

Science Communication Academy: Creating Interacting Videos Activity Sheet

Objective: Create a short video about your research that you could post online or share with those who would be interested.

Steps to create an effective video:

- Know your audience: Identify who you're speaking to; use language and examples that are relatable and easy to understand.
- Focus on one clear message: avoid overwhelming viewers with too much information; highlight the most exciting or impactful aspects of your project.
 - You don't have to tell the whole story in a 1-minute video. Utilize calls to action to get people to come back and consume more of your content. (Follow me, click here, etc.)
- Visual storytelling: Keep it clean, colorful, and engaging.
- Be authentic and enthusiastic: Show your passion, speak naturally, and let your personality come through to the audience.
- Keep it short and sweet: Attention spans are limited. Aim for 1-2 minutes, but hook your audience in the first 10 seconds.
- Think about the platforms you will share your videos on. Would it be better to film vertically or horizontally? What types of videos perform best here based on the content you consume?
- What will you use to edit these videos? Will this help you determine how you film clips to incorporate?

With these elements in mind, film a short video demonstrating an important part of your research that your target audience would care about or find interesting.



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