



What is Common Craft?

Common Craft produces short and simple educational videos "in Plain English." Our 3 minute videos make complex ideas easy to understand. We've worked with companies like Google and Ford to explain their products. Our focus is helping educators and influencers teach subjects like technology and financial basics.

Videos that Save Time

Introducing a new subject takes valuable time. Our videos are designed to help learners grasp the big picture and build context before moving into more detailed learning, online or off.

Licensing Options

Common Craft videos can be used by all types of organizations, including schools. Videos can be displayed and shared internally with our 3-year "Site" license, and our "Individual" license is perfect for one person's use. The "Commercial" license is designed for videos displayed on public-facing websites.



"Common Craft videos have become the standard of simplicity to which we aspire."

- Louise McGregor, ING

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Social Media Pack: 9 videos in Plain English



Video Pack: **Social Media Pack (15% discount)**

What it Teaches: Social media is transforming how we use the web by making it easy for everyone to create and share information. This pack covers the basic tools, technologies and topics that make social media possible.

Languages: English, French, German, Portuguese (Br), Spanish

Formats: Quicktime (.mov) and Windows Media (.wmv)

This pack includes:

- ✓ Introductions to common social media tools
- ✓ Simple metaphors that communicate big ideas
- ✓ A focus on the productive use of social media
- ✓ Messages designed to increase adoption

Prices: \$153 (individual); starting at \$2,677 (site)