



### 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.



"Because Common Craft breaks concepts down into 'plain English,' learners understand concepts more easily and become more relaxed for upcoming trainings."

- Amy Boehman, Fredrick County Public Schools

[www.commoncraft.com](http://www.commoncraft.com) | [info@commoncraft.com](mailto:info@commoncraft.com)

## Twitter Search in Plain English:



### About the Video: *Twitter Search in Plain English*

**What it Teaches:** This video uses a metaphor of "Twiterville" to illustrate the opportunities to use the Twitter Search feature to find people and information, read news and discover emerging information.

**Languages:** English

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

**Length:** 3:18

### The video includes how Twitter Search:

- ✓ Helps businesses listen to customer feedback
- ✓ Creates a real-time news source
- ✓ Makes trending topics visible
- ✓ Connects related information with hashtags

**Prices:** \$20 (individual); starting at \$350 (site)