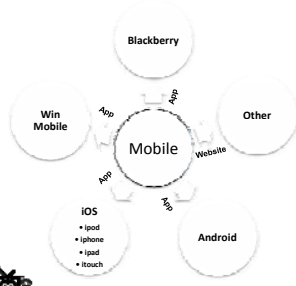
Video Contests

- **Each Entry is a Promo For You**
 - By setting criteria
- **Teens want to compete and Win**
 - Set Judging to Maximize sharing (harness knowledge)
- **Announce Winner and Next Year's Contest**
 - Set up online gallery for winners and best entries
 - Rope Students/Schools into competing every year



Copyright © 2010, SchoolTube LLC. Confidential 11


Going Mobile




Copyright © 2010, SchoolTube LLC. Confidential 12

Education Partners


- SchoolTube is trusted and endorsed by **20+ national education partners** who promote its use in **90% of schools nationwide**
- Enables exclusive access to **52 million students** during school hours




National Assoc. Secondary School Principals
55% of high schools, *National Honor Society*




National Assoc. Elementary School Principals
60 % of elementary schools




National Education Association
3+ million teachers US




National Catholic Educators Association
98% of all Catholic K-12 schools, teachers, administrators, boards




Journalism Education Association (JEA)
Nation's largest journalism education association: yearbook and newspaper teachers



Student Television Network (STN)
Largest broadcast association for K-12, in over 1,000 schools nationwide



National Middle School Teachers Assoc.
50 % of middle schools



Copyright © 2010, SchoolTube LLC. Confidential

13

Thanks

Andrew Arizpe
andrewa@schooltube.com

SchoolTube.com



Copyright © 2010, SchoolTube LLC. Confidential

14
