

Your homework for this week is to begin exploring the wide world of advocacy videos and video platforms. Several of the sites/platforms we will be discussing in next week's class require that you have an account to access the content, so if you don't have one yet, that's a great place to start. Others don't require a log-in, and you can begin browsing video content without an account.

I recommend that you start looking at video content across platforms. Below, I've suggested a few accounts you might want to check out across different sites. The first one, Youth vs. Apocalypse, will be represented at our workshop next week. The second, the National Parks service, is a national organization, while the Marine Mammal Center, is a local/regional organization. Notice their different approaches to messaging both between organizations and on different media platforms. Some of these sites work better on mobile (i.e. your phone) but they all work on the desktop versions, as well.

1. Facebook. Requires an account. Start by liking and subscribing to The Forum's page: <https://www.facebook.com/Environmental.Forum.Of.Marin>
Then check out some of the video content

A. Youth vs.

Apocalypse: https://www.facebook.com/YouthvsApocalypse/videos/?ref=page_internal

B. National Parks

Service: https://www.facebook.com/nationalparkservice/videos/?ref=page_internal

C. Marine Mammal

Center: https://www.facebook.com/themarinemammalcenter/videos/?ref=page_internal

2. Instagram. Requires an account for full functionality, but you can access some content without an account.

If you do make an account, start by following the Forum's account:

https://www.instagram.com/forum_marin/?hl=en

Videos on Instagram are called "reels." Videos also appear in "stories," which are short-form, short-term posts.

A. <https://www.instagram.com/youthvsapocalypse/>

B. <https://www.instagram.com/nationalparkservice/>

C. <https://www.instagram.com/themarinemammalcenter/>

3. YouTube. Does not require an account.

A. Youth Vs

Apocalypse: <https://www.youtube.com/channel/UCmnvAqFokkAV8w622tAVW0A>

B. National Parks Service: <https://www.youtube.com/c/NationalParkService>
C. Marine Mammal
Center: <https://www.youtube.com/c/MarineMammalRescue>

4. Vimeo. Requires an account for full functionality, but you can access some content without an account.

- A. <https://vimeo.com/search?q=youth+vs+apocalypse>
- B. <https://vimeo.com/search?q=National+Parks+service>
- C. <https://vimeo.com/search?q=marine+mammal+center>

5. Tiktok. Requires an account for full functionality, but you can access some content without an account.

- A. Youth Vs Apocalypse: <https://www.tiktok.com/@youthvsapocalypse>
- B. National Parks Service: <https://www.tiktok.com/@nationalparkservice>
- C. C. Marine Mammal
Center: <https://www.tiktok.com/@marinemammalrescue>