



Best Practices and FAQ for Video Previews of Resources

Learn from our data and user tests. Below you'll find our top takeaways and an essential checklist of questions to use with any video preview whether you're creating a new video or considering if an existing video is right for TpT.

Before getting started, please check out our [Video Previews: Guidelines & Best Practices webinar](#).

Big Ideas for Any Video Preview

Make note of standards or research related to your resource.

What makes this resource great? Do you have any evidence to support learning outcomes? Share it.

Set the stage for your video preview.

If your preview is a flip through of your product, include a slide with some background information before jumping in.

Walk through how to use a resource or set up a particular component.

This was cited as a common feature Buyers were looking for. Educators want to know that your products are user-friendly and that they'll be able to use them with their own students.

If relevant, explain how you've differentiated your resource.

You can also provide tips for how a teacher might want to differentiate the resource for students.

The purpose of your video preview is to help your TpT Buyer make a more informed purchase on the site. Have you made sure your video does not include links that would send your viewer away from your store?



Questions to Consider

Content

- Will your video help a Buyer make a more informed purchase decision?
- Have you included reference to standards, research, student learning outcomes, or differentiation if appropriate?
- Will your Buyer understand how to use your resource? Showing resources "in action" is something Buyers cited as helpful.
- Is the amount of information you've provided sufficient without being overwhelming?
- Are the goals of your video clear to the viewer? Do you state the main idea behind your resource at the beginning of your video?
- Can a Buyer view your resource up close in your video preview? Do they get a chance to see the actual content in order to gauge whether or not it would be suitable for their students?
- In your opinion, does the content follow intellectual property best practices? You can read more [here](#).

Audio

- Does your video have sound? One of the things we heard most consistently was that Buyers wanted some kind of sound (talking or music) in the video and that they did *not* respond well to videos without any sound.
- Is your music loud or distracting?
- If you're speaking in your preview, have you used a microphone to record your voice? Are you speaking in your natural voice at your normal pace?
- If you don't want to include your voice, have you used words to indicate different components of your resource such as standards or options for differentiation?
- In your opinion, does the audio follow intellectual property best practices? You can read more [here](#).

Production Quality

- Are visuals smooth and easy to watch?
- Is your video blurry?
- Have you avoided jarring transitions?

Other Considerations

- Does this video preview positively reflect your brand?
- Does this video preview positively reflect TpT's brand?
- Would you feel comfortable sharing this video with your colleagues and administrators?



- Have you included pricing information in your video? Prices are always subject to change, so please **do not** include this information in your video.
- Do you feel personally proud of your video preview work? (You should!)

Was this Video Preview helpful?

As we mentioned in the webinar, video is a powerful medium for learning more about your resources and we're thrilled to be offering this new feature at TpT. Please know, however, that if your video doesn't meet our guidelines or is flagged by the community for any reason (e.g. a large number people saying the video preview wasn't helpful) we may ask you to rework or remove your preview altogether. It's important that you create your video preview content with the same attention to quality and TpT's policies as you do your TpT resources.

Additional FAQs

Do I have to create a video preview for my resource?

Video previews for your resources are completely optional. You do not need to make them.

What file type can my video preview for my resource be?

TpT supports the following video file types: .mov, .m4a, .m4v, .mp4, .mpeg, .mpg, .mv4, .avi, .swf, .flv.

How long can my video preview for my resource be?

Video previews for resources can be any length up to two minutes.

Where can I find royalty-free music?

iMovie and YouTube both offer royalty-free music options. You can also check out [this site](#) for a list of other places.

I'm not sure what kind of equipment to use for creating previews?

You can check out our list of video equipment [here](#).

Are there any sites that I can use to help me put my video preview together?

Take a look at sites like [Animoto.com](#) to put together your images or short videos clips as a slideshow with music.



I have more questions! Where should I go for help?

- Email us at VideoTeam@TeachersPayTeachers.com and we'll try to answer your questions as quickly as possible.
- Join our [Facebook group](#) and ask any questions that you might have along the way.