



NetPoulSafe

## USING VIDEOS FOR DISSEMINATION OF INFORMATION TO VISITORS OR FARMERS



### KEY POINTS

- Dissemination of scientific/technical information to farmers/visitors.
- Short videos present many advantages.
- We propose a framework + some tips to prepare and use the videos.

### Why audio-visual material?

- More **appealing** than a simple text/report
- Makes information more **visual/real** → **more impact**
- Possibility to reach a **wide public** (adapted to web dissemination)



### Framework for preparing videos

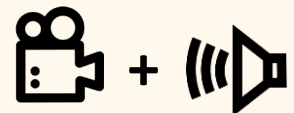
1 Define objectives + **key messages**



2 Write a **detailed** scenario = spoken text + videos parts + music/sound effects



3 Gather/record your videos/sounds



4 Video editing



5 Upload/disseminate



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Write a **detailed** scenario = spoken text + videos parts + music/sound effects



- Use a table or a detailed text. →
- Keep it **short!**
- Don't forget to present yourself / your organization and the people who talk (orally or using subtitles).

Date	Time	Audio
2023-01-01	10:00:00	10:00:00-10:00:05
2023-01-01	10:00:05	10:00:05-10:00:10
2023-01-01	10:00:10	10:00:10-10:00:15
2023-01-01	10:00:15	10:00:15-10:00:20
2023-01-01	10:00:20	10:00:20-10:00:25

Video recording



- Do several takes, try having multiple **angles** or **frames** for interviews
- Find or record videos of the **farm** (top view, panorama...) or the interviewed person **when he/she works**



Sound recording



- Record if possible all interviews in the **same environment** (same background noise throughout the video)
- **Alternate** interview and voice-over
- Sound-effects may add dynamism (**do not overuse them**)
- A (discrete) **background music** may facilitate transitions or be used for descriptive visual parts
- Voice-over: **do not read the text as you write it**, make it sound natural and fluent.

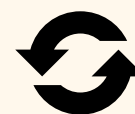


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## Video editing



- A **wide choice** of editing **softwares** is available, from professional to free softwares (including intuitive ones)
- Add **images or text boxes** to create useful and easy “special effects”
- Transition special effects : keep it simple !
- **Keep frames short**, even in a long interview (use farm videos, change the angle ...)
- Thing about adding subtitles



## Upload/disseminate



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- Think about the **availability/visibility** (public search, restricted to users who have the link ...)
- Different **platforms** are available for uploading/storing/accessing
- Make it easy to disseminate : provide links, QR codes ...

### In a nutshell:

- Define well your goals and key messages
- Maintain a dynamic & short video
- Prepare your dissemination strategy
- Ask for the support of professionals if you feel uncomfortable with technical aspects

### For more information:

- [NETPOULSAFE YouTube Channel](#)
- NETPOULSAFE project : <https://www.netpoulsafe.eu>

