Viral Videos

Activity

Resource: Ideas for Action

Grade(s): 1 2 3 4 5 6 7 8 9 10 11 12

What Is it All About?

Make a short (30-60 seconds) video and post it to YouTube to raise awareness about growth and development topics that are relevant to your school community. It could be a personal description of the terms "ally," "healthy relationships," "consent," "positive body image," or "diversity".

Why Do It?

YouTube can be an effective and engaging way to send a message to lots of people.

How Do We Do It?

As a group, decide on the message you want to send. Make sure to engage your adult ally and/or experts and counsellors.

Determine how you want to convey your message (e.g., skit, rant, monologue, play, or interview). Perhaps it is a video outlining key messages, or documenting a "put yourself in someone else's shoes" exercise.

With the help of your adult ally, determine if you need permission/Youth Waiver/Media Consent Form to include people in your video.

It's also important to understand the digital footprint of a video on YouTube and how it could exist for an indefinite amount of time. Any participants who aren't 100% comfortable with this could opt for a different medium, or make a video without showing people.

Write a script, or practice off-the-cuff what you want to say.

Pick a day and do some trial runs (practise on film to see what it looks like).

Film it!

If needed, edit the video.

Determine how you want to share and promote your video. If your school has a YouTube channel, that's a great place to start!

What Else Do We Need?

- Pens, paper

- Video camera/cell phone

- Computer (for uploading and editing if necessary)

- Optional: Costumes, supplies to create a setting and backdrop

How Do We Get Creative?

Share the video over social media (include education about digital footprint).

Individuals could make their own videos as part of a competition.

Adapted From: For examples, watch the following videos on YouTube:- **"The Mercer Report: Make it better now."**