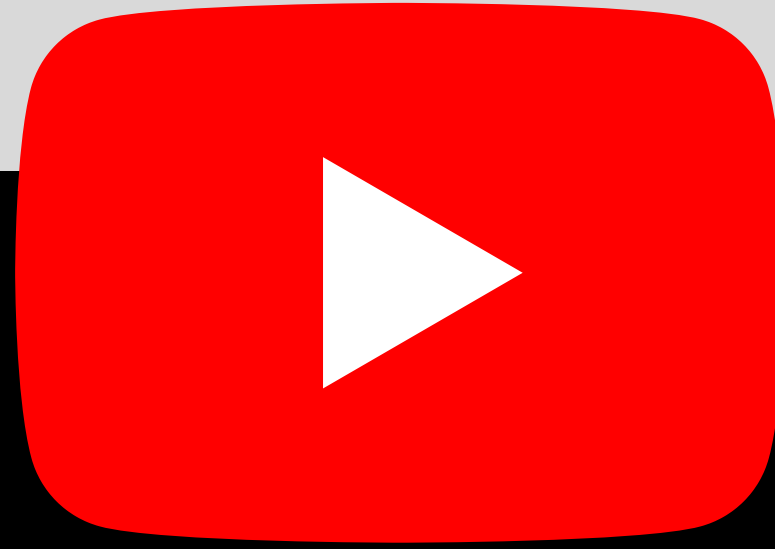


MAKING VIDEOS FOR YOUTUBE - THE BASICS FOR RESEARCHERS



Dr Elizabeth Mills has over 3+ years of experience writing, filming, presenting and editing over 250+ videos on Youtube - with over 125K views.

Using YouTube for her science communication has led to opportunities to appear on TV (CBeebies), create science shows for festivals, podcasts, public speaking events and science standup at the Edinburgh Fringe! In 2021 she was awarded the Royal Society of Biology New Researcher Outreach and Engagement Award.

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Learning to create videos and present on camera can at first seem like a steep learning curve and a daunting task. But using video and YouTube as a platform to communicate your science can be extremely rewarding and it is a fantastic opportunity to learn new skills and gain confidence. The new skills you can learn can also be transferable a wide range of careers both within and outside of research.

In this workshop you will leave with skills and confidence to be able to create your own science video from filming, editing to uploading to YouTube.

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What is typically covered in the training:

- Why science communication through videos is important
- Technical logistics of filming
- Speaking to camera
- Editing
- Uploading
- Tips and Tricks

Who is this training for:

Any researcher at any career stage with an interest in using video to communicate science. No prior experience of creating videos is required.

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What length of workshop is best for your trainees?

A half day workshop enables me to provide information about how to film, edit and upload to YouTube but less time for a more personalised experience where the trainees to use this time to begin to build their confidence and develop their own plan for their own science communication on YouTube.

A full day workshop will cover each step in more detail - particularly covering more on confidence talking to camera - and enable time for group practice exercises. Also allows more time to address any questions or specific queries from the trainees.

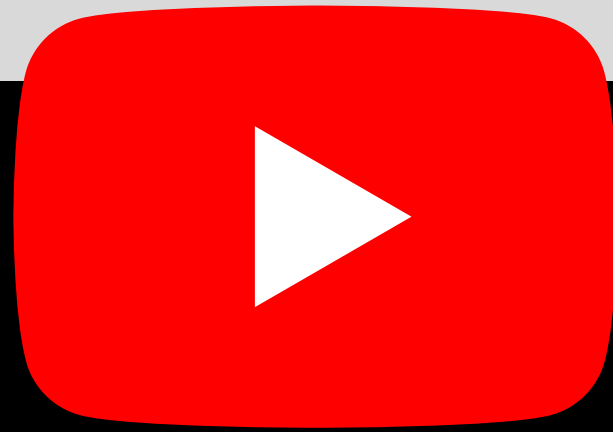
Can the workshops be customised?

Absolutely, before each training session I will always discuss the needs of the training and how I can tailor this training for your trainees. A personalised itinerary and the maximum number of people I can conduct this training for will then be provided with the training quote.

Example Half Day Workshop

- | | |
|---------------|--|
| 9:00-10:00 | <ul style="list-style-type: none">• Introduction to why and how using YouTube can be important for your career• What you need to film and how• How to have confidence speaking to camera |
| 10:00 - 10:30 | <ul style="list-style-type: none">• Group practice recording a short video/coffee break |
| 11:00-12:00 | <ul style="list-style-type: none">• How to edit and upload to YouTube• Social Media to accompany videos• Tips and tricks |
| 12:00-12:30 | <ul style="list-style-type: none">• Questions |

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Example Full Day Workshop

- | | |
|---------------|---|
| 9:00-11:00 | <ul style="list-style-type: none">• Introduction to why and how using YouTube can be important for your career• In depth analysis of the type of science videos you can make on YouTube• Discussion on what the audience are looking to get out of the training• What you need to film and how |
| 11:00 - 11:15 | <ul style="list-style-type: none">• Break |
| 11:15 - 13:00 | <ul style="list-style-type: none">• How to speak confidently to camera - including confidence building group exercise• Practice filming short video |
| 13:00-14:00 | <ul style="list-style-type: none">• Lunch |
| 14:00-16:00 | <ul style="list-style-type: none">• Discussion around the areas trainees found easy/hard about making videos• How to edit and upload to YouTube• How to find your own style of video/presentation• Social Media to accompany videos• Tips and tricks |
| 16:00-16:30 | <ul style="list-style-type: none">• Questions |

I am also willing to provide custom feedback on YouTube videos after the training - please enquire for the cost of this which will be provided per person.