



HuMEL Peer Network

COLLABORATE, EVALUATE, EMPOWER

HuMEL Storytelling Session 3: Field Communications

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March 27, 2024 | 9:00 AM ET

Best Practices



Activate your video when you are speaking, if possible.



Mute your microphone when you are not speaking.



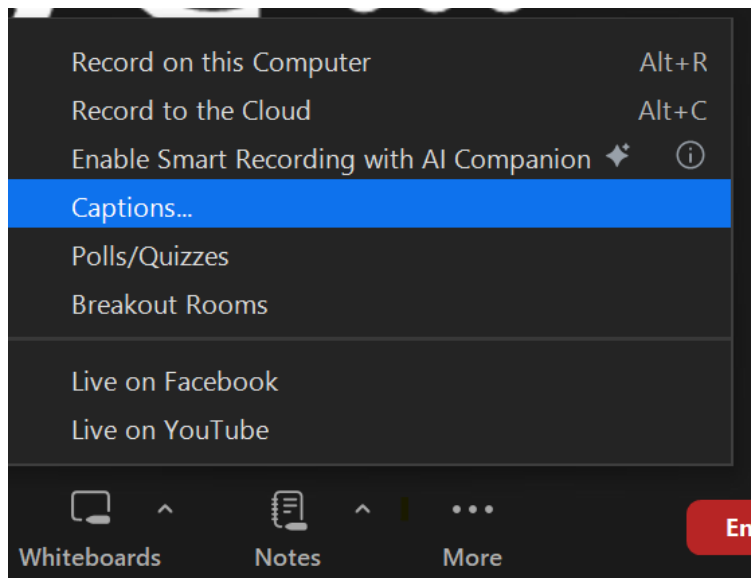
During Q&A, raise your hand if you'd like to speak out loud.



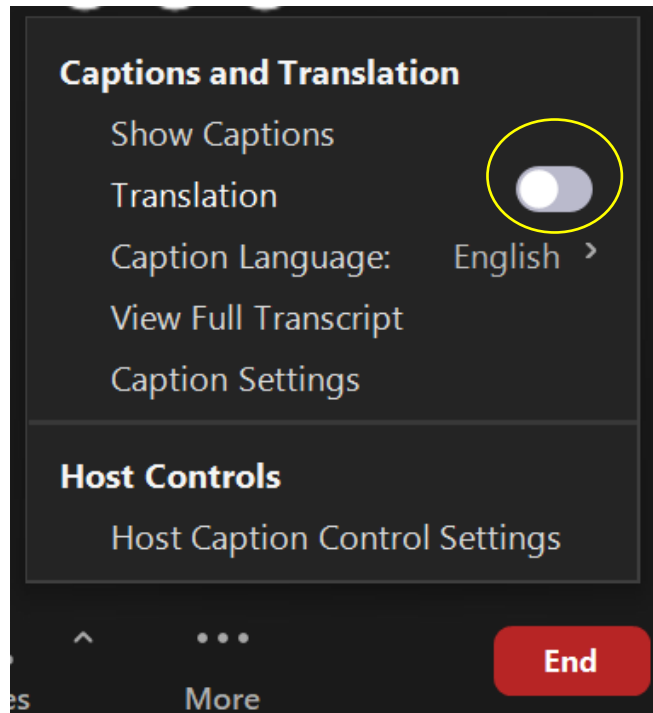
Use the chat box if you have any questions or comments!

Translated Captions

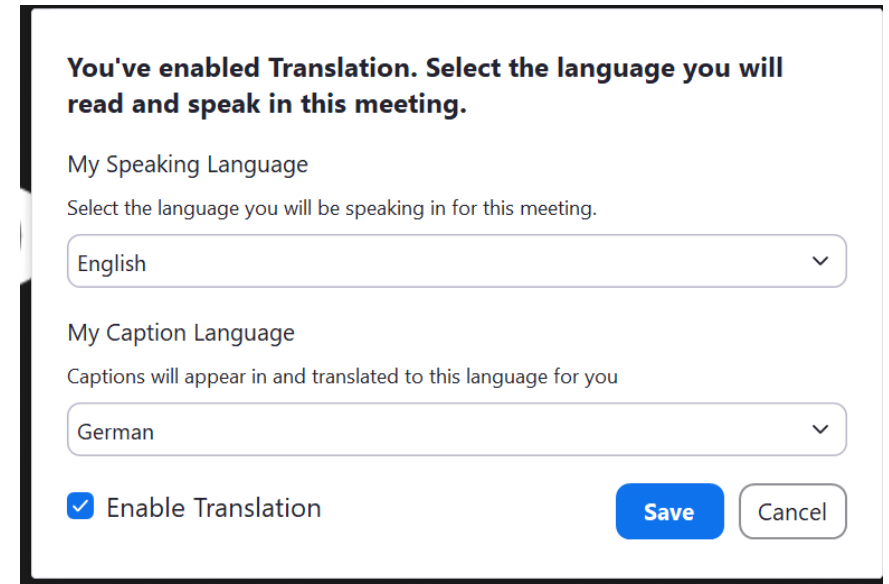
Step 1: Click Captions under "More"



Step 2: Switch translation on



Step 3: Select language





Field Communications

The goal of today's session

To help you think about the value of social media, and then learn how to use your phone to get the type of content that works well on social media, especially for reaching institutional donors and to be seen as thought leaders.

What we'll cover

1

Social Media

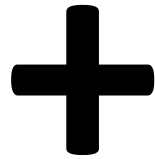
- A few basics
- How to reach institutional donors and peers
- How to help your staff use their own social media channels

2

Your Phone

- A few tips for taking photos
- A few tips for taking videos
- Getting informed consent

Why are we talking about this?



Why are we talking about this?

You're in a unique position...

Your organization's
social media
channels



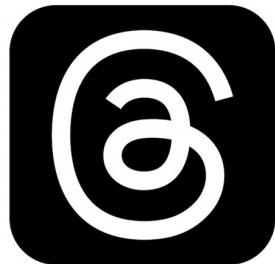
Your own
social
media
channels

Social media channels

The Big 5



Not talking about





Social media and institutional donors

A true story

Names have been changed to protect the innocent

Another true story

Story 1

1. Didn't know how to take decent photos.
2. There was no plan.
3. Photos didn't fit the social media channel that the donor is on.

Story 2

1. Worked with someone who knew how to take decent photos.
2. Made a concrete plan before the trip.
3. Chose the best social media channels to post on and created content that worked on that specific channel.

**Which social media channels
are best for institutional donors?**

Social media channels



Audience

Older audience
Institutional donors

Use

More conversational
More engagement

Best type of photos/video

Square and horizontal



Institutional donors
Peer organizations

Great for NGO-related
content, peer content

Square and horizontal



Younger audience
Institutional donors

Photos and video

Square and vertical

Social media channels



Audience

General
Institutional donors

Use

Timely info

Best type of photos/video

Square and horizontal

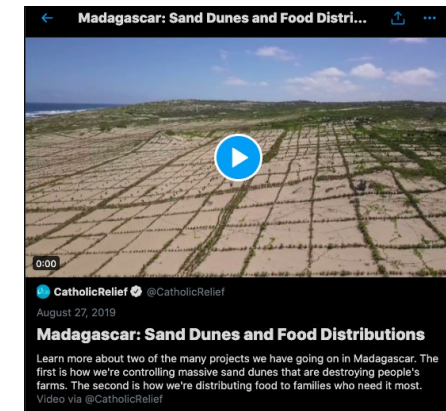


Young audience

Fun, entertaining

Vertical

Consider a series of posts across several social media channels.



Tips for engaging with institutional donors

- Meet with your social media staff before a trip and **make a plan.**
- Brainstorm: what can we show on social media that will be both interesting and gives the donor a lot of love?
- Decide what social media channels to post on by looking at where the donor is active.
- Then make your plan based on those social media channels.



Tips for engaging with institutional donors

- When possible, include the donor's logo in photos.
- Tag the donor so they'll see your posts.
- Make sure you're using the **best** donor handle.
- Talk about the donor.
- Use language the donor wants.



Social media tips

- Your organization's channels work differently than your personal channels. Talk to your social media person about what they need.
- You have 1-2 seconds to catch someone's attention.
- The shorter the better – always.
- Get to the point as quickly as possible, especially in videos.
- Short video is king. Keep videos to 59 seconds or less
- LinkedIn is the only place you can get away with more words..
- Social media is NOT the place for nuanced language.



Example



So this is what climate change is going to be looking like into the future.

Everything here is intentional

- We chose TikTok because a younger audience is more receptive to climate change
- Shot vertically for TikTok
- No logo to start the video (it's at the end)
- No introduction to start the video (his name is onscreen)
- Have an intro sentence that immediately gets you into the topic
- Shot in a location that *shows* what we're talking about





Thought leadership

**How can you show your organization
as a thought leader on social media?**

A common question

“How can we get our staff to use social media to show that they are thought leaders in the NGO world?”



Staff and social media

Tips for staff posting on their own channels

- Find staff who are *already* posting to social media
- Have them create a separate work account
- Train them
 - How to write posts
 - Tagging, hashtags, etc.
 - Who to follow
 - How to engage with others
- This all takes a lot of time on their part

If that's too much, here's your other option...

Tips for posting about staff on organizational channels

- Work with your social media staff to come up with a plan
- Post quotes, articles, thoughts, etc.
- One-off posts are okay, but a series is better.
- Takes a lot of time and work.



Using your smart phone to take photos

Know how to you use your phone's photo app

There are many types of photo apps for smart phones. Most use one of these two main ways to control exposure and focus.

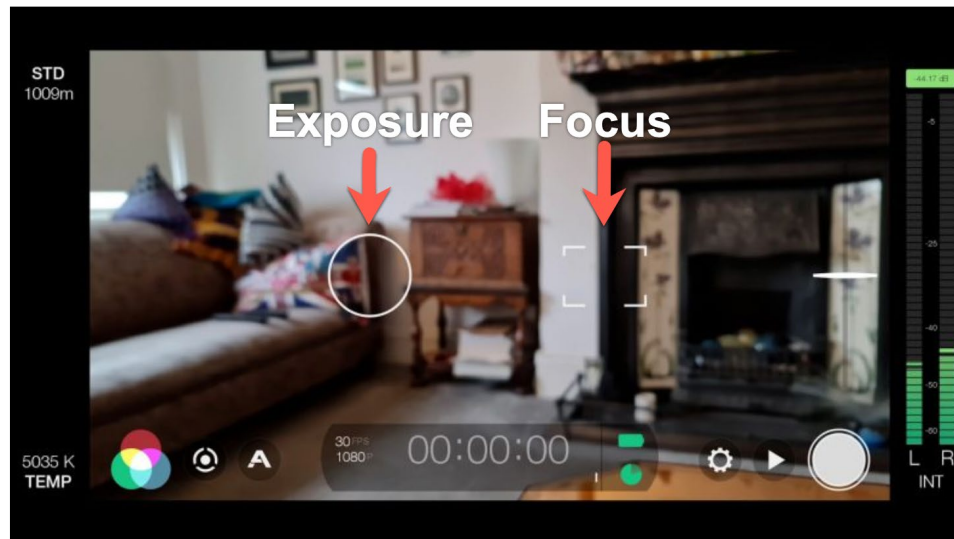


Photo app Type 1

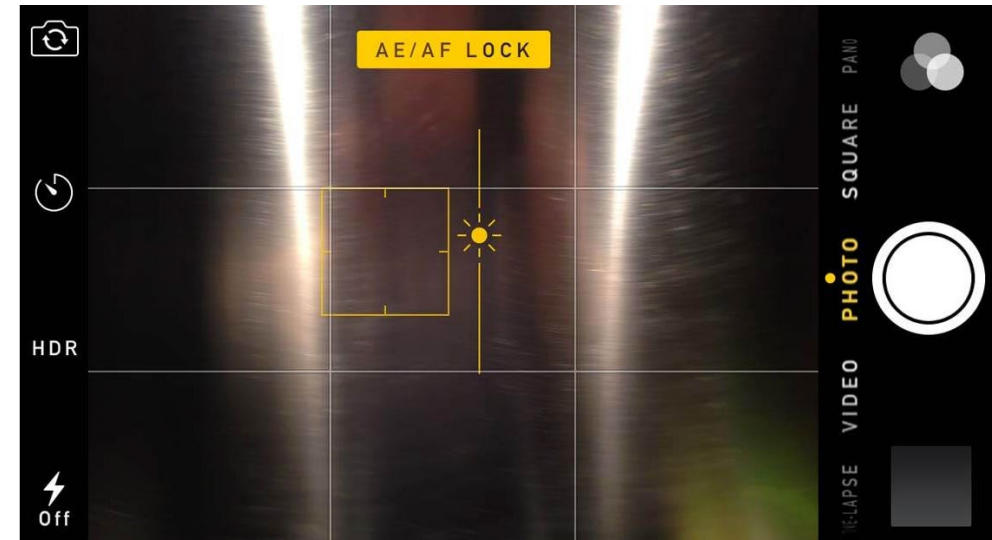
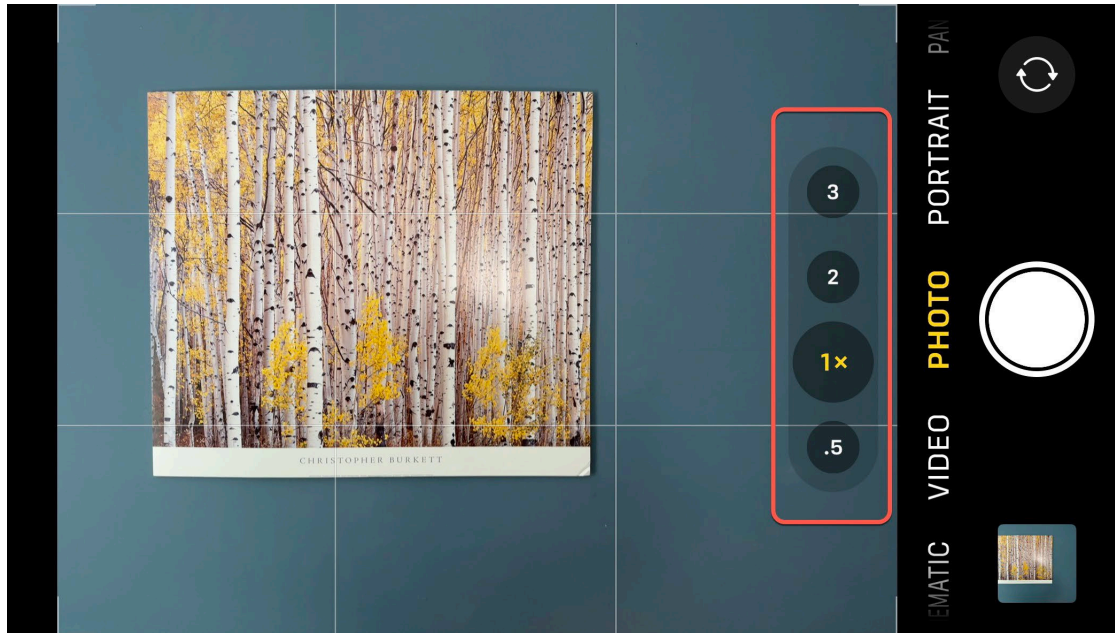


Photo app Type 2

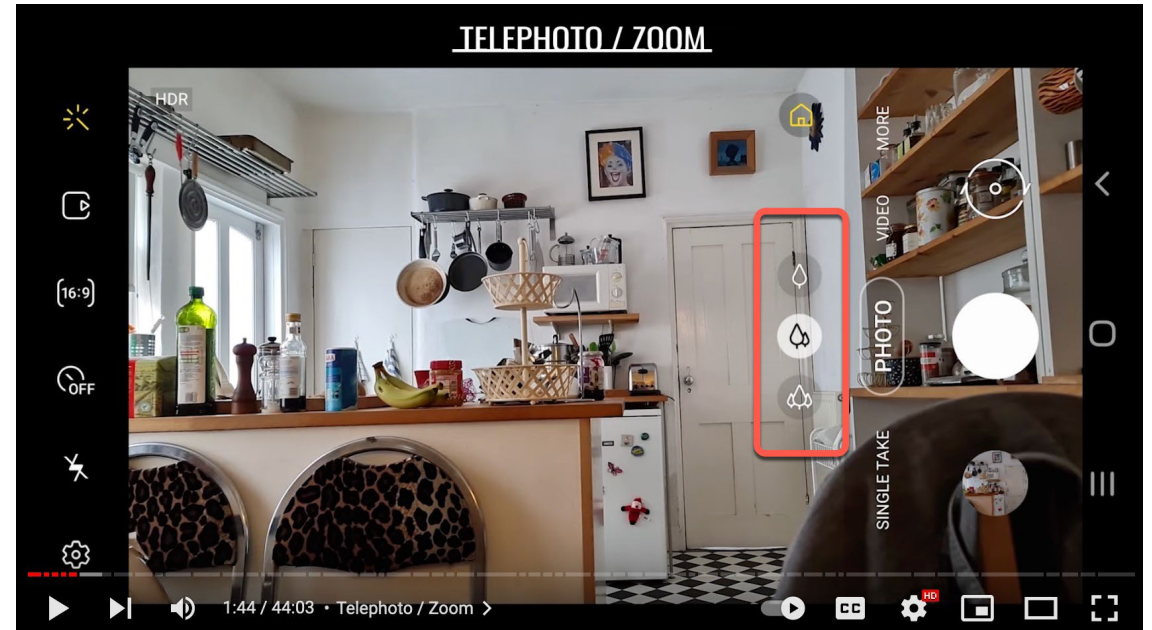
Know the lenses on your phone



Know the lenses on your phone



iPhone



Samsung

Know the lenses on your phone



Know the lenses on your phone



0.5x Ultra wide angle

For portraits or close-ups of people, don't use your ultra wide lens



Know the lenses on your phone



0.5x Ultra wide angle



1x or 2x lens

**For best photo quality,
don't pinch and zoom.**

Choose one of your lenses.

Make use of “portrait mode” on your phone



Regular camera mode

Make use of “portrait mode” on your phone



Portrait mode

Make use of “portrait mode” on your phone



Regular camera mode



Portrait mode

Dealing with light



An easy tip to remember

When it is sunny,
make sure the sun is behind ***you*** –
not ***your subject***.

That way the sun is on the person's face.

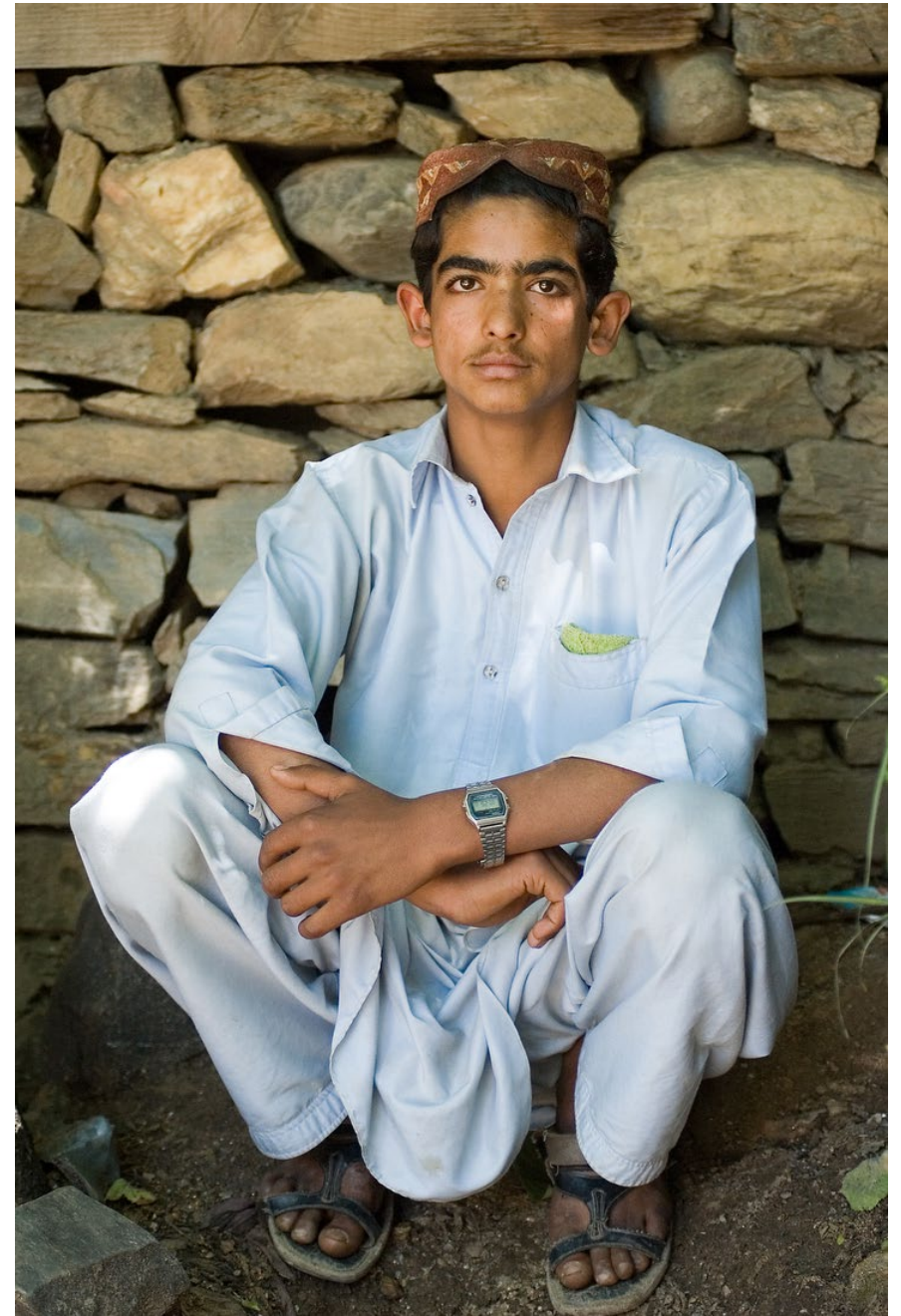
His face is in shadow. Move so that the light in on YOUR back when taking photos



Decide between horizontal and vertical



Decide between horizontal and vertical



For social media, be sure to
get some verticals

Photo tips

To help show the scale of the emergency, think about choosing your wide-angle lens to show more of the scene.



Photo tips

Make use of your panorama option on your phone



Photo tips

Make use of your panorama option on your phone



Photo tips

Make use of your panorama option on your phone



Photo tips

Take photos that show action.



Photo tips

Take photos that show action.



Photo tips

Take photos that show action.



Photo tips

Take photos that show action.



Photo tips

Take photos that show action.



Photo tips

Take photos that show action.



Photo tips

Work in your logo and partner logos when you can.



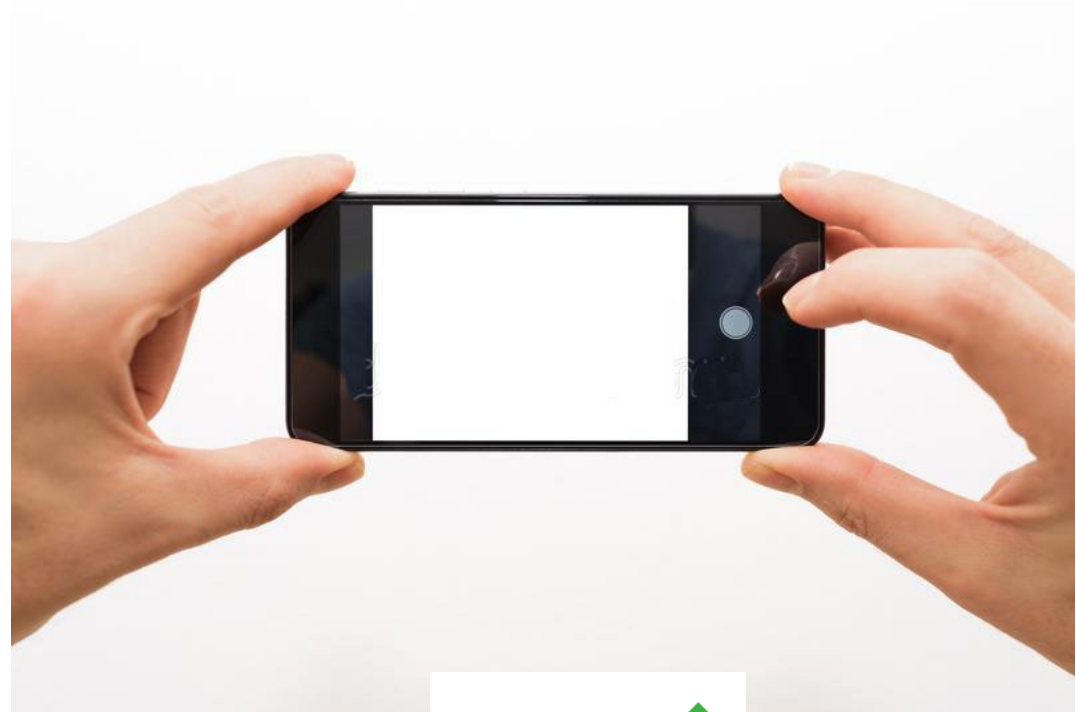




Taking videos

Stabilize your phone

Option 1 – your hands



Stabilize your phone

Option 2 – a frame



Stabilize your phone

Option 3 – A monopod



My recommendation: start simple

- Use your phone, with the built-in video app
- Get a simple, inexpensive frame
- Get a simple microphone



Microphones – Do you need one?

3 reasons you might want a microphone

1. To cut down on wind noise in video clips
2. If you're going to do interviews
3. If you're going to do any stand-up videos

Microphones – example of wind noise



Microphones – your phone versus a microphone




Microphone options



Small shotgun mic, like a RODE videomicro microphone

Lavalier
(for interviews or stand-ups only)

Handheld
(for stand-ups only)  / 69

Microphone options

Important!

Check your microphone plug

2
black
rings



Won't work
with a
mobile phone

3
black
rings



Will work
with a
mobile phone

A few tips when using a phone

- Bring a back-up battery
- Turn off your notifications
- Be careful that your phone (or any camera) isn't getting too hot



What I always bring with me



Video rig to handhold for video



Shotgun microphone



RODE SC15 cable to connect mic to my iPhone



Power bank for my phone



Monopod

B-roll

B-roll – What is it?

A-roll is an interview.

B-roll is everything else: clips of people farming, sorting grain, building a shelter, children studying, etc.



Start simple, hold your camera still



B-roll

As you get more advanced, start moving your camera.



Walk up to the scene slowly



Back up slowly to reveal the scene



Get low, shoot at the ground level



Shoot from above



Keep shooting until the action is finished



Create pseudo-drone shots with a monopod



Using a monopod



Using a monopod



B-roll: Six Important Tips

1. Know whether you need to shoot vertical or horizontal video.
2. Don't shoot shaky footage.
3. When you move your camera, move slowly.
4. Get your exposure and focusing right.
5. Leave time before and after the clip for editing.
6. Keep shooting until the action is finished.

What I use my phone for

- Photos
- Panorama photos
- Short video clips
- Short video interviews
- Time lapse
- Slow motion
- Pseudo “drone” shots
- Record an interview with an audio-only app
- Get GPS readings
- Take notes
- Check the weather
- Check the time of sunrise and sunset
- Create graphics using Canva app
- Edit photos using Snapseed app
- First aid information using a medical app



Informed consent

What is informed consent?

Ensuring that someone will know how their photo or video will be used, where it might be shared, and what the purpose is.

We're not just trying to get a signature on a release form. This is about transparency and respect.

Tips for informed consent

- Follow your organization's policy on informed consent
- Know what informed consent means
- Make sure your colleagues know what informed consent means
- Even when you get informed consent, you need to use your own judgement about the person's safety and situation
- Show the person examples of what you're talking about

Tips for informed consent

This collage illustrates various digital assets used for outreach and consent. It includes:

- A banner with the text "WITNESS WHAT TOGETHER CAN DO" featuring a child's face.
- A banner titled "EMPOWERING YOUTH TO THRIVE" with a "LEARN MORE" button.
- A social media post for a "Join us" event on Thursday, June 20, 2019, at 12 pm, for the 100th Anniversary of the United Nations World Food Programme.
- A banner with a young boy and the text "Welcome Bienvenue Bienvenido أهلاً وسهلاً".
- A banner with a cityscape and the text "Humanity is Unskippable" and "Unskippable.org".
- A Facebook profile page for Catholic Relief Services.
- A website banner for "HURRICANES ETA AND IOTA BATTER CENTRAL AMERICA" with a "DONATE" button.
- A footer with the tagline "putting our faith into action to help the world's".

This collage shows social media content from Catholic Relief Services and The Global Fund:

- A tweet from CatholicRelief (Jun 3) about trauma counseling and vocational training in the Central African Republic.
- A tweet from CatholicRelief (Jun 5) about emergency mobile money cash transfer in Rwanda, featuring a photo of Blandine Mukama and a quote: "I am hopeful that after getting more stock, I will be able to get more profit from my business and sustain my family with food and other needs."
- A tweet from CatholicRelief (Apr 25) about malaria prevention, featuring a photo of a woman with her children and a quote: "The best protection against mosquitoes that carry malaria is a long-lasting insecticide net. Rabi Daka (center) stands with her mother and daughter after receiving nets from the first digitized mosquito net distribution in Benin since the outbreak of COVID-19."
- A tweet from The Global Fund (Apr 25) about malaria prevention, featuring a photo of a woman with her children and a quote: "What if we are the generation that cures COVID-19? That ends malaria? This #WorldMalariaDay we're shouting #ZeroMalariaStartsWithMe! CRS and the @GlobalFund are leading the global movement to ensure that no one dies from a mosquito bite. (Photo was taken before COVID-19)."
- A tweet from CatholicRelief (Mar 30) about the Ebola outbreak in the Democratic Republic of the Congo, featuring a photo of children and a quote: "Amongst all the #coronavirus news, you probably haven't heard about the #Ebola outbreak nearing its end in the #DemocraticRepublicoftheCongo. Since Aug. 2018, Ebola has claimed over 2,200 lives in the #DRC. Follow this #thread to see how we're bringing a stop to this outbreak."

Links to equipment and apps in this presentation

[Ulanzi video rig](#) USD \$20

[RODE Videomic Go II On-camera Shotgun Microphone](#) \$100

[SC15 cable to connect shotgun mic to an iPhone](#) \$25

[Monopod](#) \$22

[Power bank to charge my phone](#) \$26

[Snapseed](#) app for editing photos on your phone (it's free)

[Canva](#) for creating graphics (it's free)

[Mavis](#) app for shooting video (for iPhone only) \$6

[Filmic Legacy app](#) for shooting video (not Filmic Pro 7) free

