



Trust us, we've been there. Recording videos in your classroom can be frightening at first, but there are so many discoveries to unearth when you record yourself and your students. Beyond surface level observations about your tone, posture, and mannerisms, you can observe how students really engage with you, their peers, and the curriculum. With video, you can see and hear every student to ensure you never miss a moment. And with Swivl, it has never been safer, easier, or more fun to get started with video! Here are some suggestions on bringing video into your classroom.



Teachers

Choose a short activity to record for self-reflection
Watching the first full lesson recording may be intimidating. We suggest starting with a short activity instead. Identify your positive moments and where there is room to grow.

Share triumphs and outtakes with your fellow teachers
We know every lesson isn't perfect, but that shouldn't stop you from recording often, even when your classroom is chaotic (AKA: fun). Share videos with your colleagues to start an interesting conversation.



Students

Reduce distractions for students
The camera may be distracting for students if they are able to see themselves on the screen. Turn down the brightness on your device to keep students focused.

Invite students to record themselves
Encouraging students to use Swivl for their presentations helps build familiarity and promotes career and college readiness. ELL students will especially benefit from watching themselves practice their language skills.



Parents

Request consent every time
Be transparent about your intentions by collecting consent forms from each student. Contact us for samples forms provided by real Swivl users. Remind parents that videos are 100% safe on Swivl's FERPA/COPPA compliant platform.

Bring parents into the virtual classroom
Share your students' best and brightest video moments on your class website or LMS. Parents will be grateful for the added insight into their child's learning.



Swivl's Guide to *Building Trust with Video*

We totally get it. If you're an **Administrator** or a **Coach**, asking your teachers to record videos in the classroom may be stressful for them, students, and parents alike. Even when recording is for self-reflection or coaching purposes, just the word 'video' can cause alarm, especially for teachers who have been part of your organization for a long time. Here are some suggestions for building a positive culture around the use of video in your school or organization.

Recruit Willing Teachers and Observers

Start your video program small by only asking willing teachers and observers to participate. Forcing recording in the classroom may create tension between you and your teachers and a negative environment for students.

Share your privacy plans

The privacy of teachers and students is a top concern. Properly investigate the privacy policies of your district, and proactively share them with teachers, students, and parents. We have several sample permission and media release forms if you don't know where to start.

Record with formative assessment in mind

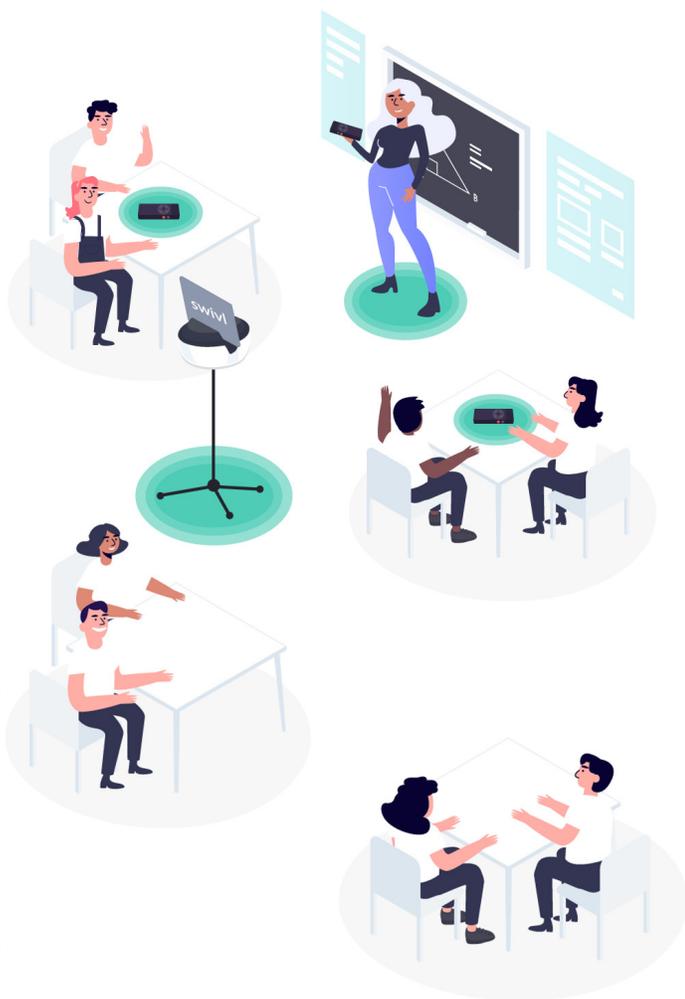
Piloting a video program with summative assessment can be stressful for teachers. Record often using a formative assessment strategy and they will begin to identify their glows and growths earlier in their video journeys.

Celebrate Teacher Participation

Recognize your teachers' bravery by identifying ways to reward and celebrate them. Thank them for reinforcing the culture of video. Rewards needn't be tangible - even providing extra opportunities for teachers to collaborate during regular school hours can be hugely rewarding for teachers who are strapped for time!

Collect Feedback Often

Understanding how your teachers, students, and parents are feeling about video recording is critical to a successful video program and should inform your procedures and goals.



Here is the bottom line for Admins and Coaches: If you're having trouble building a positive video culture in your school, record yourself using Swivl at every faculty meeting or PD session. Prove that video isn't scary at all, but actually super helpful! Find more advice on building trust from Harvard's "Best Foot Forward" Project online or reach out to us.