

Video by SchoolInfo

The Next Best Thing to Being There

Why Video?

Watching videos has become the preferred method of getting information for many people. In 2020, 96% of consumers increased their video consumption because it was the most convenient way for consumers to receive important updates and information in an unprecedented time. In fact, people retain 95% of a message when it is relayed through video compared to only 10% retained when reading it through text. People prefer video messaging because it's the next best thing to being there in person.

Lean into the virtual learning revolution with SchoolInfo. Using our premium video platform along with your branded mobile app can engage students from anywhere, showcase all that your campus has to offer, give teachers a creative voice, and a whole lot more.

Video Messages:

School leaders love video messaging because it's personal. Educators like you use video messaging for simple daily announcements, sharing an exciting moment at a football game, or sending a positive message before a school break. Video gives you the chance to send a "wish you were here" message that text and images can't.

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With **Video Messaging** from SchoolInfo, share special experiences with your whole school community — **even if they couldn't attend.**



How It Works: Video Messages

- 1 Record your high-quality video message right from your phone. Have a friend tape you or record a live event.
- 2 Go to your app's dashboard and click "new post." Upload the video and push "send."
- 3 Watch as your school or district receives your message in seconds.

Video Messaging Benefits

- 1 Messages, whether you're sharing good or bad news, are more personal when coming from a familiar face
- 2 Boost morale by sharing school achievements
- 3 Re-purpose old content

Video Length Options

With three different tiers, there's a video package that fits every school or district and their budget.

- 1 The standard option allows you to send videos up to 30 seconds long.
For videos of games, school performances, meetings, or other live events, we recommend our
- 2 5-minute video option.
- 3 Love sharing videos? We can even give you unlimited video length. Just contact us to discuss.



"We have utilized the video feature for sending short clips of classroom activities, athletic accomplishments, and musical events at the school. The video feature allows the school to inform our community with firsthand highlights of events or activities they may not be able to attend."

Coy Sudvary, Principal Buckeye Local High School

Get Started Today

To add video messaging to your school's app, contact your SchoolInfo sales rep today.