**Promotional Video Guide**

In order to assist you in creating a promotional video for your publication, we’ve put together the following video guide in which we offer suggestions for questions to address, best practices, and examples of videos for you to use and follow.

**Questions to Address in Video:**

* Introduction – Please introduce yourself and your co-editor, including your title and affiliation.
  + Feel free to talk about any background history (what inspired you to edit this book?) and about its mission and relevance.
* Please describe a few topics or themes explored in the book.
* Who is the book intended for? Who ultimately will benefit from the book?
* What are some discipline areas that one might not initially think your publication lends itself towards, but in reality does apply to?
* Are there any partnerships, associations, or groups you worked with to gather the research?
* Are there additional details you would like to share about being an editor or any details on the contributors?
* Are there any technologies, innovations, or new areas of discovery within your publication that are noteworthy?
* Additional Points - other areas that the potential readership of the book would find to be of interest.

**Best Practices/Reminders:**

* Ensure recording settings are 1920x1080 or at a minimum 1280x720.
* Provide the completed video to us in one file (IGI Global will edit and finalize the video, as well as add the IGI Global introduction and conclusion frames).
* Be mindful of where you are recording.
  + A closed room, such as an office, is preferred so you can control the sound and lighting and are less likely to encounter an interruption.
  + Check your surroundings for unwanted items that may end up in the background or unintentional distractions such as people walking by.
* Test video quality prior to sending.
  + Check to make sure the sound is at an acceptable volume and clear.
  + Check lighting to prevent glares.
* Keep eye contact with the camera and refrain from reading from a script.
  + If you use cue cards, hide them behind the computer but keep them high to ensure you keep your eyes level with the camera.
* Use your publication as a prop.
  + Be sure to work with your personal marketer to see how to get the video in front of a wide audience to increase exposure of your publication.

**Sample Videos:**

* [Impact of Meat Consumption on Health and Environmental Sustainability Video](https://www.youtube.com/watch?v=S673Xok-4cs&t=1s)
* [Handbook of Research on Contemporary Perspectives on Web Based Systems](https://www.youtube.com/watch?v=9S5r0h0cpPE)
* [Handbook of Research on Sub-National Governance and Development Video](https://www.youtube.com/watch?v=kGDx13Sk_z8&t=53s)