

YouTube

Videos can be an effective way of communication, providing basic information, get people's attention and strengthen the visual identity of the RI. High synergies with other methods as videos can be promoted on website, social media, flyers, presentations, booths etc. RI can make several videos for different target groups (general, technical, scientific) and purposes (advertisement of an events, data, facilities etc).

Advantages: Possibility to wide area of dissemination to different target audiences.

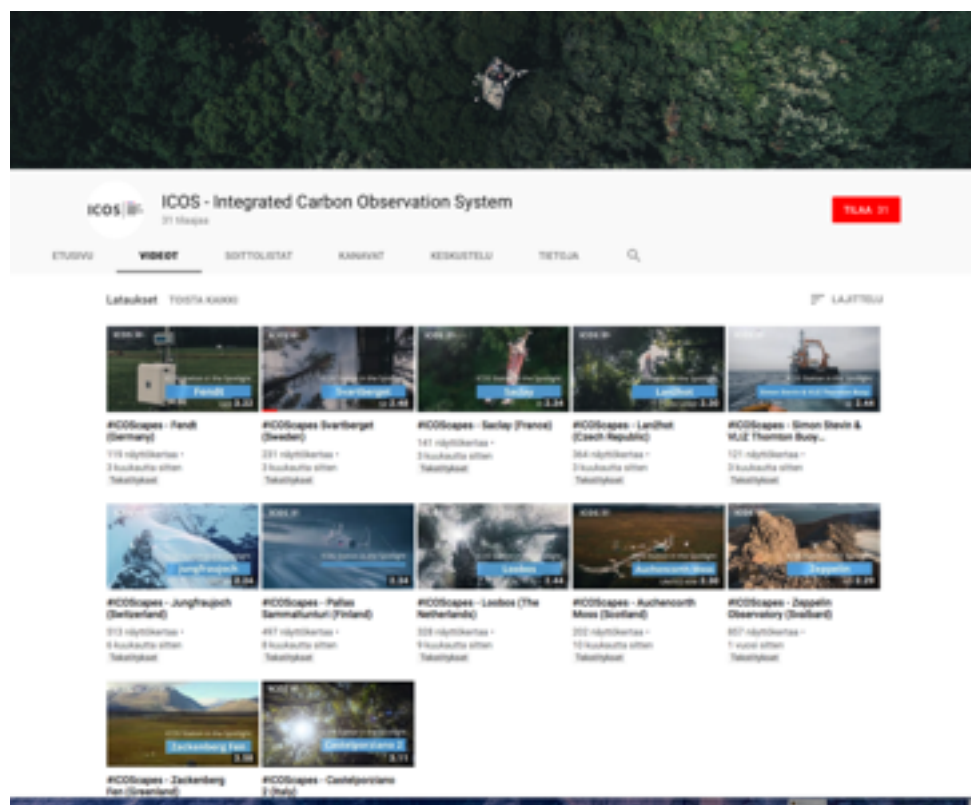
Challenges: Hard to get committed involvement. Number of followers in a project-based account can be quite limited. Cost of making professional videos is high. Need to update videos.

Resources needed: Free online tools to make simple videos available. Making a proper video needs graphical/visual planning, fluent acting in front of a camera, editing skill if not external company used.

Recommendation: Use synergies with other social media. Advertisement of social media account in all RI's presentations, website, and materials like flyers and brochures. Provide short description of your RI in the channel with links to further information.

Examples:

ICOS (<https://www.youtube.com/channel/UCutdSsds3zt7uYP4x7d7IRA/featured>) including 12 #ICOScape videos made together with professional Konsta Pukka. These videos introduce ICOS stations in different countries. These videos are part of ICOS visual identity and are used in booths and presentations. The channel has 30 ordering and videos are watched 4 487 times.



LifeWatch has a YouTube channel (<https://www.youtube.com/channel/UCP6ag3SoJ6oeisE7ibg4-pg/featured>) with 46 videos including general introduction, laboratory tours, tutorials and other RI introductory. 9 persons are ordering the channels and videos are watched 2 399 times.

reshaping biodiversity & ecosystem research



LifeWatch-ERIC
 8 channels

Watch

STUDY

RESEARCH

SCIENTIST

RESEARCH

RESEARCH

RESEARCH

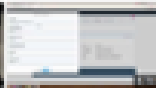
RESEARCH

LifeWatch-ERIC

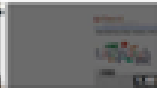
LifeWatch-ERIC



LifeWatch-ERIC (High) VHS
 41 replays + 1 video other



Roger Brown
 8 replays + 1 video other



Best VHS
 8 replays + 1 video other



LifeWatch-ERIC: The power of science
 8 replays + 1 video other



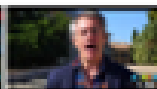
LifeWatch-ERIC presentation video
 8 replays + 2 video other



BGS - Video VHS
 81 replays + 10 video other



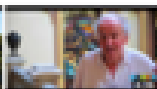
LifeWatch-ERIC: Jean-Michel Hermelin, director
 14 replays + 10 video other



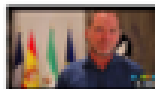
JRCO 2021 - Laurent Delahaye
 8 replays + 10 video other



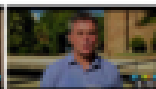
JRCO 2021 - Emmanuel Buisson
 8 replays + 10 video other



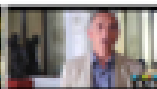
JRCO 2021 - Laurent Delahaye
 8 replays + 10 video other



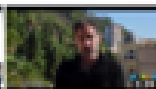
JRCO 2021 - Laurent Delahaye
 8 replays + 10 video other



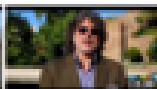
JRCO 2021 - Laurent Delahaye
 8 replays + 10 video other



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