# Safe, Scalable Video Hosting for K12 Schools

The use of video in K12 education is growing exponentially fueled by ubiquitous, low cost recording devices and apps. In addition, new education technology and teaching methods that embrace video as a learning and response method are driving video growth in K12 schools. As such, school administrators are faced with a growing dilemma of how to safely manage video hosting and sharing. The solution is SchoolTube and CLEVER.

**SchoolTube,** launched in 2007, is 100% dedicated to the needs of K12 educator and students and is the gold standard for safe K12 video hosting.

**CLEVER,** launched in 2012, is 100% dedicated to the data integration needs of K12 schools and districts and is the gold standard for ed-tech data and system integration.

Together, SchoolTube and CLEVER create a scalable, trackable, SAFE solution for hosting K12 schools' expanding library of educator and student create videos.

**How it Works**.

On SchoolTube, teachers, school admins and other trusted staff act as moderators to approve videos before they are allowed to be fully hosted on our site. As such there is no unwanted or inappropriate content allowing SchoolTube to be "whitelisted" for use in-school and from behind the school firewall. SchoolTube is a FREE service supported by school-appropriate advertisers and sponsors. Low-cost, subscription-based Ad-Free service is also available. Today SchoolTube has viewership and users in over 90,000 K12 schools.

CLEVER is an ed-tech integration platform that creates connections between school information systems and education technology platforms to refresh, populate, and sign-on to school-approved applications. The result is a seamless data integration with single sign-on (SSO) capabilities enabling teachers and students to quickly and easily access approved applications. Today, CLEVER operates in over 60,000 US K12 schools and connects with thousands of educational applications – and now SchoolTube!

**Getting Started.**

If your school or district is already using CLEVER, simply login to your CLEVER portal and follow the standard steps for activating a new application. From within the CLEVER portal you have the ability to grant access to SchoolTube on a District, School, Teacher or Student basis. No need for your user to set up separate SchoolTube accounts. The CLEVER process handles it all. Following activation, notify school admins and faculty of immediate SchoolTube availability and recommend use of SchoolTube over YouTube© Vimeo©, etc.

If your school or district is not using CLEVER, simply direct your faculty, staff and students to visit www.schooltube.com to create individual user accounts.  If you are ready to explore or activate CLEVER, we can introduce the CLEVER  integration team to establish a CLEVER connection for your organization.

For more information please contact SchoolTube at info@schooltube.com or visit www.schooltube.com