

Tips for Promoting FCS Education Videos

30 Second



Video PSA

Two new marketing videos have been produced to enhance outreach and recruitment efforts for Family and Consumer Sciences Education.

The 30-second video PSA and 3-minute video are great tools for spreading the word about Family and Consumer Sciences Education.

The videos include a call to action to learn more about the value of FCS education and its career opportunities.

3 Minute



Video

1

Contact your local television/cable station and/or movie theater.

Ask your local television/cable station to play the 30 second video PSA on air and customize it with your organization's contact information. If you have an upcoming event, ask if they will play the video in the days leading up to and after the event. Be sure to follow the protocol or process for your local station. Many theaters, including those owned by large national chains, will play video PSAs and/or rotate ads from local businesses/organizations before the start of the previews. Ask your local movie theaters to play the video PSA before the previews or in the theater lobby.

Find a local TV Broadcast Station at <https://www.fcc.gov/media/television/tv-query>

2

Share through your social media and website.

Post the 30 second video PSA on your organization or program social media channel. Promote the videos to your networks by sending out the links via email or social media or adding the QR codes to your printed or digital materials. Encourage your followers and partners to post it on their own pages or to share the posts. In all posts, please include the hashtags #SayYestoFCS and #FCSed. Embed the videos on your organization or program website (using the embed code/link).

3

Enlist your community and business partners.

Ask schools, state and county extension agencies, and other organizations to play the 30 second video on their digital billboards/signage, video monitors or scrolling banners in their waiting rooms, offices, or during community outreach events and activities.

4

Play at your next event, workshop/meeting, or conference.

Play the video PSA at parent/teacher meetings, Open House, Advisory Board meetings, or community programs. It may also be possible to play before school/community events, such as plays, concerts or sporting events. Ask conference organizers/planners to play the 30 second video PSA throughout the event as part of a trailer/crawler/ad between sessions or use the 3-minute video to kick off a session.

5

Show at career fairs, recruiting events, signing ceremony, or trade show.

Show the videos on a loop on screen or device in your booth/table at upcoming career fairs and trade shows. Showcase one or both videos during a "Say Yes to FCS" Signing Ceremony or other recruitment event.