

Author videos

Why record a video?

Author videos are an effective way of announcing your book and we've found that videos receive high engagement and views.

Filming your video

1. Plan what you are going to say and prepare a short script with bullet points. The video should be no longer than two minutes.
2. Introduce yourself, your book and briefly discuss its key themes/message.
3. You could explain why you wrote the book, including any other key points/messages about you and your research. Sign off by encouraging people to order a copy of your book via the MUP website **www.manchesteruniversitypress.co.uk**.
4. Choose a location to film your video. Ideally close to a window or in your garden, with a neutral or visually interesting background.
5. The easiest device to use is your mobile phone. Use the front-facing camera on your phone (Landscape). You can prop it somewhere or ask a willing family member to assist.
6. If you have a copy of your book, have it to hand so that you can hold it/refer to it during your video.
7. Be sure to keep the tone upbeat and conversational and try to make eye contact with the camera as much as possible.
8. Remember to use short sentences! Short sentences are easier to memorise.
9. Ensure the video is formatted as an MP3 or MP4 file.
10. Send the file to **abiodun.akambi@manchester.ac.uk** via WeTransfer, **www.wetransfer.com**.

Author videos we like



Lisa Harper Campbell introduces her book *Reframing remembrance*
<https://www.youtube.com/watch?v=6UBpynwK7eE>

John Lough introduces his book *Germany's Russia problem*
https://www.youtube.com/watch?v=_Lfg_aq4LeE&t=5s

A promotional video for *Emotional monasticism* by Lauren Mancia
<https://www.youtube.com/watch?v=pJE18bDP3nU>

Where will your video be hosted



YouTube, www.youtube.com/c/manchesteruniversitypress



Instagram IGTV channel, www.instagram.com/manchester_university_press

In 2021, MUP author videos on Youtube were watched by 8,100 people, amassing 65.9 hours of viewing.