

Training event for project partners on knowledge transfer and dissemination

Jane Brandt, Giovanni Quaranta, Rosanna Salvi, Mariacristina De Luca

Part A: Presentation with notes

Part B: Guidelines for using social media with appendices



DOCUMENT SUMMARY	
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1 (Coor)	Wageningen University (WU)	Netherlands
2	Joint Research Center (JRC)	Italy
3	Research Institute of Organic Agriculture (FiBL)	Switzerland
4	Universität Bern (UNIBE)	Switzerland
5	University of Évora (UE)	Portugal
6	Technical University of Madrid (UPM)	Spain
7	Institute for European Environmental Policy (IEEP)	UK and Belgium
8	Foundation for Sustainable Development of the Mediterranean (MEDES)	Italy
9	ISRIC World Soil Information (ISRIC)	Netherlands
10	Stichting Dienst Landbouwkundig Onderzoek (DLO)	Netherlands
11	Institute of Agrophysics of the Polish Academy of Sciences (IA)	Poland
12	Estonian University of Life Sciences, Institute of Agricultural and Environmental Sciences (IAES)	Estonia
13	University of Ljubljana (UL)	Slovenia
14	National Research and Development Institute for Soil Science, Agrochemistry and Environmental Protection (ICPA)	Romania
15	Agrarian School of Coimbra (ESAC)	Portugal
16	University of Miguel Hernández (UMH)	Spain
17	Agricultural University Athens (AUA)	Greece
18	Institute of Agricultural Resources and Regional Planning of Chinese Academy of Agricultural Sciences (IARRP)	China
19	Institute of Soil and Water Conservation of Chinese Academy of Sciences (ISWC)	China
20	Soil and Fertilizer Institute of the Sichuan Academy of Agricultural Sciences (SFI)	China
21	CorePage (CorePage)	Netherlands
22	BothEnds (BothEnds)	Netherlands
23	University of Pannonia (UP)	Hungary

24	Institute of Soil Science of the Chinese Academy of Sciences (ISS)	China
25	Gaec de la Branchette (GB)	France

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Jane Brandt, Giovanni Quaranta, Rosanna Salvi, Mariacristina De Luca

September 2017

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PREFACE

In iSQAPER, the role of WP9 (Dissemination and Communication) is to coordinate and facilitate contact and communication with the different groups of actors and target audiences who will be involved in the project, including the case study site stakeholders. The aim is to ensure efficient and effective dissemination of knowledge generated in the project using a variety of media and methods as appropriate for the different actors and target audiences. These will include (among others) a website and a television film specifically designed to present the key messages from iSQAPER.

There are five specific tasks in WP9

- Task 1: Development of the iSQAPER Dissemination and Communication Strategy
- Task 2: The development of methods of knowledge transfer and dissemination
- Task 3: iSQAPER information system (iSQAPERiS)
- Task 4: Promotion of SQAPP
- Task 5: iSQAPER – visual impact

Deliverable 9.3 is a training event for project partners on knowledge transfer, included as part of Task 2.

Training event on Using Social Media for Dissemination

The training event on Using Social Media for Dissemination was delivered from 9:20 to 12:30 on Wednesday 13 September 2017, at the Third iSQAPER Plenary meeting in Beijing.



The meeting was attended by some 70 members of the iSQAPER consortium and all work packages and study sites were represented at the training event.

This document is build up in two parts:

Part A: Training event presentation with notes

Part B: Guidelines for using social media with four appendices

PART A: TRAINING EVENT PRESENTATION WITH NOTES

Dissemination and Communication – Training Session

Using Social Media for Dissemination

Jane Brandt, Gianni Quaranta, Rosanna Salvia, Mariacristina de Luca

September 2017, Beijing, China

Work package no: 9



ISQAPER 3rd Plenary meeting
Beijing, China. 10-15 September 2017



Welcome to the dissemination and communication training session.

When we wrote the project proposal in early 2014, we included provision for a training session to be held in conjunction with a plenary project meeting. We deliberately left the subject of the training vague, waiting to find out what the group and the project might find most useful.

For reasons that I'll explain in a moment, we've decided to use the session to look at Using Social Media for Dissemination.

Although they're not able to be here, the rest of the MEDES group and particularly Mariacristina have had significant input to preparing this session.

We've got just over an hour for the first part, then we'll have a tea break, and the second part of the session will take us up to lunch time.

I'll do some talking, but then the plan is for us to divide up into study site or WP groups and do some work on the key messages we want to deliver from each and to start working on some infographics and making short videos.

What we wrote in the Grant Agreement



“A **variety of formats and media**, including a web-based information system, will be used to inform and engage targeted stakeholders, who will range from land users to high-level policy makers and the general public.”

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Beijing, China, 10-15 September 2017



A long time ago in a galaxy far, far away, when we wrote the iSQAPER project Grant Agreement, we said

“A variety of formats and media, including a web-based information system, will be used to inform and engage targeted stakeholders, who will range from land users to high-level policy makers and the general public.”

It seemed like a good idea at the time and, to be honest, it still does. In Horizon 2020 the Commission puts a lot of emphasis on disseminating the results of its research programme to the tax-paying population that ultimately funds it.

We were a bit vague about what this “variety of formats and media” might be because the world of information and communication is changing rapidly and while it once might have been sufficient to produce hard copies of project leaflets or executive summaries to hand out to people, that looks hopelessly old-fashioned now.

February 2017, first iSQAPER review in Madrid



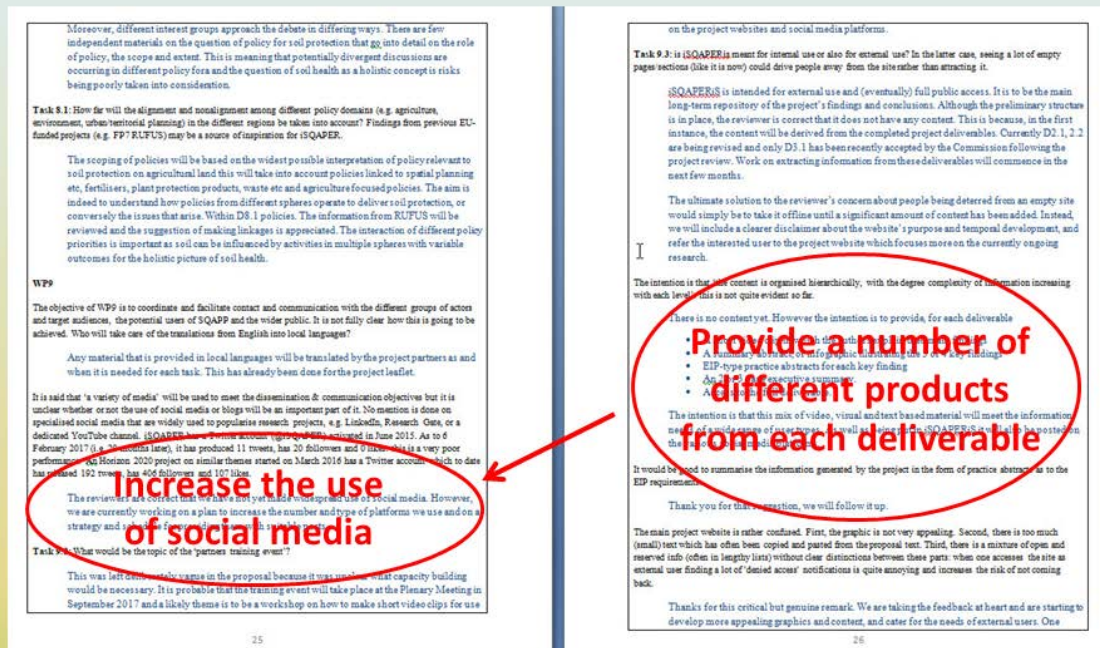
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In February this year, had our first project review meeting.

I think that everyone who went, found it to be a very positive and helpful experience, and particularly this guy really went through the project in a lot of detail, understood what we were doing, and shared his experiences of doing similar things.

Reviewers' feedback



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When we got their feedback, they highlighted a couple of things what we know we need to do, but haven't yet started.

[] Firstly we need to increase our use of social media.

[] Secondly, now that the first deliverables are being finished, we also need to make sure that we present the information they contain in different ways in order to reach a wide range of audiences; that we provide a number of different products from each one.

In particular we need to focus on the shorter key messages that summarise the more detailed results because [] it is this summary information that we will send out using social media.

Part of the reason we hadn't started this earlier was that we were waiting to be able to report concrete results, not plans for what we were going to do. But also we needed to recruit someone to the MEDES team who has the necessary experience and expertise.

Mariacristina De Luca and MEDES internal meeting in July



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Actually, this search for the right person took longer than we had expected, mainly because we were looking for a particular combination of skills. But eventually we found Mariacristina De Luca who has now joined the MEDES team.

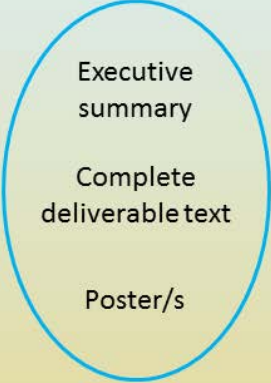
Her background is not in environmental sciences but in different aspects of design, and also in social media communication.

[] In July we had a MEDES internal meeting where we combined

- our knowledge of the ways research groups like us are accustomed to working and presenting their results with
- Mariacristina's knowledge of the potential for using different formats that can then be disseminated using social media.


This training session is the result of that meeting.

Results formats - deliverables




Executive summary
Complete deliverable text
Poster/s

iSQAPERiS website



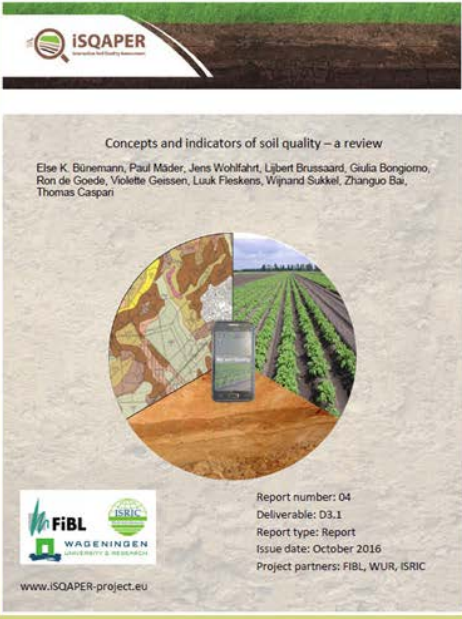
List of key messages
Infographic/s
Video clip/s

Social media, newsletters





Academic paper/s

Scientific journals, ResearchGate, LinkedIn



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So, I spoke about our need to provide our results in a number of different formats.

It's important to say that we don't want (or intend) to add significant extra tasks to an already full work programme. What I'm talking about is not creating new stuff, just taking what we already do a step further. But it does need some different skills and, because of that, is exciting.

Each time we write a deliverable we already produce

- Executive summary
- Complete deliverable text
- Poster
- Academic paper or two

What we also need to do is to produce is

- List of 2, 3, 4 single sentence, clear key messages
- Infographics for each message
- Video clip for each message

The executive summary, complete deliverable text and posters will be disseminated using the iSQAPERiS website

The Academic papers by the usual scientific journals and platforms like ResearchGate and LinkedIn

The Key messages, infographics and video clips will be disseminated using social media platforms and the project newsletter.

You can see that, by adding in this group of products we have the potential to reach a much wider audience.

Results formats – study sites

Description of study site

Study site specific section of each deliverable

Poster/s

iSQAPERiS website

List of key messages


Infographic/s

Video clip/s

Social media, newsletters

Academic paper/s

Scientific journals, ResearchGate, LinkedIn



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The same is true for the research results from the study sites.

We already have descriptions of the study sites

In many of the deliverables there will be a specific section for each site

Poster

Academic paper or two

What we additionally need to do is to produce

List of 2, 3, 4 single sentence, clear key messages

Infographics for each message

Video clip for each message

Training session

Key messages

“Land capability in Europe and China depends on climatic and soil factors.”

“Organic carbon strongly affects soil quality.”

“Farming practices can enhance or reduce soil quality.”

Infographics



Videos



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In this training session, we're going to concentrate on these three things:

- Revising the various key messages are emerging from each study site and work package.
- Planning infographics for each message
- Start making short videos to illustrate each message.

I'd like you to work in groups of 2 or 3 people. One group for each study site, and one group for each WP. May be easiest to reorganise the seating now, so I'll just check where you all are now.

Organise into groups. Anyone not in a group?

I'm going to run through all three tasks together now, then leave it up to you how you progress through them. The reason is that I suspect that there might be some iteration between the tasks. So you decide on a key message, start to work on the infographic or video, then realise that the message needs to be revised a bit.

Guidelines



Key messages

```
graph TD;
    KM[Key messages] --> I1[1. Infographics];
    KM --> V2[2. Videos];
    I1 --> N3[3. Newsletter];
    V2 --> Y6[6. YouTube];
    N3 --> F4[4. Facebook];
    N3 --> T5[5. Twitter];
    Y6 --> F4;
    Y6 --> T5;
```

1. Infographics

2. Videos


6. YouTube


3. Newsletter

4. Facebook

5. Twitter

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At the beginning of last week I circulated a first draft of a document called “Guidelines for Using Social Media for Communication”. I think you’ve all got copies. We’re going to refer to it a bit during this session and it also contains a lot of extra details and all the various logins that you may need.

As I say, there are instructions for making the infographics and the videos in the Guidelines and a lot of advice on making effective use of the various dissemination platforms.

First Task - Key messages

“Land capability in Europe and China depends on climatic and soil factors.”

“Organic carbon strongly affects soil quality.”

“Farming practices can enhance or reduce soil quality.”



Work packages



Study sites



Stakeholders

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The first task – that isn't in the Guidelines is to decide on our key messages. What are these?

A key messages are the main pieces of information that we want to communicate from the project in the form of simple statements for example

- Land capability in Europe and China depends on climatic and soil factors
- Organic carbon strongly affects soil quality.
- Farming practices can enhance or reduce soil quality

While the project as a whole has a number of general key messages to deliver, each work package and study site has distinct and different messages according to the research theme and local situation of each and the particular audiences the messages are intended for.

In deciding what our key messages are, we must not forget that the stakeholders in all the study sites have also told us what they would like to learn from the project.

First Task - Key messages

Study site 9:	Trzebieiszów, Poland (11), PC zone: CON (Continental)
Study site leader:	Jerzy Lipiec, Bogusław Usowicz, Magdalena Frac
Contact email address:	j.lipiec@ipan.lublin.pl , b.usowicz@ipan.lublin.pl , m.frac@ipan.lublin.pl
Page last updated:	17-Nov-16
KEY MESSAGES	
1	Soil quality is important
2	Organic carbon strongly affects soil quality
3	Soil quality preserves global sustainability
4	Defining practices enhancing soil quality is needed
Information requested by stakeholders in Milestone 5.1 includes: how to increase water holding capacity and organic matter content and reduce acidity of soil; information about soil biodiversity and soil improvement practices	

WP 2:	Spatial analysis of crop and livestock farming systems across pedo-climatic zones in Europe and China
WP leader:	Gergely Toth
Contact email address:	gergely.toth@jrc.ec.europa.eu
Page last updated:	01-Dec-15
KEY MESSAGES	
1	Europe has very diverse possibilities for agricultural practices
2	Land capability in Europe depends on climatic and soil factors
3	Farming systems and their sustainability in European regions are determined by these natural factors and the applied management practices
4	

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This isn't the first time that we've thought about the key messages. At the first plenary meeting we already started discussing them, they've been revised a few times, and the current versions are listed in the PEDR spreadsheets for each WP and SS

Study sites already have copies of their sheets to refer to, hand out to WPs

First task – key messages

Look again at the key messages. Do they need to be

- Revised
- Rewritten
- Refocussed

Target: 3 or 4 key messages per WP or study site formulated in just one or two short sentences.

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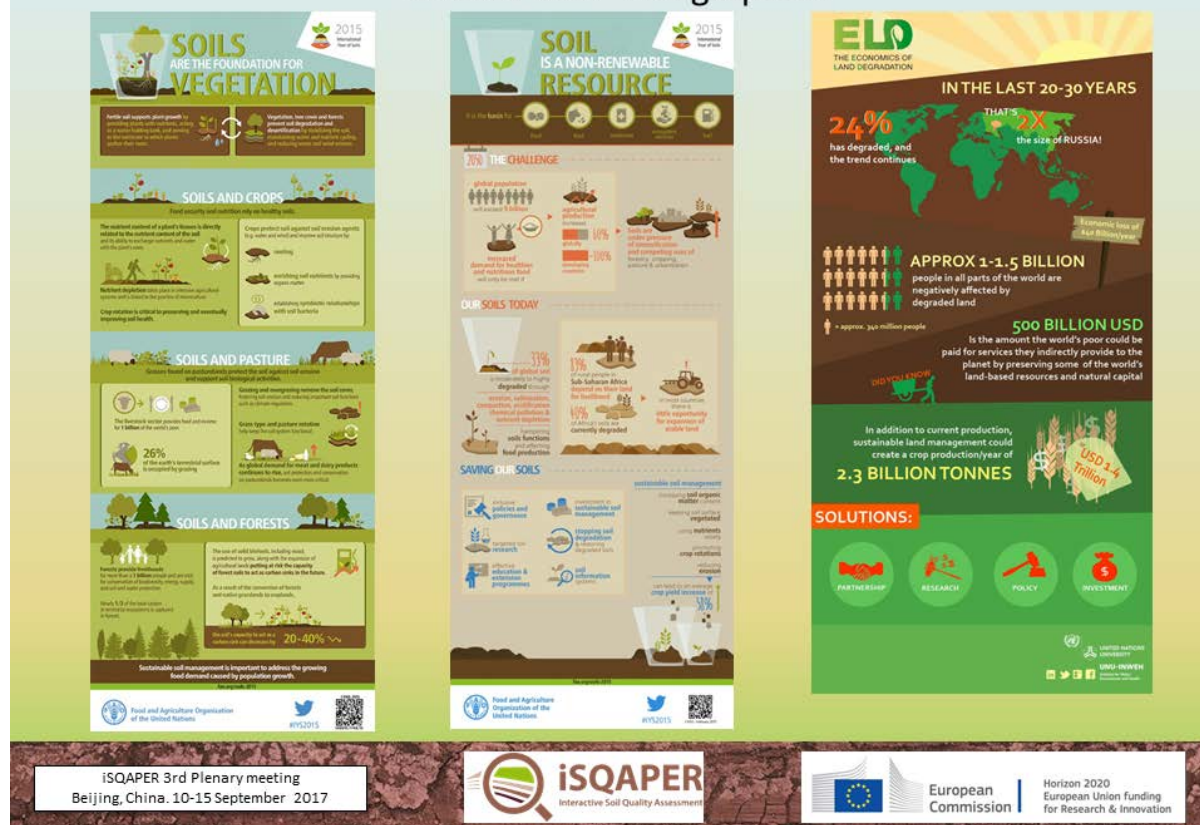
What I'd like you to do is to look again at them.

Knowing what we know now, do they need to be

Revised, rewritten, refocussed.

Ideally we need 3 or 4 key messages per WP or study site formulated in just one or two short sentences.

Second Task - Infographics



Having looked at the key messages, our second task is to plan an infographic for each one.

On social media, infographics are 30 times more likely to be ready than purely textual article. They are the most shared content type and therefore one of the best and quickest ways to communicate. They are easy to digest but it requires a bit of time and thought to create them.

The section on infographics starts on P4 of the Guidelines

If you search online for “soil infographic” you will come up with a number of examples.

This one from FAO that explains why “Soils are the foundation for vegetation”

You can see that there is a mix of visual and text information – probably less text than we are used to using in posters. Unlike posters they are long and thin because it's how digital readers prefer the content, scrolling from the top to the bottom. If they are long and thin, it's also possible to cut the infographic in different parts.

Infographics are focussed on a just a single point. If you have two points, make two infographics.

[] This is what FAO has done for 2015 International Year of Soils, there is a whole series of infographics, each one dealing with separate message. The message for this one is “Soil is a non-renewable resource”.

[] Here’s another example from the United Nations University that summarises the “Economics of land degradation”.

Second Task - Infographics

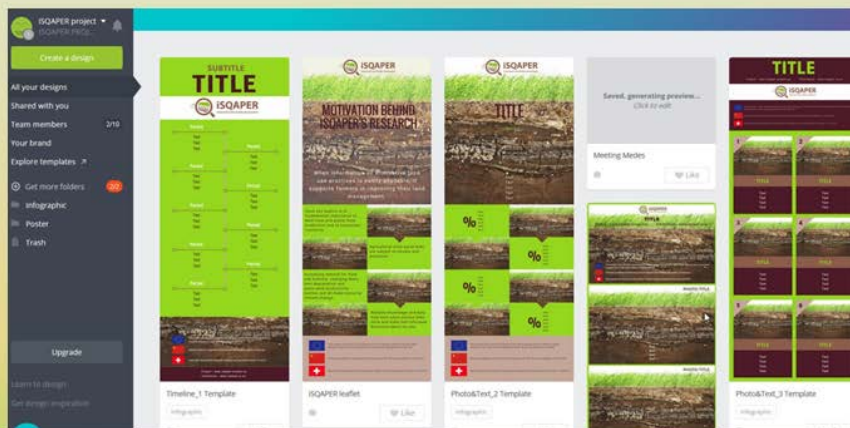


Canva

<https://www.canva.com>

Username: isqapermedia@gmail.com

Pw: Napoli2017!



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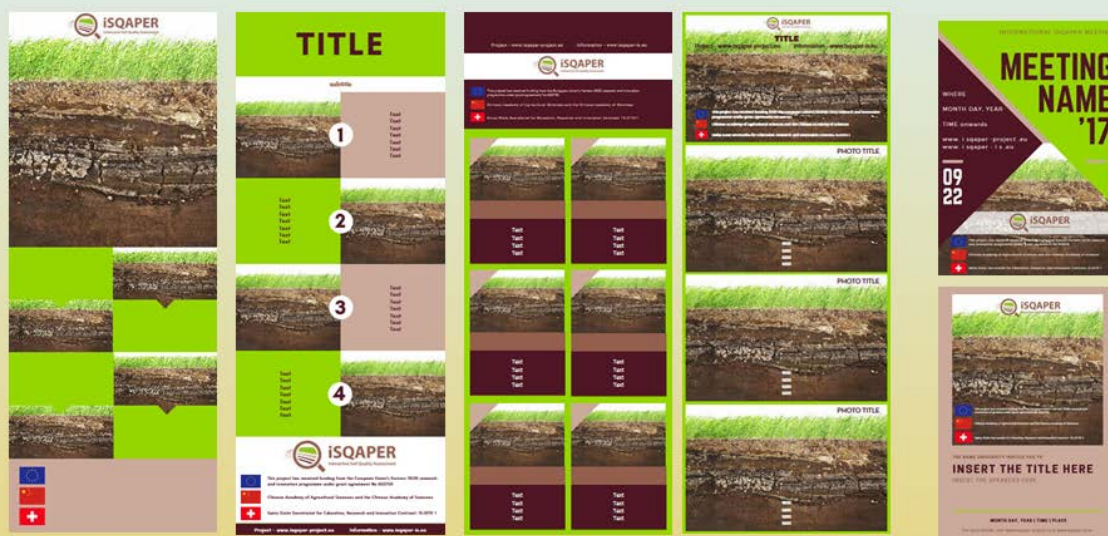


There are a number of different online platforms for creating infographics. For iSQAPER we propose using Canva which is a free graphic-design tool website.

We've created a isqaper account for everyone to use. The login details are here and in the guidelines. When you login, you'll see all the templates that Mariacristina's made with different options for combining text and photos. The information about how to use them are in the guidelines, and, having done a quick one myself, I can confirm that it is straightforward.

You can use any of the templates as they are, just adding text or you might also want to change the images.

Second Task - Infographics



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Because all the infographics are created online and I didn't know what internet access we would have here, I don't propose that we use our time here to actually put together and finish any infographics, but we can start to plan them.

I'm passing round a printout with these templates for each WP and SS group. Of course if you want to design your own layout, you can do that too. We just ask that you keep to the same colour scheme, same fonts and include the funding information.

Second task – Infographics

For each key message, start to plan an infographic

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For each key message start to plan an infographic. You'll need to consider what text you will use, if you'll use any graphs or charts or other images to illustrate it.

You don't have to complete it here, but get on as far as you can with planning.

Third Task: Video



iSQAPER's videos

- Present the key messages
- Introduce the study sites
- Show particular soil quality issues in the field
- Show examples of good practice

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Video is the future of social media and has become a very powerful tool to tell stories and engage audiences.

[] We want to create a number of short videos about iSQAPER, made by as many of the project members as possible to

- Present the key messages,
- introduce the study sites
- show particular soil quality issues in the field
- Show examples of good practice

Even recently this would have been beyond the capacity of most non-specialists but with smart phones and simple editing software, it has come in within our reach and all of us can make short video clips in which we explain our work.

Why would we want to do this? If we can see and hear from all the people and voices who are part of the consortium, and get a sense of your enthusiasm and interest, and all the different places we are working, it will bring the project to life in a way that nothing else will do.

Section 2 of the Guidelines deals with making videos in detail. Again, we won't be able to create a finished product in the time we have available today but I hope we will be able to make a start, planning the storyboard and recording the audio tracks for at least one of our videos.

If you have to choose between concentrating on the infographic or the video, I suggest you try the video.

Third Task: Video

Video making - instructions

Click image to jump to video



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We've recorded a few short demonstration videos to show you. The first one is about how you make a video for social media, summarising what's written in the Guidelines.

I want to warn you in advance that the sound quality isn't as good as we wanted, there was a lot of background noise that we couldn't edit out, we didn't have time to re-record it and the sound is uneven. And the presenter's a truly dreadful actor ...

[\[Press picture above to play video\] play video](#)

Even while we were filming this, we realised that it is probably more complicated than the videos we want to ask you to make.

The outside location made sound recording difficult, the addition of music and sub-titles meant that there was a lot of post-production.

Third Task: Video

Example of key messages from a deliverable

Click image to jump to video



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So, on to example two, which is a fictional description of a key message from an iSQAPER deliverable.

[\[Press picture above to play video\] play video](#)

What did we learn from making this video?

We recorded this inside which made the sound quality much better.

Because he has problems with his eyesight, Gianni had to memorise the script which we learnt is not easy. It turns out that people employ actors for a good reason! So we recorded each section separately, sometimes repeating it several times.

Third Task: Video

1. Who I am and what I am doing

My name is Gianni Quaranta from the University of Basilicata, Italy. With my colleagues I have been looking at the different farming systems used in Europe and China.

2. Key message

A farming system is a combination of natural resources, the dominant farm activity, soil management and the main technologies used.

3. Example

The farming systems we are looking at in iSQAPER include irrigated and non-irrigated arable land, permanent crops, pasture and livestock specialisation.

4. Why this is important

If we are trying to increase soil quality it is important to understand the farming system because different farming systems put the soil under different types of pressure.

5. How we will use this information in the rest of iSQAPER

We will combine this information about farming systems with information about soil type and quality and the climate to provide recommendations for sustainable land management in Europe and China.

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The main purpose of this video was to show you the structure of the storyboard we wrote for it and how short the text has to be.

We divided it up into 5 sections

- 1
- 2
- 3
- 4
- 5

With the opening and closing title pages, this video lasts 1:13 and the script is just 126 words long.

Third Task: Video

Example of an introduction to a study site

Click image to jump to video



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So, on to our third and final video.

This one is an example of a description of a fictional iSQAPER study site.

Rather than just recording the speaker with a headshot, I've added shorter clips to illustrate what I'm talking about.

Third Task: Video

1. Write the Storyboard

Video/still	Audio
00 Title	Brief overview of character of the area The High Weald area of south-east England is one of the project's study sites.
01 High Weald	The High Weald is an area of ancient countryside and one of the best surviving medieval landscapes in northern Europe.
02 Track	About a quarter of the High Weald is covered by woodland, the rest is a mixture of small fields and farmsteads connected by ancient tracks.
03 Soil profile	Soil characteristics The area is dominated by loamy/clay soils, most of which have poor drainage.
04 Compaction	They are prone to compaction and damage by the use of heavy machinery.
05 Stream	They are also highly variable over short distances, making it easy to locally overdose with inorganic fertiliser.
06 History	Land use change and pressures From the 14 th to the mid 20 th Centuries, the High Weald was one of the slowest-changing regions in Britain, continuing most traditions from Saxon times.

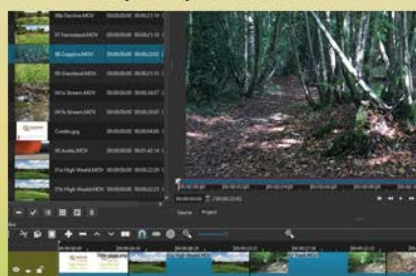
2. Record the first track – you reading the text.



3. Go into the field to get extra footage



4. Put the different clips together in post production



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What did I learn from making this video? Most of it is summarised in p 9 of the Guidelines.

[] 1. Write the storyboard. The full storyboard for this video is in the guidelines.

- It is really worth spending time on the story board to make it as simple and clear as possible.
- You need very few words. For a 60 second video, you only need a script of 140 words.
- Divide the script into phrases and decide what images you are going to use to illustrate each one.

Record the video remember Mariacristina's instructions about holding the camera horizontally and using a tripod or something to rest the camera on

[] 2. Start by recording yourself reading the text

[] 3. Then go into the field to get the extra footage.

[] 4. Put the clips together in post production. Inevitably some post production will be necessary. But it's not that difficult. You can either do it yourself (we will supply the instructions) Or you can send the storyboard and footage to me and I'll do it for you. I will provide the instructions for this too

[] So the task for today, I'd like you to take one of the key messages, write the script and record yourselves reading the text. The other two stages you will need to do when you get home.

I'm hoping that at least someone in each group has a phone that you can use for the recording? *Check*
I've also got some blank storyboard sheets for you to use. *Circulate*


The three tasks

Key messages	Infographic	Video
<p>Look again at the key messages. Do they need to be</p> <ul style="list-style-type: none"> Revised Rewritten Refocussed <p>Target: 3 or 4 key messages per WP or study site formulated in just one or two short sentences.</p>	<p>For one or two key messages</p> <ul style="list-style-type: none"> start to plan an infographic 	<p>For one key message</p> <ul style="list-style-type: none"> Write the storyboard for a 1 minute video clip Record yourselves reading the script.


Use the same/similar text for both infographic and video

The text and video does NOT have to be in English

ISQAPER 3rd Plenary meeting
Beijing, China. 10-15 September 2017



ISQAPER
Interactive Soil Quality Assessment



European Commission

Horizon 2020
European Union funding
for Research & Innovation

Here again are the three tasks

[] Firstly Revise, rewrite, refocus your key messages. Your target is to have 3 or 4 messages per WP or study site, formulated in just one or two short sentences

[] Secondly start to plan infographics for one or two of the messages

[] Thirdly for one of the messages write the storyboard for a 1 minute video clip and record yourselves reading the script.

[] You can use the same key message for the infographic and the video, and the text. You can record them in whatever language you choose.

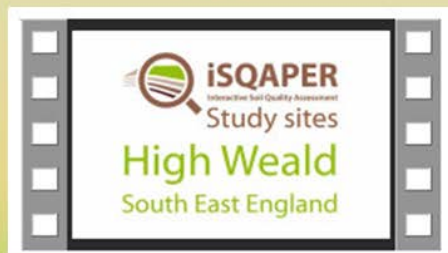
Get started, take your tea break when you like

20 minutes before the end of the last session, at 12:10 we will come back together and see how everyone's got on.

What next?

Finish the infographics and videos we've started here so we can start our social media dissemination.

Study site 9:	Trzebieżów, Poland (11), PC zone: CON (Continental)
Study site leader:	Jerzy Lipiec, Bogusław Ułowicz, Magdalena Frac
Contact email address:	j.lipiec@ipan.lublin.pl, b.usowicz@ipan.lublin.pl, m.frac@ipan.lublin.pl
Page last updated:	17-Nov-16
KEY MESSAGES	
1	Soil quality is important
2	Organic carbon strongly affects soil quality
3	Soil quality preserves global sustainability
4	Defining practices enhancing soil quality is needed
Information requested by stakeholders in Milestone 5.1 includes: how to increase water holding capacity and organic matter content and reduce acidity of soil, information about soil biodiversity and soil improvement practices	



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Intention is to finish the infographics and videos we've started here as soon as possible, so we can get our social media dissemination underway.

1. Update the PEDR with your revised key messages
2. Finish the infographics online using canva platform.
3. Finish the videos – film any extra footage you need, either complete the post production yourselves or send the storyboard, the track with you reading the script and all the extra footage to Jane. We will provide the information about how to do this.

PART B: GUIDELINES FOR USING SOCIAL MEDIA WITH APPENDICES

These guidelines have been prepared to assist the partners in the iSQAPER consortium in preparing material for and disseminating it by social media.

Not all the guidelines will apply to everybody. For example guidelines about setting up and monitoring the Facebook business page only apply to the people who are given administrative roles.

For all partners

Information that is relevant to all partners is in normal black font.

For administrators or editors

Information that is mainly relevant to administrators is in grey font.

1. INFOGRAPHICS

For all partners

**** We will discussing making infographics from deliverable and study site results at the Plenary Meeting in Beijing**

Infographics are 30 times more likely to be read than a purely textual article. Infographics are also the highest shared content type and therefore, one of the best and quickest ways to communicate data to your audience. While infographics are easy to digest, they're not necessarily easy to create, that's why you should follow these steps.

1.1 How to make an Infographic in 12 steps

Step 1: Create an infographic for a specific target audience

The way to come up with a great infographic idea is to figure out what the audience wants. Don't try to choose something that is generically popular rather than specifically relevant to the audience. Keep it specific, relevant, and targeted.

Step 2 : Keep it simple

One of the advantages of infographics is that they can distil advanced ideas into a simple visual form. Simplicity wins. Always.

Step 3: Keep it focused

Don't just make the infographic a potpourri of facts and figures. Make it a streamlined and focused on a single topic. In fact, an infographic is intended to drive a single, focused point.

Step 4: Show things visually

The best infographics are ones that have a good balance of visual information and written information.

Step 5: Make it easy to view

Information in an infographic can get lost in resizing. Many infographics have a variety of font sizes. Make sure that the smallest font on the infographic can be seen without too much difficulty. The infographic should be easy to read and view.

Step 6: Make it a manageable length and size

Infographics are supposed to be big. But to go too big means you start losing people. Moreover, users might be on a slow connection, so it's necessary to keep the infographic to 1.5 MB.

Step 7: Make it balanced

Good infographic design includes a balance of visual elements with the necessary negative space (i.e. the space around and between objects) to help guide the viewers as they look at the infographic.

Step 8: Create a significant headline

The infographic's headline is extremely important. This principle is the same as with a great blog article. The infographic doesn't get any attention if it doesn't have a great headline. Good headlines will have these features:

- describe the infographic
- grab the user's attention
- short enough to understand at a glance (70 characters is a good length)

Step 9: Focus on the flow

The greatest strength of an infographic is that it can flow both cognitively and visually. An infographic has the ability to convey an idea by taking you from one phase to another, sequentially and seamlessly. The flow will help the user pay attention and to be persuaded by the message that you are presenting.

Step 10: Check facts and figures

Many infographics focus on presenting data. But make sure that you're being accurate, by focusing on these three often overlooked areas:

- make sure that the statistics themselves are true
- make sure that the sources are reliable
- make sure that the graphical representation of the data lines up with the numbers

Step 11: Cite the sources

Where did you get the data? Cite it. Try to use sources that are as up-to-date as possible. Cite the source at the very end of the infographic.

Step 12: Promote it

To let the infographic explode in popularity, you will have to promote it:

- Reach out to influential sources in your niche and ask them to feature the infographic
- Make your infographic shareable with social plugins
- Ask users to share it

(See also **1.3 FOUR WAYS TO GET YOUR INFOGRAPHIC TO GO VIRAL** below).

1.2 Infographic creation platform

There are a number of different online platforms for creating infographics. For iSQAPER we propose using Canva, which is a free graphic-design tool website. It has an easy to use drag-and-drop interface and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics. We have already created 3 templates specifically for iSQAPER.

Getting started with Canva**Step 1: Login**

- Website - <https://www.canva.com>
- Username – isqapermedia@gmail.com

- Psw – Napoli2017!

Step 2: Templates

- In the main menu, on the left part of your screen, you will find two folders: Poster and Infographic
- In each folder, there are different kinds of Templates, we've already done –two Timelines and three Photo & Text for Infographic and three Poster Template, for meeting, conference and event - choose the one you need
- **When you find the template you wish to edit, hover over it. A small arrow will appear on the top right-hand corner of the template. Click on it. From the menu displayed, click on Make a copy**
- **Before to start with the editing part, click on the file name and modify it**
- Click on the Template you choose and a pop-up page with a preview will open. Click on Edit button to modify it

Step 3: Text Edit

- Modifying the content is very easy, because the style and settings elements are already set up
- To have a better view, zoom in or out, clicking on the + or – button on the bottom-right corner of the editor
- Click on each window to modify the text, select the content you want to modify and write directly into the window
- If you need to resize the text dimensions, click on the text you wish to resize. click on the drop down menu that controls font size in the editor toolbar, select the new size you wish to apply to the text and both the text and the text box will automatically resize
- Remember to Save, when you're done, using cmd+S on Mac or ctrl+S on Windows

Step 4: Photo Edit

To change the pictures, follow these steps:

- Click on the Uploads tab in your object panel
 - Click on the Uploads folder
 - Click on the green Upload your own images button
 - Select the file you wish to upload - a bar will appear to show the progress of the uploads
 - If you wish to upload multiple photos at once, you can simply drag and drop the photos from your desktop to the Canva editor. You can also select multiple files when you click on Upload your own images.
 - To change the template pictures, you have only to drag the photo into the space you selected
- Remember to Save, when you're done, using cmd+S on Mac or ctrl+S on Windows

Step 5 : Share or Download

When you're done, you have two options:

- You can share the design on Facebook or Twitter Page, by clicking on the Share button. The Share this design dialog box will appear. Open the Social tab and click on the Facebook or Twitter icon. Add in a caption and click Share now. A confirmation will prompt that the design was posted.

- You can also download the design, by clicking on the Download button. Canva will automatically assign you the file format that it thinks is optimal for your design. You can toggle through the download options to see all available file types: JPG, PNG, Standard PDF and Print PDF. Choose your preferred format and click the Download button to save the file to your device.
- We recommend using png to download the infographics and Print PDF to download the posters.

1.3 Four ways to get your infographic to go viral

You could spend months creating the most awesome infographic, but if no one knows that it exists, then you've wasted your time. You actually have to share it for it to do well. But unless you have a lot of following, a couple of tweets, an email or a blog post are not going to do the trick. Here there are the right steps to get your infographic to go viral!

Step 1: Submit a press release

The press release is the perfect opportunity to tell the story behind your infographic. What did you learn from your research? It's also a great opportunity to show how your research impacted your audience. Use these four tips:

- Write a persuasive lead
- Use a unique approach
- Write to address readers' problems
- Make it relevant

Step 2: Create a social media release

This is basically a press release that is optimized for social media sharing. Use these tips:

- Lead headline (write a brief, keyword-rich headline)
- Sub-headline (if your message is too long or complex to fit into the headline, create a secondary headline)
- Body (it's where you will share the cause-and-effect angle. Just layout the who, when, what, where, why and how in the most compelling way)
- Facts (share them in a teasing fashion that makes the reader want to learn more)

Step 3 : Create a social media sharing plan

Use these tips:

- Each post should have one specific fact from your infographic
- Each post should have a link back to the full infographic
- Just create as many posts as there are facts. For instance, if you have 15 facts, then you create 15 tweets or posts
- Consider that infographics are vertical in layout, but social tend to favour horizontal and square images, so, when you're creating the infographic, divide it in different section, so you can easily share every single part on social media.

Step 4: Directories sharing plan

Share your infographics on these websites :

- [Visual.ly](#)
- [Daily Infographic](#)
- [Cool Infographics](#)
- [Infographics Archive](#)
- [Infographic Journal](#)
- [Infographics Showcase](#)

2. VIDEO FOR SOCIAL MEDIA

For all partners

**** Making videos for use on social media will be the main focus of the WP9 Training Session at the Plenary meeting in Beijing**

Video is the future of Social Media and has become a very powerful tool, to tell stories and engage the audiences. By the end of 2017, video content will represent 74% of all internet traffic, because the people prefer to watch a video than to read about it. For example, Facebook users watch 8 billion videos per day. The golden rule is to make social media content entertaining and interesting. In fact, people will stop watching very quickly if the videos are boring.

We want to create a number of short videos about iSQAPER, made by as many of the project members as possible. The videos will (for example)

- present the key messages from each deliverable,
- introduce the study sites,
- show particular soil quality issues in the field,
- show examples of good practice.

We will use the videos as an integral part of our social media dissemination, posting them on Facebook, Twitter, Youtube and the iSQAPERiS website.

Aware that this may be an unfamiliar activity for some people, we are going to dedicate a large portion of the WP 9 Training Session at the Beijing Plenary meeting to video making, so you can become familiar with at least the first two steps of the process.

2.1 Making the video

Step 1: The Storyboard

The storyboard is nothing more than a piece of paper, where you can write or draw the content of the video. The storyboard helps you detail the script and plan any extra footage you need to record:

- decide what the video is going to be about
- identify the key point/s you want to make
- decide how detailed to get
- write the script (**IMPORTANT** the script will need to be a lot shorter than you think! As a guide people speak at about 2.4 words/second. So for a 60 second video, you only need a script of 140 words)
- divide the script into phrases and decide what other video clips/images you will use to illustrate each one.

Keep the storyboard simple so it can be understood by anyone who views it. The storyboard for the example video about the fictional iSQAPER High Weald Study site is below.

Step 2: Record the video

These days it is not necessary to have specialist video recording equipment. If you have a smartphone, you already have all of the tools you need to create the videos we need for the project. We will be using Facebook, Twitter and Youtube for sharing our videos, and recommend that they are just 30" to 1 minute long. The short length of the content encourages viewers to watch clips multiple times, which is great from engagement perspective (micro video mood).

You can use the app's camera function on your smartphone to record the video and here are some quick tips for getting the most out of your phone's camera:

- Always hold the camera and shoot **horizontally** (not vertically).
- Use a tripod, or have something to rest the camera on
- Keep the camera still and film objects that are moving
- Light your video - use the natural light and the sun to have the right light in your video
- Don't use the zoom - If you want to get a closer shot of your subject, just move your feet closer until you find the perfect shot
- Use the exposure lock - smartphones tend to keep adjusting and refocusing the shot. Having the exposure focus lock will help to keep the focus and exposure constant throughout your shot
- If you want to have sound on any of the short illustrative clips, get your microphone close to your subject, if necessary buy a separate microphone.
- Use slow motion wisely – but make sure the choice is motivated and fits your story

You will need to do the following:

1. **Record yourself as a headshot reading/speaking the script.** If you can't remember it, put the camera next to your PC and read the script from the screen. Pause slightly between phrases to make it easier to locate places where you need to change the illustration images. This will be the first track on the video. You can either use sections the video of yourself talking

interspersed with illustrations, or just the audio track. Check the time length and reduce the script if necessary.

2. **Go into the field and record the additional footage** you need to illustrate each of the phrases. To give you enough material you should record each clip for about 20s, and aim for up to 10 different illustration clips.
3. **Review the footage, deciding which clips you are going to use.** Renumber and rename the clips according to where you will use them in the script so they are easy to identify.

Step 3: Post production

There is a great variety of video editing software available and you may already have your own personal preference. If video editing is new to you, and you would like a recommendation, we have successfully used Shotcut which is a free, open source, cross-platform video editor

You can download it from <https://www.shotcut.org/>

We will write a separate guide on using Shotcut specifically to produce our own simple iSQAPER project videos after the Plenary meeting in China and have found out how many people would like to do their own post production.

The fall back position will be for you to record all the material outlined in Step 2 and send it with the script to Jane who will assemble the video for you.

Step 4: Share the video

- When you have made a first version of your video, show it to other people. They will give you very useful feedback about where it needs to be improved.
- Make sure your video works with or without sound. For our project videos this probably means adding subtitles. The reason the silent auto-play strategy works so well is because of this rise in mobile video views and the way people scroll through and consume content on social media.
- Give the video a title that tells people exactly what the video is about
- Send your completed videos to Jane and she will upload them to the project's Facebook and Twitter pages, and add them to the website.

Finally - the value of video for social network

When you first start using video for social media, it can be quite intimidating. It's perceived as a mountain to overcome when it's more like a mole hill. Getting started is the hardest part, and that's what we're going to do in the WP 9 Training session in Beijing.

2.2 Example storyboard

Title – The High Weald Study Site

Key messages - Brief overview of character of area; soil characteristics; land use change and pressures; promising activities.

Number of words in script – 228

Running time – 1:40

Youtube link - <https://youtu.be/IKkT96cQNVg>

Video/still	Time	Audio
00 Title		Brief overview of character of the area The High Weald area of south-east England is one of the project's study sites.
01 High Weald		The High Weald is an area of ancient countryside and one of the best surviving medieval landscapes in northern Europe.
02 Track		About a quarter of the High Weald is covered by woodland, the rest is a mixture of small fields and farmsteads connected by ancient tracks.
03 Soil profile		Soil characteristics The area is dominated by loamy/clay soils, most of which have poor drainage.
04 Compaction		They are prone to compaction and damage by the use of heavy machinery.
05 Stream		They are also highly variable over short distances, making it easy to locally overdose with inorganic fertiliser.
06 History		Land use change and pressures From the 14 th to the mid 20 th Centuries, the High Weald was one of the slowest-changing regions in Britain, producing mainly timber, fruit, beef and lamb. Since the 1950s farming and forestry, always difficult on the poor soils, have been pushed further to the economic margins by increasing land values.
07 Decline		Significant areas of land now devoid of productive agriculture.
08 Farmstead		The majority of farmsteads are now residential hamlets and the decline in grazing animals is a major threat to the long-term management of grassland and heathland.
09 Coppice		Promising activities Promising management activities promoted by Natural England include reviving the traditional woodland practice of coppicing, particularly for wood chip production
10 Grassland		and the creation of species-rich grassland.
11 Credits (jpg)		

3. NEWSLETTER

For all partners

**** Responsibility for sourcing the content and editing various issues of the newsletter will be discussed at the Plenary Meeting in Beijing. Depending on what we decide, editorial responsibility may be shared between the partners, the coordinator and the MEDES group.**

iSQAPER needs to be in contact, and then maintain that contact, with a wide range of people including: project partners, sponsors, core stakeholders involved in developing and testing the app, others who are interested in soil quality and the soil quality app. One way of doing this is through a project newsletter, which we do not have at the moment.

3.1 Setting up the iSQAPER newsletter

Step 1: Create the email list

We are in the process of developing the newsletter email list. At the moment it only contains the project partners. As a matter of urgency we need to add:

- all individuals and institutions who sponsored the original project application
- all local stakeholders who are either closely or more loosely involved with the work programme
- anyone else who expresses an interest by signing up for the newsletter on the project website.

Step 2: Newsletter's goal and frequency

The goal of the newsletter is to provide regular updates about the project's progress and spotlights on the scientific themes we are exploring and the practical implications from the study sites. We aim to publish the newsletter every 3 months.

Step 3: Sourcing the content

The content will come from the same sources as our other social media material: the project deliverables, the study sites and from any particular current activities (workshops, field campaigns).

For Newsletter editors

3.2 Using the mailchimp platform

We are going to use the MailChimp platform for creating and sharing the newsletter. MailChimp has the advantage that we can easily create attractive newsletters, monitor the clicks and opens and that people can easily subscribe and unsubscribe when they are no longer interested in hearing from us.

Step 1: Login

Website - <https://login.mailchimp.com>

Username – isqapermedia@gmail.com

Psw – Napoli2017!

Step 2: Templates

- In the main menu, click on Templates
- You will find 4 different kind of Templates, that we've already prepared – Photography, Events, Social Media Posts and a general one - choose the one you need to send your Newsletter
- On the right part of your screen, click the drop-down menu for the Template you want to copy and select Replicate
- Click on the replicated Template to open the edit page and modify it

Step 3: Edit

- In the main menu, click on Rename and choose a new name for your Newsletter
- Modifying the content is very easy, because style and settings elements are already set up
- Click on each windows to modify the content – the editor page will open automatically on the right side of your screen
- Remember to click on Save & Close button, when you're done
- To change the pictures, click on Replace on the editor page – the Content Manager page will open and you can click on the Upload button and choose your own picture from your computer
- Remember to click on Insert and then on Save & Close button

Step 4: Preview

- To enter the preview mode or to send a test email, on the right part of your screen, click the drop-down menu Preview & Test
- You can choose between Desktop and Mobile previews. The Inbox design is not available on free account

Step 5: Campaigns

- In the main menu, click on Campaigns
- On the right part of your screen, click the Create Campaign button
- On the popup page click on Create an Email
- Choose the Regular option and write a Campaign Name, then click on Begin Button
- Set the Campaign for the Entire List and click on Next button, to proceed
- On the Setup step, insert your Email subject, Preview Text, From name and From email address. You can also automatically post your newsletter on Twitter and Facebook, if you want
- On the Template step, click on Saved Templates and then on your Edited one. Click on Next button, to proceed - you can still check or modify the Newsletter, before the Confirm page
- Click on Next button and finally choose if you want to Schedule or Send the Newsletter

4. FACEBOOK

For all partners

**** We will agree the strategy and schedule for generating and posting content on the iSQAPER Facebook Page at the plenary meeting in Beijing.**

iSQAPER already has a **Facebook public group** that was set up at the start of the project by Xiaomei.

- <https://www.facebook.com/groups/745546628896366/?fref=ts>

We have also recently set up an iSQAPER **Facebook Page**.

- <https://www.facebook.com/isqaperproject>

There are a number of differences between Facebook Pages and Groups:

- Pages are easier to update vs Groups (which tend to be very basic and don't allow to add promotion or aesthetic stuff)
- Using Pages, we can engage the audience. Groups, even if public, are harder to find unless you're invited to join them.
- Pages give more options for posting and we can also boost the content to increase the dissemination.
- On Pages we can track what we are doing and see also what the audience is doing (using Facebook Insight). This is not available on Groups

In summary, the Group is good for communicating easily and fast between all members and partners of the project, but not so useful to disseminate the project

For Facebook Page administrators

4.1 Setting up, administering and posting on the iSQAPER facebook page

If we are not creating a Facebook Page with a comprehensive strategy to get noticed, Liked, and engaged with, the chances of actually generating leads and customers from it are pretty slim. The steps to creating an effective Facebook page are outlined here.

Step 1: Create a Facebook Business Page

You can have content creation tools, paid promotional opportunities, and analytics/insights. We have already created the facebook page

<https://www.facebook.com/isqaperproject/>

Step 2: Add Page roles

Add only to the people who absolutely need it for the work they do each day. And before you do that, be sure to provide adequate training to those who are new to social media management, so they aren't confused about when they should be hitting "publish," what they should be posting, if something should be scheduled first, and who they should be posting it as. Click "Settings," then click "Page Roles."

Step 3: Add a recognizable profile picture

Being recognizable is important to getting found and Liked, especially in Facebook Search. When choosing a photo, keep in mind that Facebook frequently changes its picture dimensions, so we advise keeping an eye on the official guidelines:

<https://www.facebook.com/help/125379114252045>.

Page profile pictures display at 170x170 pixels on desktop, and 128x128 pixels on smartphones.

Step 4: Choose an engaging cover photo

Since your cover photo takes up the most real estate above the fold on your Facebook Page, make sure you're choosing one that's high-quality and engaging to your visitors. Keep in mind that, like profile images, Facebook Page cover photo dimensions also frequently change, so we advise keeping an eye on the official guidelines

<https://www.facebook.com/help/125379114252045>

As of publication, Page cover photos display at 820x312 pixels on computers, and 640x360 pixels on smartphones.

Step 5: Add a call-to-action button

These are things like "Watch Video," "Sign Up," or "Book Now" -- and each can be customized with a destination URL or piece of content. To add a call-to-action to your Page, click the blue "Add a Button" box.

Step 6: Fill out your 'About' section with basic information, and add project milestones

Although visitors no longer see a preview of your "About" text when they land on your page, it's still one of the first places they'll look when trying to get more information about your page.

Step 7: Post photos and videos to your Timeline

Visual content has pretty much become a requirement of any online presence, while photos are a wonderful way to capture moments and an actual look at your project, you should probably invest a good amount of time and other resources into video (because it's becoming one of the most popular ways to consume content).

Step 8: Determine the ideal timing and frequency of posts

An important consideration in your Facebook content strategy should be how frequently you post, and when. If you don't post frequently enough, you won't look as reliable or authentic. Post too often, however, and people might get sick of having their feeds flooded with your content.

Step 9: Leverage Facebook's targeting tools

Facebook allows you to target certain audiences with specific updates - be it gender, relationship or educational status, age, location, language, or interests, you can segment individual page posts by these criteria. Just click the small bullseye symbol on the bottom of the post you want to publish, and you can set metrics for both a preferred audience.

Step 10: Pin important posts to the top of your page

When you post new content to your Facebook Page, older posts get pushed farther down your Timeline. But sometimes, you might want a specific post to stay at the top of your page for longer.

To solve for this, Facebook offers the ability to "pin" one post at a time to the top of your page. To pin a post, click on the drop-down arrow in the top-right corner of a post on your page, and click 'Pin to Top.' It will then appear at the top of your page, flagged with a little bookmark. Just keep in mind that you can only have one pinned post at any given time.

Step 11: Decide whether you want Facebook fans to message you privately

If you want your Facebook fans to be able to privately message you directly through your page, definitely enable the messages feature. You can do so by going to your settings, clicking on "General" on the left-hand column, and then looking for "Messages" on the list of results. Facebook Pages now have a section that indicates how quickly a brand responds to messages, so if you don't want that section saying that you're slow to answer, you might just want to skip enabling that feature.

Step 12: Monitor and respond to comments on your page

You can monitor and respond to comments via the 'Notifications' tab at the very top of your page. While it may not be necessary to respond to every single comment you receive, you should definitely monitor the conversations happening there.

Step 13: Promote your page to generate more followers

One of the first things you can do is to create an ad promoting your Page. To do that, click the three dots at the top menu bar above your posts and select "Create Ad." From there, Facebook will let you start creating an ad from scratch based on your goals - things like reach, traffic, or general brand awareness. Choose yours, then scroll down and click "continue." After that, you can choose your targeted audience, where on Facebook you want it to be placed, and your budget.

You can learn more https://www.facebook.com/business/help/527780867299597?locale=it_IT

Step 14: Measure the success of your Facebook efforts

Into your Page's Insights, you'll be able to analyze things like the demographics of your Page audience and, if you reach a certain threshold, the demographics of people engaging with your page and posts. You can access your Facebook Page Insights via the tab at the top of your page.

4.2 Facebook posts

<i>For all partners (relevant to both the iSQAPER Page and Group)</i>

Six steps to having the best chance of maximizing clicks, likes, and comments

Step 1: Post a link - referring to pictures, videos or articles

Linked posts take advantage of meta tags from the webpage, including information on the page's title, description, and photos. When you paste a link into the update box on your Facebook page, Facebook will pull this information in automatically and place it in a link format.

Photo posts require that you upload and attach a photo to your update. The photo stands alone, underneath the custom text that you choose to add. You can include a link in the custom text as well.

To share a link, copy and paste a URL into the composer window. After a second or two, Facebook will display the link's meta information—title, description, and photo. Once this happens, you can delete the URL out of the composer window and type in your own catchy intro.

To get things looking exactly right with the link that you share, you can control the text and image by editing the open graph tags on your page.

Step 2: Brief post - 40 characters or fewer

Posts at this length tend to receive a higher like rate and comment rate - in other words, more engagement. In fact, 40 characters or fewer receives the most engagement on average (it also happens that these ultra short posts are the least frequent types of posts on Facebook). What type of a message can you fit into your post with so little space? For example, a quote, with a picture and a link or a title of a mini infographic, with a link to the complete infographic.

Step 3: Engage with Punctuation

- post with hashtags see 60% more interaction on average. Use them to link your posts to larger discussions and trending topics

! - be positive. Post with exclamation points see more interactions on average.

? - post that ask questions have 23% more engagement on average. Try to start a dialogue with your audience.

Step 4: Publish at non-peak times

You compete with hundreds of thousands of posts to be seen on Facebook and if you post your updates when few others are posting, your updates stand a better chance of making it through. Post on Saturdays and Sundays and post after regular work hours. So, the best window is 5:00 p.m. to 1:00 a.m. For another bump in engagement, try posting on the weekend.

Step 5: Follows other posts on a regular schedule

Publish at least once a day, often more, creating an expectation.

Step 6: Timely and newsworthy

Facebook's algorithm give boost to timely, trending topics. There is a "trending" section on Facebook, which identifies topics and conversations that are popular among users, to check what's going on every day.

4.3 Extra tips

Double up on past successes. To save you needed time and energy, try reposting or recycling content that has performed well in the past.

Increase transparency. Revealing secrets or methods is a simple way to increase the levels of engagement your posts receive.

Emoticons. Using emoticons in status updates, comments, and content has been proven time and time again to increase engagement.

Custom tabs. Facebook allows the creation of custom tabs on your business page that could support a various amount of functions.

Live chat. What better way to engage with your audience than to do it live. Facebook's new live streaming features allows you to stream live and interact with your audience directly. One of the ways to boost your engagement is with a live chat.

Live stream. Similar to a live chat, a live stream doesn't require much time at all. Simply set up your camera and let the action roll.

Q&A. Organize a Q&A for your audience right on your Facebook page. Pick a time and date for everyone to attend. Post an update and request that questions be left in the comments. It's as simple as that.

Optimize about page. Your page will become more search friendly. Your business information will be easy to find. Your audience can learn more about your story and what values you stand for.

GIFs. GIFs add an element of excitement to your content and brighten up your Facebook feed with some lighthearted fun.

Fill in the blank. A fill-in-the-blank statement can elicit conversation from your followers. Attaching a fun quote or statement will get followers to add in their own creative suggestions.

Go behind-the-scenes. Allowing them to see how project decisions are made or how the product is produced can do wonders for engagement.

Celebrate international events such as World Desertification Day, or Global Soil week. These are the perfect opportunity to create some engagement.

Reply and engage with comments and reviews. Making sure that you're present on your Facebook page is a key indicator for many people of how receptive a brand is online. This means responding to comments and creating conversation with followers.

Partner up. Working with other partners to create co-branded content like blog posts or even live webinars is a great way to reach and engage with new people.

Follow the 70-20-10 rule

- 70 percent original content
- 20 percent shared/curated content
- 10 percent self promotional content

BuzzSumo highly shared content. It allows users to see what content has performed the best in terms of shares across the web. Plug in a keyword and you'll see what content has been most popular. <http://buzzsumo.com>

Think mobile. More than half of all web users are browsing from a mobile phone. This means you must begin to strategize more for a mobile user than a desktop one. Publish posts that are shorter in length and most importantly, share content that is mobile friendly at the minimum.

Experiment with short, long, and no URL. When sharing content you have the option of using a long, short, or no URL at all in the Facebook post.

- Long URL: looks a little messy but provides a much more prominent link in the post to click through on
- Short URL: can be created on a URL shortener like Bit.ly. This takes up less post space and looks a little more clean on the post itself. (<https://bitly.com>)
- No URL: once the URL is placed and populates the post, the link itself can be deleted so that only the post text is left. It removes the unsightly link BUT it means one less CTA for the reader to click.

Experiment with each of these 3 options to see what generates the most engagement for the content you share.

Tag other accounts. Make sure to tag partner accounts for increased visibility. Tagging included parties and companies, even if they were only mentioned in a post, will make your content go much further.

Success stories . Share your partner successes with your followers. Social media shouldn't be all about you. It should include the people you've set out to help. Demonstrating your value with hard evidence creates connection and discussion.

Infographics. No matter how you spin it, writing is not always the best format for communicating research and data. If you're sharing content that most would consider dry, try switching things up with an infographic. Create more discussion and make your content more accessible with infographics.

Use emotion words. The goal of social media copywriting is to create an emotional reaction between the reader and the content. Emotional words are a powerful tool to create that reaction. Reactions create discussion, plain and simple. For the list of suggested words, see 7. EMOTIVE WORDS TO USE IN SOCIAL MEDIA POSTS below

Hashtags. When it comes to Social Media, the hashtag is used to draw attention, to organize, and to promote. Hashtags got their start in Twitter as a way of making it easier for people to find, follow, and contribute to a conversation and now is very used in Facebook too. They help you get found by your target audience, improve your clickthrough rates, are great for research and become links to search queries. Make hashtags part of your regular posts! For the list of suggested hashtags see 8. HASHTAGS TO USE IN SOCIAL MEDIA POSTS BELOW.

4.4 Facebook instant articles

Facebook Instant Articles is a Digital Publishing Platform

<https://instantarticles.fb.com>

Upload your logo and create customized styles to reflect your publication's look and feel. Import your articles and create templates for your article markup. See how your articles render by using Facebook's Pages Manager app for Smartphone. Submit a batch of articles for review - the Instant Articles team will approve it or ask you to make updates so your articles follow content and advertising policies. Use the auto-publish setting for RSS feeds so that all your articles load as Instant Articles in Facebook. Continue to analyze your traffic and engagement and publish Instant Articles to see how the experience grows your readership on Facebook. To see the maximum benefits of the program, we recommend publishing 100% of your content as Instant Articles.

For Facebook Page administrators

4.5 Boost facebook page or post

Using Facebook Advertising . Facebook Advertising that allows companies to choose a post and have it distributed in the News Feed to anyone they want, based on interests, demographics, etc. While this may seem like a simple concept, there are certainly challenges.

Step 1: Understand all available options on Facebook

Before jumping into to Facebook Advertising, however, it is important to understand what goals can be achieved with Facebook ads. These goals can include:

- Increasing post engagement - These ads allow for a company to increase the reach of their organic posts. Companies have the option to target anyone they want, including fans and friends of fans
- Increasing website traffic - If a company needs traffic to their website, these are the ads to use. They not only offer a large image link, but include additional text that can go inside the linked area
- Getting new fans - These ads are designed to get new fans to "Like" a company's Facebook page. They offer a variety of targeting options along with a prominent "Like" button

Step 2: Understand all available options on Facebook

Getting mobile application downloads - Mobile App Ads are exclusive to companies that have a mobile app to offer. With these ads, users on their mobile devices can instantly download an application on their phone.

With all these ads, companies are able to recreate what they will no longer be able to get on Facebook organically: promotional visibility. What needs to be established is how much these goals mean to a

company and if Facebook is the place to achieve them. Companies need to look at past organic Facebook results in order to determine what ads to run.

Step 3: Have a strategic goal in place

There are many reasons to boost a post, such as:

- Increasing brand awareness
- Increasing brand engagement (Shares, Comments, Likes)
- Boosting website traffic
- Promoting new content or blog posts.

Having a specific goal in place is necessary to use that money effectively.

Step 4: Maximize targeting options

It's easy to boost a post. It's hard to effectively boost one. The key lies in who you are targeting. When boosting a post, Facebook offers the following targeting options:

- Audience (fans and/or friends of fans)
- Location
- Age
- Gender
- Interest
- If the post is focused on information only relevant to current fans, it's important to target only those people. On the other hand, if the goal is to interact with potential new audience, that needs to be reflected in the targeting.

Step 5: Find the best time to boost a post

Once companies have figured out the best time to boost a post, they should focus boosting activity at these times to increase its effectiveness.

Step 6: Choose the right post

When boosting a post, especially to users who might not be familiar with the project, the image will be the first piece they see. It needs to be eye catching and engaging at the same time.

5. TWITTER BUSINESS PAGE

****At the Plenary meeting in Beijing we will agree who will be responsible for tweeting on the project's twitter page.**

Twitter is one of the most visited websites in the world. It's also one of the most misunderstood, because it's different from many of the social platforms available, in that its focus is on public conversation and exposure. Here are the steps to manage the iSQAPER Twitter Page effectively.

5.1 Setting up, administering and tweeting on the twitter business page

Step 1: Create a Twitter Business Page

The iSQAPER Twitter page has already been created

<https://twitter.com/isqaper>

Step 2: Create a username that represent the project

Whatever you choose, make sure your Twitter @name relates to the project, as it will help others remember who you are.

Step 3: Build an effective profile

Consider how to make best use of Twitter's custom profile background. This is an opportunity to add more information about the project, in addition to the 160-character description available. However you use it, do not leave the background image blank. With your profile description, you should create a brief, effective summary of the project and include relevant keywords (for Twitter search) and a link back to the site.

Step 4: Follow those in your trade

If you want to connect with the top people in your trade, then follow them. If you start following them, they may just follow you back. Follow as many people in your trade as you can: this will enable you to connect with relevant people and build a following.

Step 5: Engage with your audience

You don't want to be too personal, but try and write about different things and get your audience to pay attention to what you're saying. You can also share other people's tweets and comment on other conversations and threads

Step 6: Avoid automation

You don't have to automate all of your tweets. Make it a point to post content yourself at regular intervals and engage with your audience where possible. You should also read what others are writing and see what tweets others are responding to: this'll help you figure out what type of content to post to boost engagement with your readers

Step 7: Don't make your profile private

One of the biggest mistakes is making the profile private. You're posting your content or media or any other information for your audience, and if you make it private, you're greatly limiting it's exposure.

Step 8: Don't speak about you all the time

Twitter is not for self-congratulation, it's for generating engagement with your people and/or targeting new audiences. It's good to put more effort into providing a reason why people would want to know more about the project and also about your topic in general.

Step 9: Don't use too many #hashtags

Hashtags can be a helpful way to get your tweets in front of a more engaged audience (people discussing particular topics), but using them too much can make your tweets harder to read. Research has shown that the optimal number of hashtags is two per tweet.

Step 10: Don't forget to be visual

Visuals can attract people more than anything else, so definitely, look to use images and visual content where you can. What's more, with Twitter's recent updates, you can now attach an image without it impacting on your total tweet character counts.

5.2 Tips on composing effective tweets

Keep it simple : Concise Tweet helps the main message cut through. Research shows that Tweet with less than 50 characters generates 56% more engagement than Tweet with 50-100 characters. While Twitter, by nature, necessitates concise messaging, the data shows that punchy, quickly consumed messaging is the most resonant. Try to make all your tweets informative, useful, or funny. And remember to Keep some space available in your tweet in case someone retweets your post.

Provide direction: Don't be afraid to ask your audience to do something on Twitter. Whether that's a Retweet, a Like or an opinion, make it simple, achievable and fun. Provide a call to action in your content: if you want your audience to take action, you need to tell them what action you want them to take. For example, including "Please ReTweet" in your tweet, can increase re-tweets.

Tap into key moments: Tuning into trending topics can be a great way to boost exposure on Twitter, that is the platform people most often turn to to add their voice to the latest news and events. If there's a way to tie the project message into a trending discussion, it's definitely worth considering.

Use hashtags correctly: Hashtags are synonymous with Twitter, so it's necessary to understand how they're being used and which are most closely aligned with your products and services. You will find a hashtags list, to identify the most closely related to your target keywords and those used in relation to them. But don't overdo it – research shows that tweets with more than two hashtags actually see a drop in engagement.

Humanize your voice: It's important to develop a human tone of voice for the project. If the project was a character in a movie or a TV show, who would it be? How would they respond to criticism and praise? These are all very important questions to answer to help you distinguish your profile on Twitter. People want to interact with other people, not be bombarded with marketing messages.

Listen to understand: If you want to maximize your response you need to first listen into the conversations amongst your communities and get an understanding of what they want to know and where you can add value. Similar to trending topics, understanding the context is key to effective communication.

Use creative stopping power: With a whole range of different media options now available via tweet – including 140 second video, Vines, emoji and Periscope live-streams – there's a heap of ways to make your tweets stand out and get people to pay more attention to them. What's more, as part of a recent change, photos, GIFs, videos, polls, and Quote Tweets no longer count as characters within your Tweet.

Tweet frequently : No one is going to follow someone they do not know who has not tweeted in months. Try to tweet a few times a week or daily if you can manage

Do not complain: Most people unfollow anyone who constantly whines or complains.

Symbols: Give your tweets a little more originality. Copy and paste the symbols from this link <https://www.piliapp.com/twitter-symbols/>

Evoke an emotional response: The most important part is to get your audience to connect emotionally with your content, to build more resonant ties with the project. See the list of EMOTIVE WORDS TO USE IN SOCIAL MEDIA POSTS below.

5.3 ... and some additional tips

Unlink your Facebook and Twitter account: It's tempting to link your Facebook posts to your Twitter account, because it saves you time, but it's doing you more harm than good. Twitter's 140 character limit will cut down your three paragraph long Facebook post, leaving half your message behind. The same works in reverse too: when you post a link from Twitter to Facebook, you end up with Twitter vernacular and hashtags on Facebook, which can look out of place. In order to connect with your audience, it's vital to get your whole message across, clearly and effectively, and the only way to ensure that happens is to post to each platform individually.

Don't miss out on trending hashtags: Awareness Days <https://www.awarenessdays.com/us/> <https://www.awarenessdays.com> for the uk version is a great source for upcoming national days and it even lets you know which hashtag to use when the days come around. Make a calendar, note down all the annual days that might be relevant to the project and start thinking of creative ways you might be able to get involved.

Stop signing off at 5:30pm: Social media doesn't conform to office hours. Social runs always, it never turns off. It's important to be present on social: the most popular times on Twitter, for example, are in the evenings, once everyone's home from work, so it's vital to be active here.

Steer away from repetitive content: We all have a message we want to get across, but repetitive content is not always the answer. The key is to ensure your content is varied: never intrusive, or forced, but always informative and entertaining.

Make use of your analytics: Twitter offers in-stream analytics if you have a business account set up, and the data can help to improve your social media strategy. Pay close attention to the engagement

rates on certain posts, make note of what kind of posts get the most attention and categorize these. Once you have a good understanding of what kind of content your audience enjoy, start posting more of the same.

Don't be afraid to be authentic: Being "human" and showing character on social will help to build a genuine relationship with your audience. Show what stands behind the project logo. Think about how you can make the project three dimensional on social, think about how you might introduce the staff and their passions: users love a behind the scenes sneak peek.

Create a background image: The background image must be less than 800 k and we recommend a size of 1600x1200 for a large image. Finally, keep in mind that smaller resolutions and monitor sizes hide much of the background.

Consider Third-party tools: You can find a list here
<http://twitter.pbworks.com/w/page/1779726/Apps>

Use Twitter search: Take full advantage of the Twitter search tool. To improve your search capabilities on Twitter, you can search for anything near you by adding near "city state", to see what's happening in your area, or searching for keywords that are related with the project. Any time you get excellent results, click the "Save this search" button to save them. these results can then be found under "Saved Searches" on the right-hand part of your profile. If you need more option, use the Advanced Twitter search <https://twitter.com/search-advanced>

Followers: There are many tips you can do to help get more followers and keep the followers you already have. Do not follow too many people. No one wants to follow someone following thousands of people with only 10 followers. Retweet interesting posts and participate in conversations with people with lots of followers.

Create and use lists: Twitter lists are an excellent method of filtering filter through the people you follow. To create a list, click your Twitter profile icon on the computer or the gear icon on your phone and then click Lists. Once in Lists, click Create new list and then click Add or remove from lists.

Create a custom hashtag: Develop a hashtag that you use every time you tweet. Ours should be #isqaper

Be inspirational: Twitter followers love to favorite and retweet inspirational quotes, so include a few during the week.

Tip it: Twitter users love tips, so turn your posts into some:

- DIY (do it yourself)
- DYK (did you know)

tips a few times per week.

Go further: Set up a live Twitter chat with your followers. Here they can ask you questions, get advice, or discuss an important topic with you. You can cross promote the website, the Facebook page or the Youtube Channel.

6. YOUTUBE CHANNEL

**** At the Beijing Plenary meeting we will agree who will be responsible for adding videos to the YouTube Channel, so these instructions are primarily for the channel administrators.**

For YouTube Channel administrators

YouTube is one of the best possible tools to make sure that people see our project. Here are the steps to managing the iSQAPER YouTube Channel .

Step 1: Create a YouTube Channel

We have already created the YouTube Channel

<https://www.youtube.com/channel/UC7VDo8Z8t6eHjdKnoNe8TEQ>

To Login

- Username – isqapermedia@gmail.com
- Psw – Napoli2017!

Step 2: Fill in the about section

Fill out the profile and the channel description (here, you should describe your project and what viewers can expect to see on your channel). Add links to your website and other social media networks that you use.

Step 3: Channel your art

Custom the Cover Photo, that is prime real estate for introducing the project (extravagant or minimal). The project has to be the focal point, as the cover is the first impression someone gets upon entering. It's recommended to upload the cover photo at 2560 x 1440 pixels with a maximum file size of 4MB.

Step 4: The contents

Approach your video content in more than one way. Video tutorials might be a great avenue. Testimonials may be the way to go. The channel needs a variety of content to consume, which can resonate with different viewers.

Step 5: The trailer

It's good to create a channel trailer. Channel trailers are usually short and sweet, and are a good introduction for new visitors. Let your audience know who you are, what the project is all about and what kind of content they can expect to see in the future.

Step 6: Upload

Once you're done filming and editing your first video, it's time to upload it. Given that YouTube relies on video uploads, you'll find the upload option at the top right of the screen when you log into your account.

Step 7: Optimize for search

When uploading a video, you'll be asked to fill in a title, description, and tags. These are essential components to have your video easily discoverable in YouTube search. YouTube has its own set of parameters for you to optimize your video for search. Fill these sections out to the best of your ability using keywords to describe the video and the project. A keyword-rich title and description can go a long way and you'll be able to see what works for your videos as you progress. If your video is well optimized for YouTube itself, this can extend to search engines as well (Youtube is a Google-owned product).

Step 8: Stay consistent

Creating a successful YouTube channel takes time and effort, and viewers expect consistency from the channels that they subscribe to. After your first video, be sure to plan the next few videos ahead of time. Unsure if you'll have time to shoot a video every week? Take a day out of your schedule to shoot more than one video and release them on your own schedule.

Step 9: Integrate the channel

Now that you have a Youtube channel, it's time to share your video on the website and on the social pages. The more you share, the more exposure, and that's what this is all about.

Step 10: Engage with your community

You need to build a community around your channel, and engaging with your viewers is a very important step. Reply to comments, ask and answer questions, and most importantly, listen to them. Your viewers want to watch your content, so remember to give them what they want.

Step 11: YouTube Ads

If you're looking to target a specific age group, gender, interest, or location, YouTube Advertising can help you do it all. It's not imperative that you use YouTube ads, but it could very well be a suitable offering for your channel. With the right combination of content and engagement, much of your growth will be organic. YouTube ads can just be the icing on the cake.

To know more about it, check the link:

https://www.youtube.com/yt/advertise/index.html?subid=ww-en-sl-v_ads_youtube%20ads&sourceid=awo&utm_source=online_ads&utm_medium=adcpc&utm_campaign=google_search&utm_term=sitelink&utm_content=en_ww&gclid=CMqpg6GxtICFcOOfgodsPUE-A&gclsrc=aw.ds

Step 12: Analyze & Optimize

YouTube Analytics will help you along the way and will guide you in the direction of how you may want to optimize your videos for the future. Analytics will allow you to get insight on the people who are watching your videos, which allows you to hone into your target demographic even further. It'll also give you a better idea as to why one video may have performed better than another.

Step 13: Multiple owners & managers

In the top right, click the account icon and select the channel you want to manage. Go to the channel's account settings by clicking the channel icon > then Settings or settings icon. Click Add or remove managers. You'll be redirected to the "Brand Account details" page. Next to "Managers," click Manage permissions. Add an owner: Click the dropdown arrow below the person's name and select Transfer ownership. Add a manager: Enter the email address for the person you want to be a manager. Click Invite. Once they accept the invitation, they'll be able to access the channel from their own Google Account. You can also do this to change an owner to a manager.

7. EMOTIVE WORDS TO USE IN SOCIAL MEDIA POSTS

<i>For all partners</i>

Using words like these in your social media posts helps to increase audience engagement

absolutely lowest	delivered	helpful	luxury
advice	destiny	high tech	magic
affordable	direct	highest	mainstream
alert famous	discount	how to	mammoth
amazing	download	huge gift	miracle
announcing	easily	hurry	monumental
approved	easy	imagination	new
astonishing	edge	immediately	noted
attractive	emerging	important	now
authentic	endorsed	improved	obsession
bargain	energy	informative	odd
beautiful	enormous	innovative	opportunities
better	excellent	insider	outstanding
big	exciting	instructive	perspective
bonanza	exclusive	interesting	pioneering
bottom line	expert	introducing	popular
breakthrough	exploit	it's here	portfolio
challenge	fascinating	just arrived	powerful
colorful	focus	largest	practical
colossal	fortune	last chance	professional
compare	free	last minute	profitable
competitive	full	latest	promising
complete	fundamentals	launching	proven
compromise	genuine	lavishly	quality
confidential	gigantic	liberal	quick
crammed	greatest	lifetime	quickly
daring	growth	limited	rare
delighted	guaranteed	love	reduced

refundable	simple	superior	unlimited
reliable	simplified	sure fire	unlock
remarkable	simplistic	surging	unparalleled
revealing	sizable	surprise	unsurpassed
revisited	skill	survival	unusual
revolutionary	soar	technology	urgent
reward	special	terrific	useful
sale	special offer	tested	valuable
sampler	spotlight	the truth about	value
scarce	starling	timely	wanted
secrets	strange	tremendous	wealth
security	strong	ultimate	weird
selected	sturdy	unconditional	willpower
sensational	successful	under priced	wonderful
shrewd	suddenly	unique	zinger

8. HASHTAGS TO USE IN SOCIAL MEDIA POSTS

For all partners

Suggested hashtags to use in your social media posts to increase audience engagement

#agriculture	#environment	#isqaper	#quality
#agripics	#farm	#job	#research
#agronomy	#farmers	#life	#rural
#assessment	#farmlife	#nature	#soil
#change	#field	#news	#support
#climate	#food	#organic	#technology
#country	#green	#planet	#water
#development	#growth	#plants	#world
#earth	#interactive	#project	

Appendix 1. Editing short videos using Shotcut

Note on video-editing software

There are many options for free and paid-for video-editing software available. If you already have and are familiar with a particular programme – continue to use it. These guidelines are intended for those who are new to video editing.

In searching for a programme to recommend I looked for those that were described as being free, easy to use replacements for Windows Movie Maker (which has been recently discontinued by Microsoft).

I looked at three options in detail

1. Shotcut: (<https://www.shotcut.org/>). Recommended. Free, open source software with lots of online tutorials. Quick to learn and easy to use. The disadvantage is that subtitles cannot be added so additional software will be required.
2. Videopad (<http://www.nchsoftware.com/videopad>) Recommended with slight reservations. Similar to Shotcut to use with the added advantage of being able to add subtitles. However you download a free trial version and (although the paid-for version is relatively inexpensive) it is not clear on the website or discussion sites how long or for how many times the trial version can be used. Also lots of online tutorials.
3. VSDC Free Video Editor (<http://www.videosoftdev.com/free-video-editor>) Not recommended. Free with a non-obligatory paid for version. The major disadvantage is that the preview window does not display the timeline, making it very difficult to see where to add different clips.

See also the document “Guidelines for Using Social Media for Dissemination” Section 2: Video for social media. Available from the Partner Downloads section of the iSQAPER website <http://isqaper-project.eu/partner-downloads>

It is almost certain that you will need to do some sort of post-production or editing work on your short videos. At the very least you will need to add the title and credits.

These instructions explain how to use Shotcut a free, open source, cross-platform video editor to finish your short videos.

1. Organise your video clips

Organise and name your video clips according to the order they appear in the storyboard. In this example I first recorded myself reading the complete script and named it 00 Audio. Then I went into the field to record 20s video clips to illustrate each part of the storyboard. The title and credits are .jpg images. I will send you the templates for them.



2. Download Shotcut

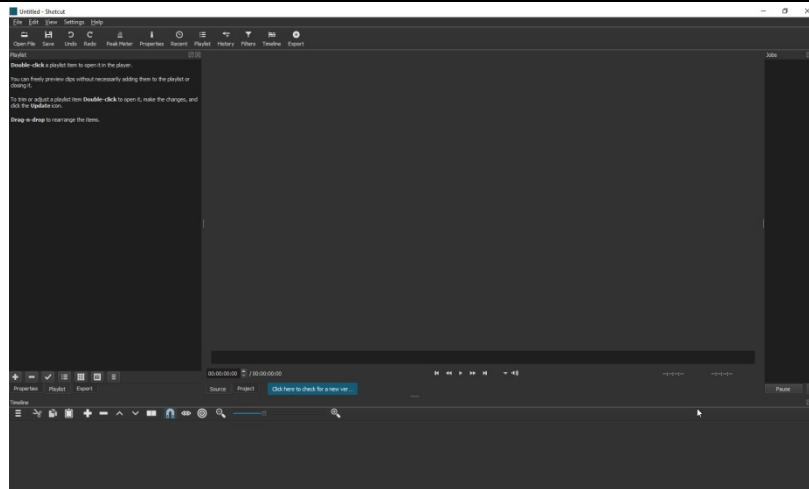
Go to <https://www.shotcut.org> to download the latest version of the software, and install it on your PC.



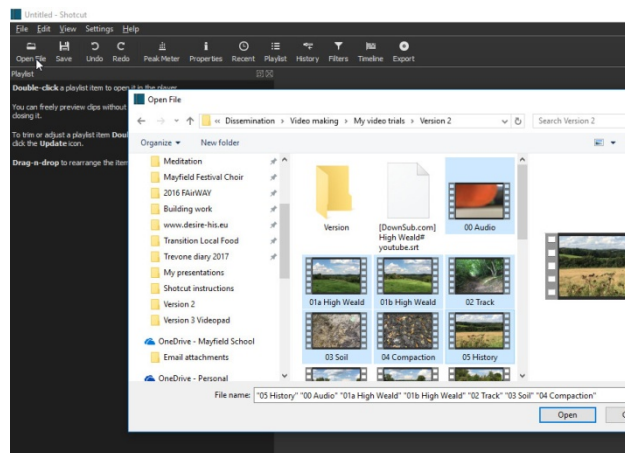
Shotcut provide a number of tutorial videos <https://www.shotcut.org/tutorials/> and if you search on YouTube you will find many others.

3. Open Shotcut and add your clips to the playlist

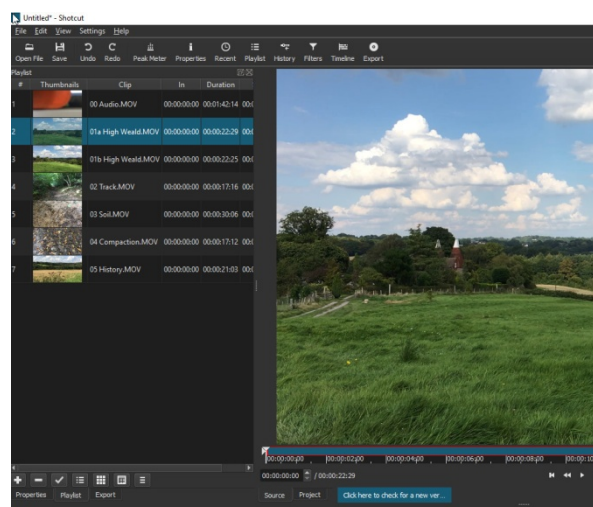
Open the programme



Click “Open File” then browse to the folder you where stored your video clips. Select all the clips and click “Open”.



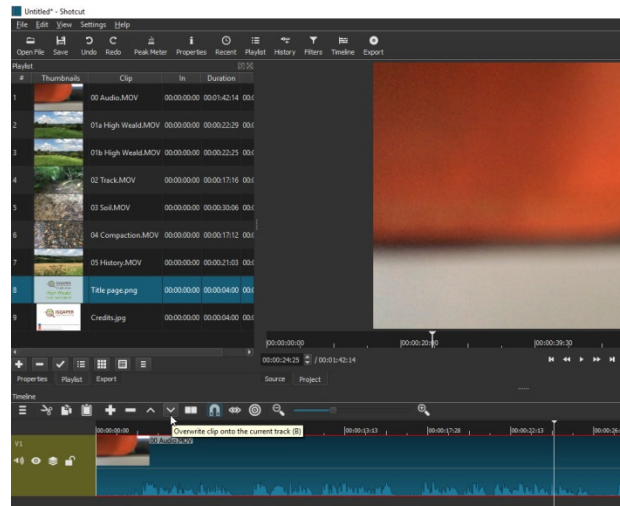
The clips will then load into the Playlist (you can add extra clips to the Playlist at any time). Double click on any clip to open and play it in the main window.



4. Add the main clip containing the audio track with the script to the timeline

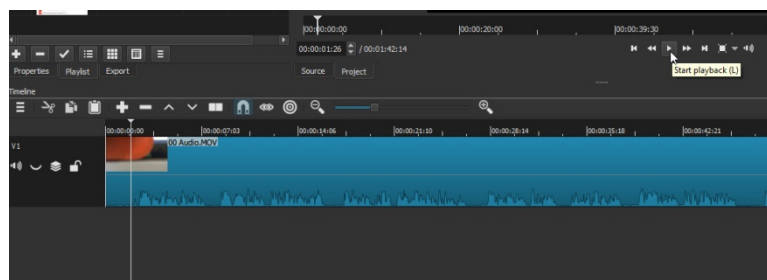
Open the main clip that contains the audio track with the script and drag it to the timeline at the bottom of the screen (or click the down arrow in the Timeline window).

Hint: If you pause (very) slightly when recording the storyboard it will be easy to locate the places at which you want to change the videos by looking at the waveform of the audio track.

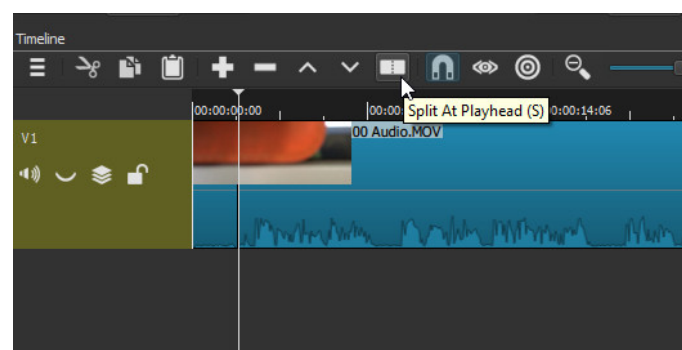


5. Trim the start point of the video

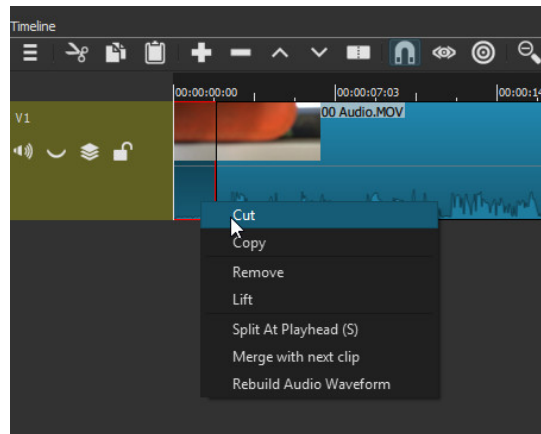
There may be a few seconds of silence or camera shake at the start of the video that you would like to cut. Click play in the main window and watch the cursor below move along the timeline. Pause at the place where you want to start (you can also drag the cursor to the position, being guided by the waveform in the audio track).



Once the cursor is in the right position, click the “Split at playhead” button in the Timeline menu to divide the track.

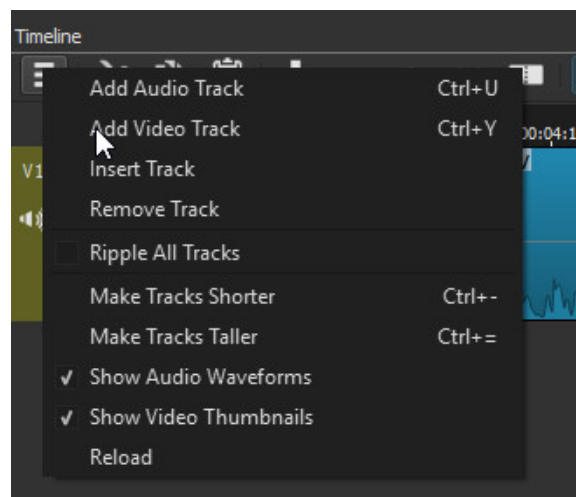


Left click on the section you want to delete to highlight it and right click to cut it.

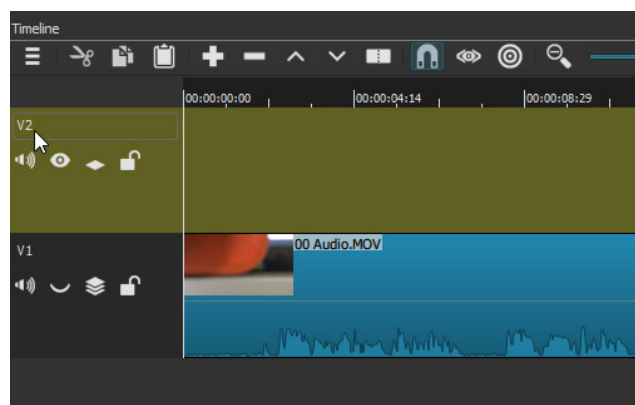


6. Create a second video track for the title, credits and other clips

You are going to put all the shorter video clips into a second video track. In the Timeline menu click on the left hand menu symbol and select “Add video track”.

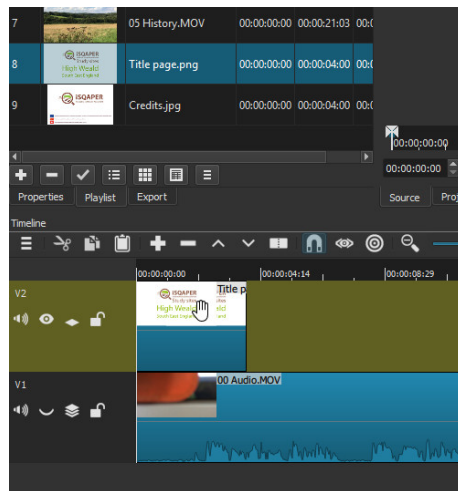


A second video track (V2) will open above the first in the timeline.

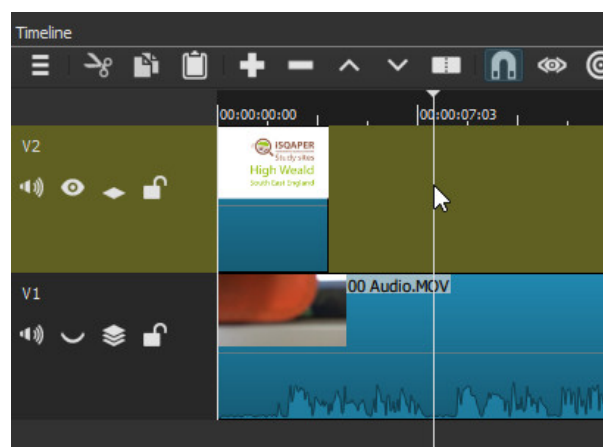


7. Add the title image and adjust it for length

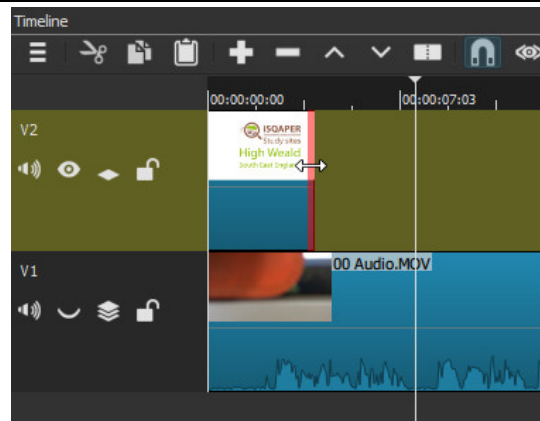
Highlight the title image in the playlist and add it to the V2 track by dragging it (or clicking the down arrow in the Timeline menu). Drag it to the start of the timeline.



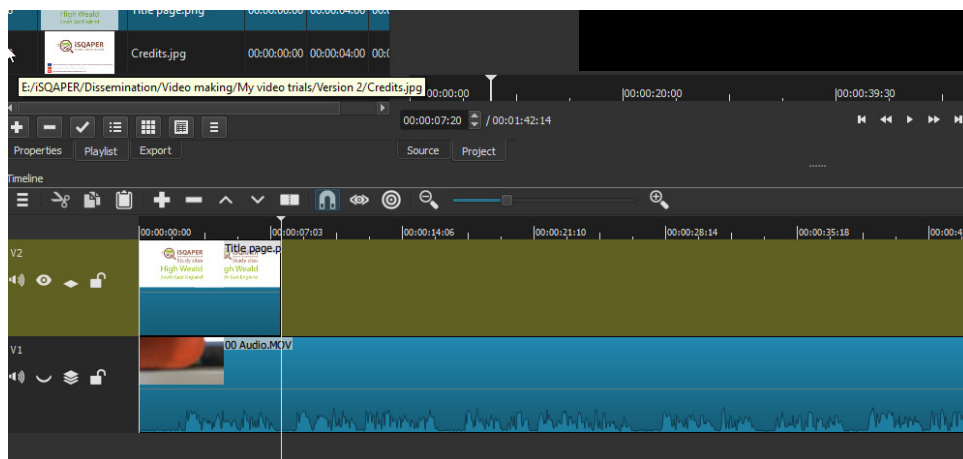
Drag the timeline cursor to the start of the video and press play in the main window to see how long you want the title image to be displayed. My storyboard starts with a sentence introducing the video “The High Weald area of south-east England is one of the project’s study sites” and I want the title to be displayed while those words are spoken. Locate the end point for the title with the cursor.



Then adjust the duration of the title by dragging its right hand edge to meet the cursor



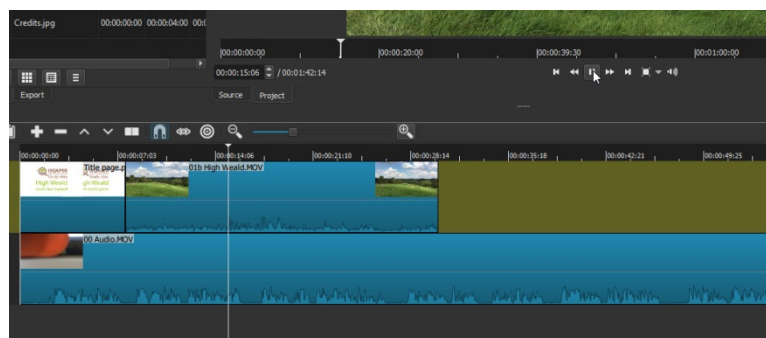
Check that it's in the correct place by replaying the video from the start in the main window.



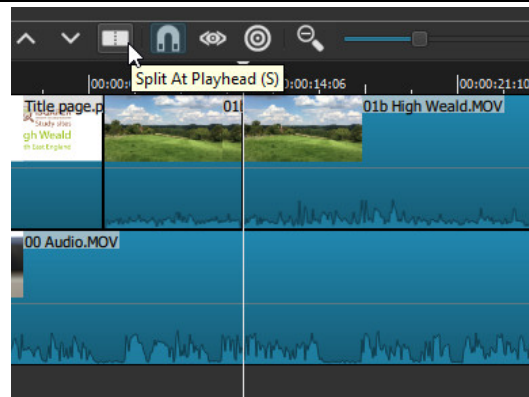
8. Add video clips and cut them to length

Referring to your storyboard, add the first video clip to V2 (by dragging it from the playlist or selecting it in the playlist and clicking the down arrow in the Timeline menu).

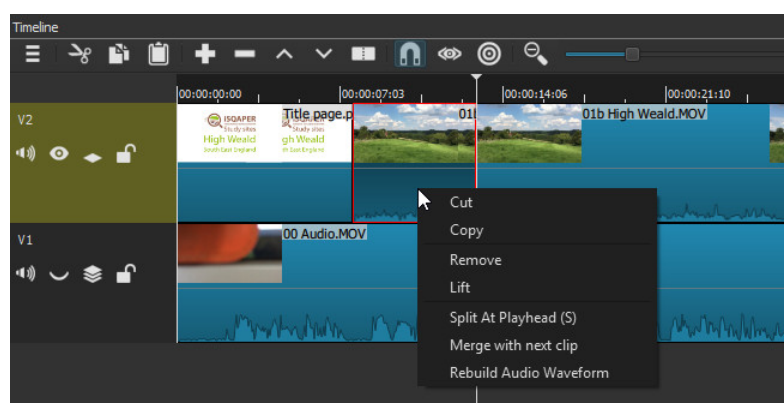
Drag the timeline cursor back a bit and play the video in the main window with the new clip. At 20s long, the new clip will probably be longer than you need and you may want to trim the beginning and end sections. Play the clip until you reach the point at which you want it to start then press pause (you can make slight adjustments using the Timeline cursor).



Click "Split at Playhead" on the Timeline menu to divide the track.

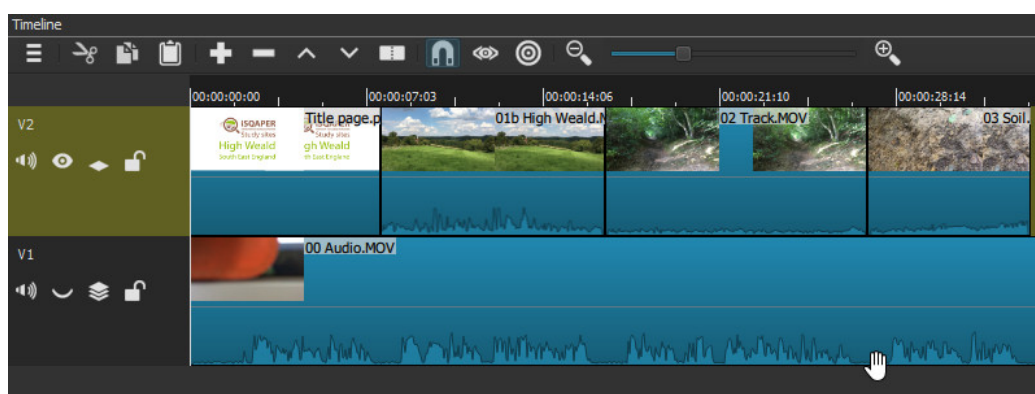


As before, left click on the section you want to delete to highlight it and then right click to cut.

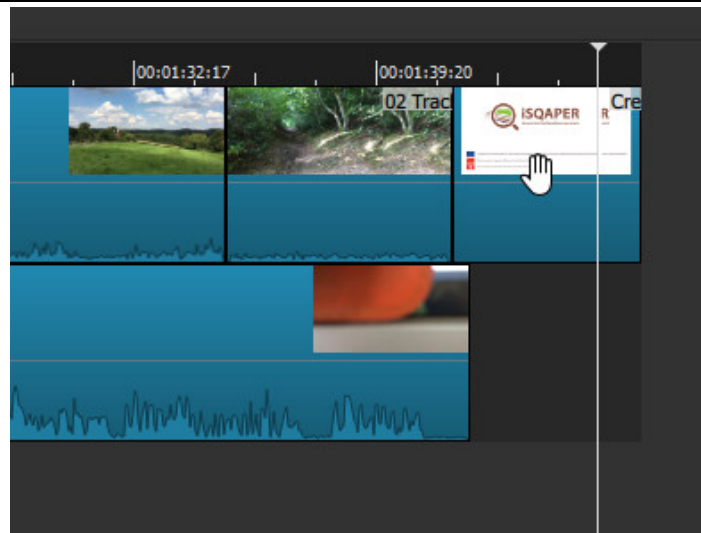


Play the video so far and locate the point at which you want to end the clip. Repeat the process of splitting the clip and cutting the unwanted part.

Keep going like this, adding all the other video clips in order, removing any unwanted sections at the start and trimming the clip to length.

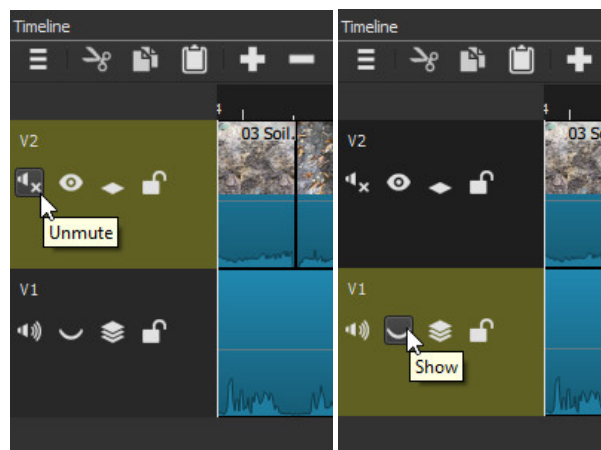


Finally add the credit image, adjusting it to show for about 3s.

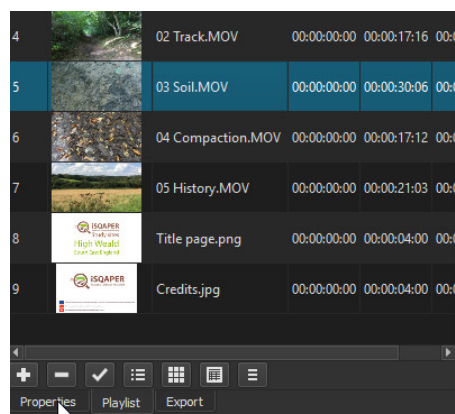


9. Hiding/showing video tracks and muting/unmuting audio tracks

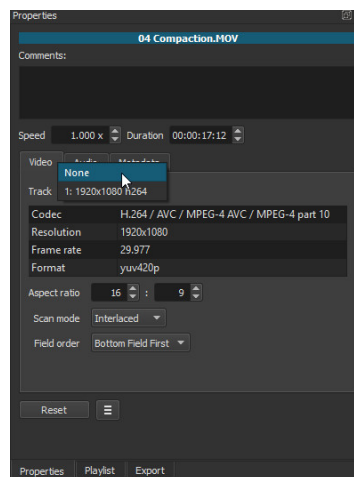
In my example I have used only the audio track from the clip in which I read the storyboard and only video from the clips recorded in the field. Hide/show options for video tracks and mute/unmute options for audio tracks can be changed in the Timeline.



However, if you want to include the background sound from one of your clips you can also switch on and off both audio and video tracks individually in the properties for each clip. Select the clip in the Playlist then the Properties tab underneath

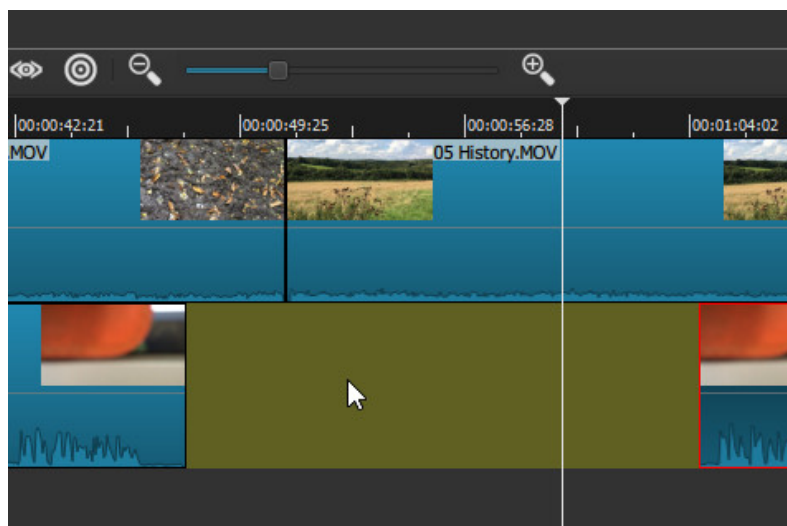


The video and audio tracks can be individually shown/hidden or muted/unmuted.



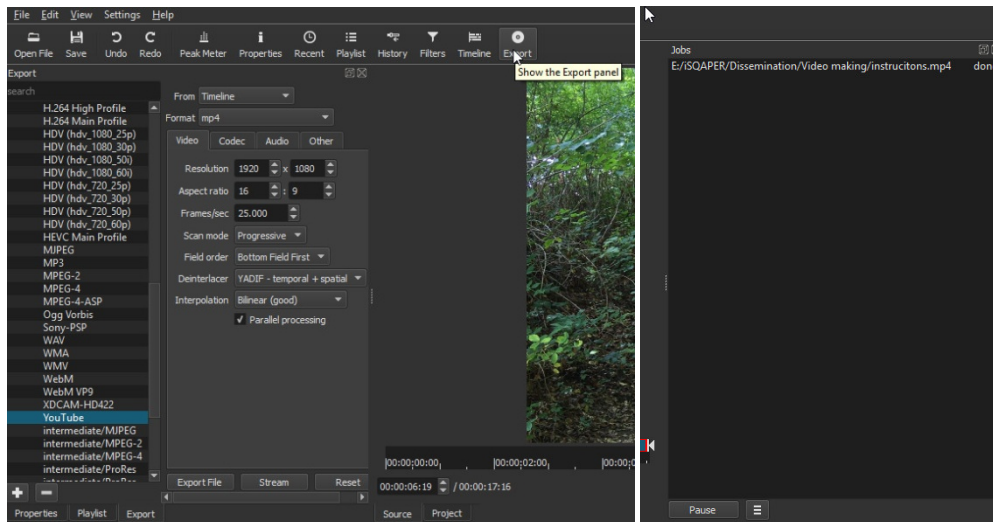
10. Including interviews in the V1 track

If you want to include interviews with stakeholders in your video, I suggest you add them to the V1 track by splitting the storyboard video, moving the sections apart and inserting the interview clip.



11. Saving the project and exporting the video

Save your project as you work on it. When it is finished click “Export” in the top menu, select “YouTube” from the format options and click “Export file”.



Exporting progress will be shown in the “Jobs” window on the right hand side

12. Send completed videos to Jane

Once you’ve completed your video, please send it to Jane at cjanebrandt@gmail.com. Because of the file length you will need to use a service like WeTransfer (<https://wetransfer.com>)

Good luck with all your filming and if you need any help or advice, please let me know.

Note: subtitles

Unfortunately we cannot add subtitles in Shotcut. Separate instructions will be given about how to subtitle our videos.

Appendix 2. Audio-visual consent form for interviewees

Note on obtaining their consent from all stakeholders who are interviewed for the short videos

Following the Ethical Guidelines issued by the European Commission for Horizon 2020 projects [http://ec.europa.eu/research/participants/portal/doc/call/h2020/h2020-msca-itn-2015/1620147-h2020 - guidance ethics self assess en.pdf](http://ec.europa.eu/research/participants/portal/doc/call/h2020/h2020-msca-itn-2015/1620147-h2020_-_guidance_ethics_self_assess_en.pdf) we need to obtain their informed consent from all the stakeholders we interview for the short videos.

Two copies of the form need to be signed, one is kept by the stakeholder, the other by you.



**Consent to be filmed during interview and for the film to be released
on the iSQAPER project websites and various social media platforms**

Title of research: iSQAPER Interactive Soil Quality Assessment in Europe and China for Agricultural Productivity and Environmental Resilience

Project Coordinator: Professor Coen Ritsma (University of Wageningen)

Name of Interviewer:

iSQAPER is an international EU-funded research project investigating soil quality in Europe and China. We aim to show how soil quality can be assessed and what management practices can be used to improve it. Collaboration between the scientific teams and the various land users in our 14 case study sites is particularly important to the research. We want to be able to share the expertise and experience of the land users with other study sites and with the wider public.

By signing this form you give your consent to be filmed during interview and for the film to be released on the project websites, YouTube, Facebook, Twitter and other social media platforms.

You can find further information about iSQAPER on the project website www.isqaper-project.eu and www.isqaper-is.eu.

Thank you for taking part in the research and for sharing your expertise.

The objectives of this research and purposes of filming my interview have been explained to me.

- I agree to be interviewed and filmed for the iSQAPER project and give my consent for the film to be released on the project websites, YouTube, Facebook, Twitter and other social media platforms.
- I understand that my name will be used in the video, unless I expressly state otherwise.
- I understand that the iSQAPER Consortium will have attempted, as far as possible, to avoid any health and safety risks in me being interviewed.

Under these circumstances, I agree to participate in the research.

Name:.....

Signature:.....

Date:.....

Appendix 3. Titles and credits for use in short films

Note on appendix 3.

‘Titles and credits for use in a short film’ were presented by means of a power point presentation and can be downloaded from the project website:

<http://isqaper-project.eu/partner-downloads/dissemination>

Each short video should start with an iSQAPER branded title and end with the funding credits. Create the title and credit images from the slides in this presentation.

Titles

- I have made title slides for each of the study sites. Please correct the site name if necessary.
- I have made one generic title slide for work package-related videos (slide 17). Please edit the title as necessary.
- Once correct, save the slide as an image in .jpg format.

Credits

- Slide 18 contains the credits that must be included at the end of all videos. You can add any additional information you like (e.g. the names of all contributors). Again save the slide as an image in .jpg format

-

Fonts and colours

- Font: Myriad Web Pro
- Light brown: R154 G97 B69
- Bright Green: R149 G192 B17

Each short video should start with an iSQAPER branded title and end with the funding credits. Create the title and credit images from the slides in this presentation.

Titles

- I have made title slides for each of the study sites. Please correct the site name if necessary.
- I have made one generic title slide for work package-related videos (slide 17). Please edit the title as necessary.
- Once correct, save the slide as an image in .jpg format.

Credits

- Slide 18 contains the credits that must be included at the end of all videos. You can add any additional information you like (e.g. the names of all contributors). Again save the slide as an image in .jpg format

Fonts and colours

- Font: Myriad Web Pro
- Light brown: R154 G97 B69
- Bright Green: R149 G192 B17

Slides 3-18

 iSQAPER Interactive Soil Quality Assessment Study sites De Peel Netherlands	 iSQAPER Interactive Soil Quality Assessment Study sites Argentré du Plessis France	 iSQAPER Interactive Soil Quality Assessment Study sites Cértima Portugal
 iSQAPER Interactive Soil Quality Assessment Study sites Costera España	 iSQAPER Interactive Soil Quality Assessment Study sites Crete Greece	 iSQAPER Interactive Soil Quality Assessment Study sites Ljubljana Slovenia
 iSQAPER Interactive Soil Quality Assessment Study sites Zala Hungary	 iSQAPER Interactive Soil Quality Assessment Study sites Braila Romania	 iSQAPER Interactive Soil Quality Assessment Study sites Trzebieszów Poland
 iSQAPER Interactive Soil Quality Assessment Study sites Tartumaa Estonia	 iSQAPER Interactive Soil Quality Assessment Study sites Qiyang China	 iSQAPER Interactive Soil Quality Assessment Study sites Suining China

 <p>iSQAPER Interactive Soil Quality Assessment</p> <p>Study sites</p> <p>Zhifanggou China</p>	 <p>iSQAPER Interactive Soil Quality Assessment</p> <p>Study sites</p> <p>Gongzhuling China</p>	 <p>iSQAPER Interactive Soil Quality Assessment</p> <p>Video title</p>
<div style="text-align: center;">  <p>iSQAPER Interactive Soil Quality Assessment</p> </div> <p>** additional credits</p> <div style="display: flex; justify-content: space-between; align-items: flex-start; margin-top: 20px;"> <div style="display: flex; align-items: center;">  <p style="margin-left: 10px;">This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 635750</p> </div> <div style="display: flex; align-items: center;">  <p style="margin-left: 10px;">Chinese Academy of Agricultural Sciences and the Chinese Academy of Sciences</p> </div> <div style="display: flex; align-items: center;">  <p style="margin-left: 10px;">Swiss State Secretariat for Education, Research and Innovation Contract: 15.0170-1</p> </div> </div>		

Appendix 4. What to do if you are unable to edit your own short videos

It is hoped that with the information in the Guidelines for Using Social Media for Dissemination and the various Appendices, you will be able to make and complete your own short videos. There are many advantages to you doing it yourself, not least because you will be able make any further adjustments to the video once you've received feedback from viewers.

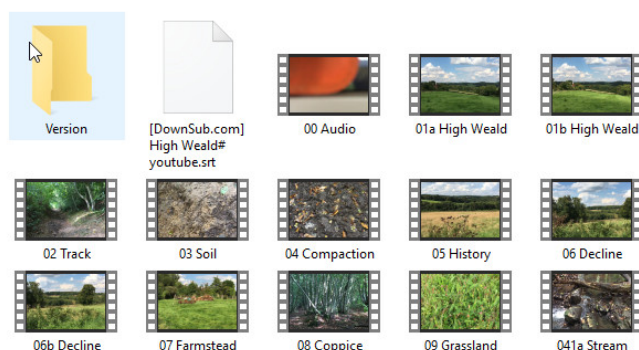
However, if you need help to edit and finish the videos, this is what you need to do. Send to Jane (cjanebrandt@gmail.com) the following:

1. Completed Storyboard

The completed storyboard should contain the text in both the original language and in English. When recording the script, please pause slightly between sections, so it is easy to locate the place on the timeline where the images need to change.

Video/still	Script in original language	Script in English
00 Title	La Alta Weald-regiono de sudorienta Anglio estas unu el la projektoj de la projekto.	The High Weald area of south-east England is one of the project's study sites.
01 High Weald	La Alta Weald estas areo de antikva kamparo kaj unu el la plej bonaj postvivantaj mezepokaj pejzaĝoj en norda Eŭropo.	The High Weald is an area of ancient countryside and one of the best surviving medieval landscapes in northern Europe.
02 Track	Ĉirkaŭ kvarono de la Alta Weald estas kovrita de arbaro, la resto estas miksaĵo de malgrandaj kampoj kaj bienoj konektitaj de malnovaj trakoj.	About a quarter of the High Weald is covered by woodland, the rest is a mixture of small fields and farmsteads connected by ancient tracks.
etc		

2. All video clips



All the video clips should be numbered and named according to their listing in the storyboard.

3. Additional credits

Any additional information or names that you want to add to the final credits.