



Olivia - Creating Youtube content to raise awareness

What was your goal and what did you achieve?

I wanted to make a lot of videos about environmental awareness and about environmental issues, to spread awareness. I had a goal of maybe a hundred all together. I made a Youtube channel and then I filmed and edited a bunch of videos and uploaded them onto Youtube. It was mainly me, and the school Environment Club did help with some videos.

I haven't really been promoting it as much as I wanted to, but I've been doing it for our school Environment Club.

Your biggest success so far?

One of my videos hit 50 views.

Next steps?

I think I would continue the project just so I could spread more awareness.

What did you enjoy most?

Filming, it's fun. I'm doing whiteboard videos so it's fun to write.

Your advice to other students?

It takes a lot of time so you should have a schedule, like a plan, because you need to write scripts and then have editing skills and film.

This case study was transcribed from an interview. These are Olivia's words and opinions.