

IZOBRAŽEVALNE BROŠURE ZA SLOVENSKE MLADINSKE CENTRE

POSTANI VIDEN

GET VISIBLE

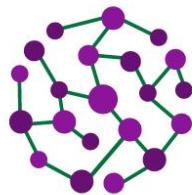
EDUCATIONAL BOOKLETS FOR SLOVENIAN YOUTH CENTRES

SPLET / WEB PT.1

DRUŽBENI MEDIJI / SOCIAL MEDIA PT.2

MULTIMEDIJA / MULTIMEDIA PT.3





MREŽANVO

ZA VKLJUČUJOČO
INFORMACIJSKO DRUŽBO

[*Prevod slike: NGO NETWORK - For an inclusive information society*]

DIGITALNE TEHNOLOGIJE V SLUŽBI ČLOVEKA

www.informacijska-druzba.org

Nevladne organizacije za digitalno enakost, zasebnost na svetovnem spletu, prosto programje, internetno nevtralnost, odprto vlogo in demokratično e-participacijo.

DIGITAL TECHNOLOGY AT THE SERVICE OF PEOPLE

www.informacijska-druzba.org

Non-governmental organizations for digital equality, privacy on the net, free software, internet neutrality, open government and democratic e-participation.

KAKŠEN JE NAMEN?

NVO imajo običajno dobro izdelane komunikacijske dejavnosti, a ne dosežejo ustrezne ciljne skupine, torej mladih.

ZAKAJ SMO SE TEGA LOTILI?

Študije kažejo, da mladi od 16. do 24. letstarosti tedensko preživijo več kot 27 ur na spletu. NVO na tej zasičeni platformi za svojo promocijo konkurirajo privatnim družbam, vendar ne dosegajo publicitete, ki bi si je želeli. Ker imajo na voljo nižji proračun od privatnih družb, si ne morejo privoščiti zakupa večjega prostora za oglaševanje, zato morajo za uspeh posluževati kreativnih rešitev in dobro poznati področje PR-ovstva.

KAKO LAJKO PRI TEM POMAGA TALE BROŠURA?

V zadnjih dvajsetih letih je internet postal sestavni del našega življenja. Gre za odličen način komunikacije, izobraževanja in lastne promocije pred širšim občinstvom. Če želite doseči širše občinstvo, morate poznati pravila uspešne spletne komunikacije. Naše izobraževalne vsebine smo razdelili v tri kategorije: SPLET, DRUŽBENI MEDIJI in MULTIMEDIJA. Vsako kategorijo sestavlja kratek izobraževalni video in brošura.

WHAT IS THE CHALLENGE?

NGOs have mostly good communication work but they don't reach the appropriate target, young people.

WHY IS THAT A CHALLENGE?

Studies say that young people aged between 16 and 24 spend more than 27 hours a week online. NGOs compete with private companies for publicity on this already saturated platform, which often ends with NGOs not getting the publicity they'd like. Since NGOs have a smaller budget than private companies, they can't afford to buy a lot of ad space, so they have to get creative and know the field of PR very well in order to succeed.

HOW CAN THIS BOOKLET HELP?

The internet has become such a big part of our lives in past 20 years. It's a great way to communicate, educate and promote yourself to a wider audience. If you want to reach a wider audience, you have to know the "rules" of successful internet communication. We've divided our educational material into 3 categories: WEB, SOCIAL MEDIA and MULTIMEDIA. Each category consists of a short educational video and a booklet.



MULTIMEDIJA

Si želite premikajoče se, vizualne predstavitve vaše organizacije, projekta ali samo ustvariti dokumentarni igrani film o določeni temi? Oglejte si izobraževalni video o procesu video ustvarjanja z osnovnimi nasveti za izdelavo video posnetka.

Na voljo je tukaj: <https://www.youtube.com/watch?v=kMPSUcuBOfQ>

Komu je video namenjen – ciljna skupina:

Izberite si ciljno skupino in raziščite njihove navade o uporabi različnih medijev: najnovejši trendi, čas, ki ga temu namenljajo, vsebine. Na primer, če je video namenjen najstnikom, upoštevajte dejstvo, da najpogosteje uporabljajo Vine, Pinterest, Twitch ipd. Ciljni skupini prilagoditesporočilo, dolžino videa in jezik: mlajši so, prej se naveličajo.

O čem se gre – video zgodba:

Povejte zgodbo: brez zgodbe ni videa. Pred pričetkom ustvarite ilustrirani scenarij. Gledalci se običajno v prvih 15 sekundah odločijo ali bodo z gledanjem nadaljevali ali ne: to imejte v mislih in jih skušajte pritegniti že v prvih 15 sekundah. Zgodba mora imeti sporočilo, ki je jasno, enostavno in deljivo z ostalimi. Resnične zgodbe se gledalcev bolj dotaknejo. Posredujte raje optimistično sporočilo: malce sladkorja ne bo škodilo.

Tehnični vidiki:

- Imejte v mislih, da je mladina zelo občutljiva na estetiko (če se le da, video in zvok posnemite v visoki ločljivosti).
- Če je možno, vložite v obdelavo videa.
- Več možnosti izbire: animacija (Wheretogood-ideas come from <https://www.youtube.com/watch?v=NugRZGDbPFU>), glasbeni kolaž (Greenpeace <https://www.youtube.com/watch?v=zVu9eawb1QY>), itd.
- Dolžina: odvisna je od vsebine. Od 40 sekund za novice ali promocijo do največ 20-30 min za kratkometražne filme (npr. Ilha das flores, Kony 2012)

MULTIMEDIA

Want a moving, visual presentation of your organization, a project or just create a documentary, fiction film on specific topic? Take a look at the educational video about the process of video making, with basic tips and hints that can help you when dealing with video material.

It is available here: <https://www.youtube.com/watch?v=kMPSUcuBOfQ>

Who is it for – video target:

Choose a target, and inquire about their media consumption: latest trends, time spent, type of contents. For example, if video is targeted at teenagers, their media consumption includes Vine, Pinterest, Twitch... Modify the message, length, language depending on the target: the younger, the more likely to get easily bored.

What is it about – video story:

Tell a story: no story, no video. Make a storyboard before starting. Viewers tend to watch around 15s before deciding if they're going to watch the video or not: keep that in mind and throw the hook in these first seconds. Your story has to have a clear, easy, shareable message. Real (or realistic) stories create better complicity among the audience. Also, be optimistic rather than pessimistic: the pill passes better with sugar.

Technical aspects:

- Keep in mind that youngsters are very sensible to aesthetics (so try to always film image and sound in HD).
- Invest in edition, if possible
- Multiple possibilities: Animation (Where good ideas come from <https://www.youtube.com/watch?v=NugRZGDbPFU>), musical-collage (Greenpeace <https://www.youtube.com/watch?v=zVu9eawb1QY>), filmish ...
- Length: depends completely on the subject; between news or advertisement-like (40 sec) to a maximum of 20-30min (maximum for a short film, like Ilha das flores or Kony 2012).



Glasba:

- če je vaše glavno orodje govor, uporabite tih, nemotečo glasbo;
- če je vaše glavno orodje podoba, uporabite bolj energično ritmično glasbo;
- Pazite na avtorske pravice. Danes je na voljo veliko talentiranih glasbenikov, ki svoja dela objavljujo na straneh kot so Bandcamp in SoundCloud. Če bi v svojem video želeli uporabiti njihovo glasbo, jih prosite za dovoljenje.

Zakonitosti viralnega videa:

- Glavni namen je gledalca šokirati in presenetiti: moč nepričakovanega.
- Večja osredotočenost na estetiko, vizualni učinek, prve občutke, ki jih gledalcu vzbuja; šele zatem se posreduje sporočilo.
- Pozor: gledalci postajajo čedalje manj občutljivi na šok, zato snemajte skladno s trenutnimi trendi v video produkciji.
- Tveganje: sporočilo se hitro pozabi ali ostane prezrto.
- Primer: Kony 2012.
- Ideja: sprva jih šokirajte, zatem jim odkrijte, da gre zgolj za reklamo.
- Tveganje: ljudje se lahko počutijo prevarane in razočarane.

Druge pomembne sestavine:

- Pojavna okna, ki preusmerjajo na spletno stran, več podatkov (predvsem v kratkih videih), donacije, naročanje ipd.
- Bodite pozorni na uporabljene ključne besede: morate jih vpisati v naslov, opis in oznake.
- Sklicevanje na popularno kulturo in simbole, da se ljudje lažje identificirajo (OXFAM: https://www.youtube.com/watch?v=JphJzUOL_Gc).
- Bodite pozorni na avtorske pravice (fotografije, avdio, video).

Music:

- if your main tool is spoken word, use quiet, non-disturbing easy-listening music;
- if your main tool is image, choose more energizing, moody, rhythmical music;
- Don't use copyrighted music, if you don't have the right. Nowadays, you can find a lot of talented musicians on sites like Bandcamp and SoundCloud. If you'd like to feature one of their songs in your video, ask them for permission.

Virality:

- The main goal is to shock and amaze the viewer: power of unexpected.
- More focused on aesthetics, visual impact, feelings caused on the first instants; then push the message.
- Danger: viewers become less and less receptive to shock, so it needs to fit with the current video trends.
- Risk: the message is more likely to be forgotten or ignored.
- Example: Kony 2012
- Idea: fake to shock, then show that it is an ad.
- Risk: people may feel cheated or disappointed.

Other things to take into consideration:

- Pop-ups that redirect to website, more info (specially on short videos), donations, subscriptions...
- Pay attention to the keywords you use: they should be in the title, description and tags.
- References to popular culture and symbols for people to become more identified (OXFAM: https://www.youtube.com/watch?v=JphJzUOL_Gc).
- Be careful with copyrighted material (photo, audio, video).



NOSILCI VSEBINSKE MREŽE NEVLADNIH ORGANIZACIJ ZA VKLJUČUJOČO INFORMACIJSKO DRUŽBO:



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STIK

e-poštni naslov: info@informacijska-druzba.org
spletna stran: www.informacijska-druzba.org
facebook: <https://www.facebook.com/NVO.VID>
twitter: https://twitter.com/NVO_VID

Projekt Vsebinska mreža nevladnih organizacij za vključujočo informacijsko družbo (NVO-VID) delno financira Evropska unija, in sicer iz Evropskega socialnega sklada. Projekt se izvaja v okviru Operativnega programa razvoja človeških virov; razvojne prioritete "Institutionalna in administrativna usposobljenost"; prednostne usmeritve "Spodbujanje razvoja nevladnih organizacij, civilnega in socialnega dialoga".

OPERATORS OF CONTENT NETWORK OF NON-GOVERNMENTAL ORGANIZATIONS FOR AN INCLUSIVE INFORMATION SOCIETY:



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