



Module 6
Share
your video



main topics to be reviewed:

- Intro to sharing strategies
- Social media basics
- Recommendations for sharing a video on social networks.
- Using hashtags
- Mapping allies
- Cross Channel dissemination
- Distribution plan

Introduction

The time has come to share your story, to motivate and inspire more people around the world to love nature.

Throughout the course we have learned to use technology. Technology can sometimes be perceived as a barrier to connecting people with nature; however we have learned that it can also be a great opportunity.

We know that current and future generations will continue to adopt technology. Let's take advantage of this to document our moments of connection with nature, share our videos and generate change.

Let's see technology as a bridge instead of a barrier!

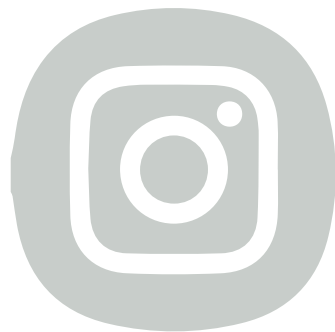


Social media basics

Social networks are platforms on which people and communities interact and socialize in order to share ideas, news and particular interests. Social networks can also be seen as more strategically, as a way to generate a change through information and awareness.

Social networks have seen a major boom in recent years. They are one of the most direct means to communicate information, and that is why we will make use of these platforms to inspire love for nature.

Social networks are powerful to get a message to millions of people; however, each one has different goals and audiences. That is why it is very important that you know their characteristics, so that you choose the one that can generate the impact you are looking for.



Facebook: A digital social network that connects people with people: friends, family and business partners. The essence of the network is based on sharing details of personal lives; This is something to keep in mind if you want to “hook” users with your story.

Instagram: A social network and mobile application at the same time, which allows its users to upload images and videos with multiple photographic effects such as filters, frames, retro colors, etc., and then share those images on the same platform or on other social networks. This application or network is currently one of the fastest growing in the world.

You Tube: a platform that allows its users to upload videos so that others can consume them at any time and online. In fact, it is a kind of television on demand over the Internet. On this network you can not only view professional content, but also any type of user. Anyone can create an account on it and offer their own videos to the rest of the world. In addition, for a few years, it has also allowed for live broadcasting

Linked In: a platform that allows its users to upload videos so that others can consume them at any time and online. In fact, it is a kind of television on demand over the Internet. On this network you can not only view professional content, but also any type of user. Anyone can create an account on it and offer their own videos to the rest of the world. In addition, for a few years, it has also allowed for live broadcasting

Website: an electronic document particularly adapted for the Web, which contains specific information on a particular subject and which is stored in a computer system that is connected to the world information network called the internet, in such a way that this document can be consulted by anyone who connects to this global communications network and who has the appropriate permission to do so.

A website has the peculiar characteristic that the text is combined with images and videos to make the document dynamic and allow different actions to be performed, one after the other, through the selection of highlighted text or images, action that can lead us to another section within the document, open another website, initiate an email message or transport us to another totally different website through its hyperlinks.

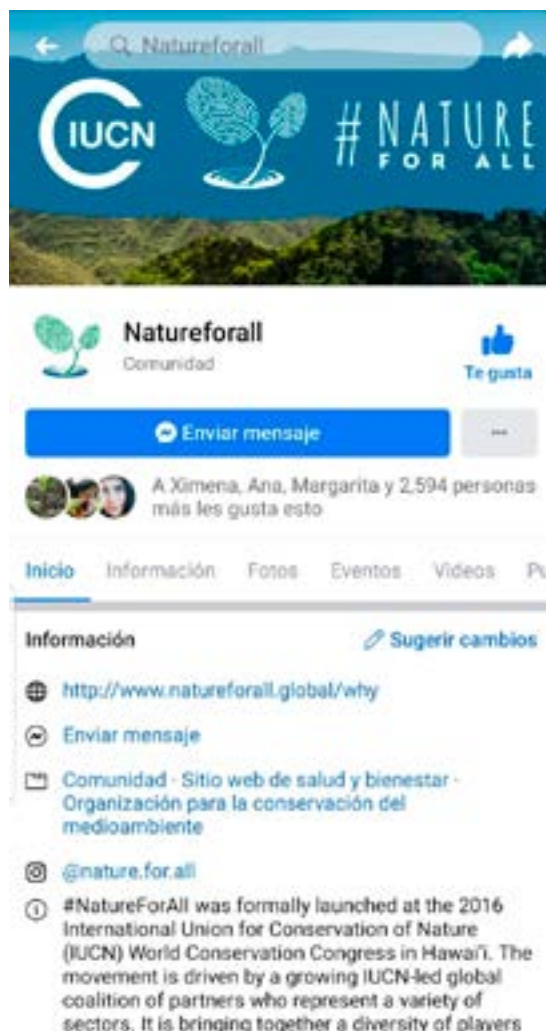


Newsletter: An informative publication that is distributed through email, usually they are produced regularly: weekly, biweekly, monthly, bi-monthly or quarterly.

The newsletter is a powerful tool that allows an organization and / or people to be in contact with those interested in a topic, it is a means that allows sharing timely information, accountability and transparency. Not only that, by presenting information through this platform, it is possible to generate visits to the website and social media platforms



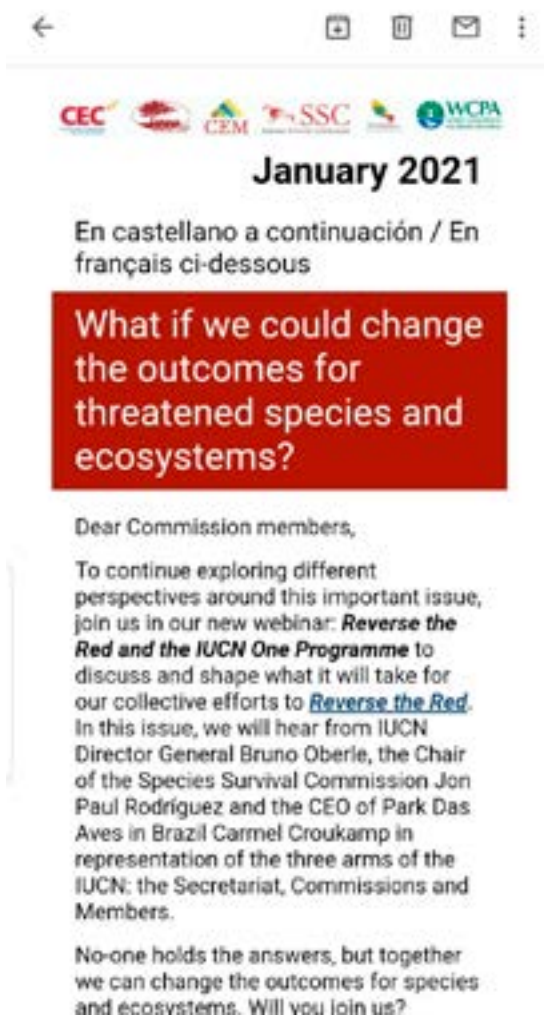
INSTAGRAM



FACEBOOK



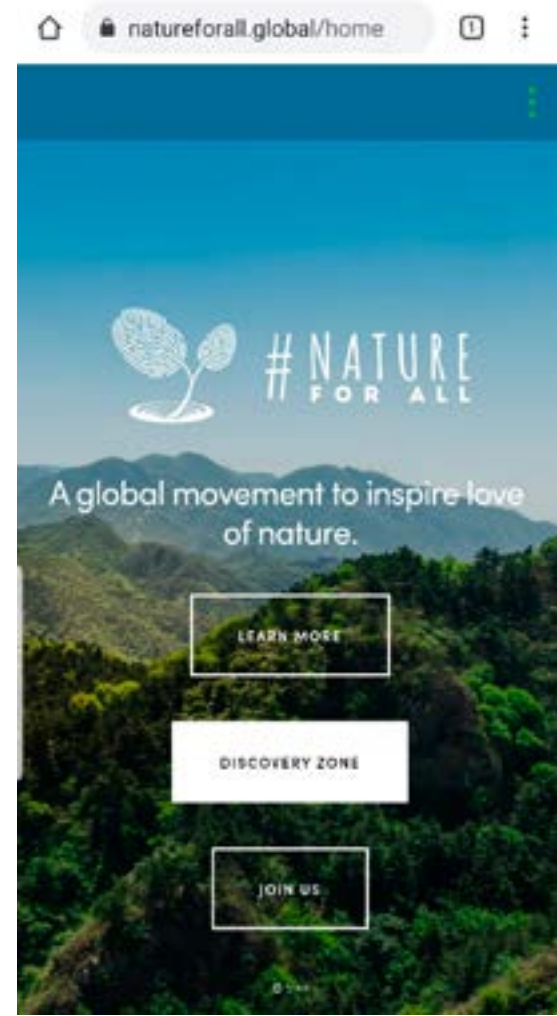
YOU TUBE



NEWSLETTER



LINKEDIN



WEBSITE

MY NOTES





TO KNOW MORE

<https://blog.hootsuite.com/types-of-social-media/>
<https://buffer.com/library/social-media-sites/>

Some recommendations

Sharing your videos is quite an experience; however, it is necessary to take into account the following considerations.

The material you use must be free of rights; our videos, photos and audio must have the corresponding permissions, otherwise you may have problems with the platforms when uploading our videos. What kind of problems? Problems from the elimination of the audio of our video, warning messages for the use of photos and videos without the permissions and authorizations and in the worst case putting your account at risk and the possibility that it will be eliminated. Let's not take a chance, review it before you upload our video and share it with the whole world.

If you upload your videos on Facebook and Instagram, it will have a greater impact if you mention the location, this due to an algorithm that groups the publications with that specific location, in turn allows people to know about the site and be motivated to discover it either remotely or in person.

#Hashtags

A hashtag is a communications tool, an expression or keyword used by users of social networks. It is made up of a word or a series of words. Hashtags are preceded by the pound sign.

Hashtags are used to classify or identify the content published on social networks. This allows for more interaction between the content and other users interested in the topic.

Let's look at an example.

A user on Instagram shares a video of her experience in nature and places the hashtag #Nature in the video description. This means that when someone does a search for nature, her content will be included with all other content that includes this word.

How does it benefit us? Without a doubt, our video will have a greater impact and more people will be able to see and share it.

On Instagram, 20 hashtags are recommended to place in the description of our video. Make sure you use hashtags according to the content of your video in order to generate traffic and a community.

Do a little bit of research on which hashtags people are using related to your topic. Find some common ones, but also some specific to your content. You want to balance your hashtag use between quantity and quality. Using a hashtag that has 1 million uses means your content might

get lost quickly, but could generate a lot of exposure. Using a specific hashtag with only a few hundred uses will give you quality exposure. For example, if your video is to share your experience in bird watching, use hashtags related to the topic, for example: #Bird #Nature #Video #NatureForAll #BirdWatching. Also use the location (city, country, park, etc.).

If our video is of a camping in the forest then we would use the following: #Camping #Exploration #Hiking #Nature #Nature #Camping You can also use hashtags in more than one language!



Remember to use hashtags according to the activity or the topic your video is about. Boost your videos with the following hashtags, in order to reach more people in the world
#NewPost #NewsVideo #Feed #Video
#NatureForAll #Follow

Exercise: hashtags brainstorming

From the following examples determine at least 10 hashtags to have a greater impact when sharing the video on instagram.

1. A user on Instagram shares a video of his experience in the mountains. During his visit, he observes a video of a beautiful landscape full of pine trees, snow, and by surprise he manages to record a white-tailed deer and decides to share with his friends on social networks , especially instagram. Determine at least 10 hashtags to have a greater impact and reach more people:

Example: #Mountain

2. A user on instagram shares a video of his experience with his brother from his visit to the Cañón Del Sumidero National Park in Chiapas - Mexico. He visited the river and had the opportunity to see a river crocodile. He decides to share with his friends, especially on Instagram. He determines at least 10 hashtags to have a greater impact and reach more people:

Example: #Chiapas #ParqueNacional

Exercise



Remember! Use the hashtag #NatureForAll in your videos that you share on Facebook and instagram.
Don't forget to follow #NatureForAll on Facebook and instagram
Facebook: <https://www.facebook.com/natureforall.global>
Instagram: <https://www.instagram.com/naturefor.all/>
And of course our website: <https://www.natureforall.global/>

Mapping allies

Before sharing your video make sure you have a list of friends and family so that they are the first to see your creation.

Friends and family are our great allies and they are the first to help us have a greater reach, share, comment and interact.

Remember, it is important to have our allies identified. For example, if we upload a video of a family trip, of our experience in nature, we will share the link of our video with our uncles, brothers, grandparents, they will have interaction and our impact will be greater.

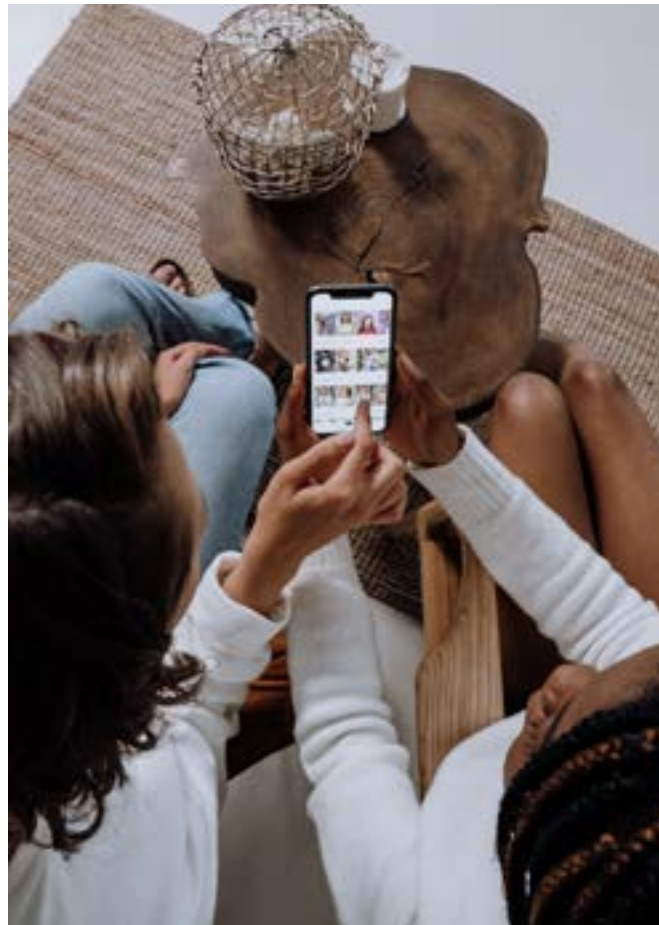
Recommendations:

If a family member with a Facebook or Instagram user appears in your video, make sure to tag them

Copy the URL of your publication and share in your group of friends and family on WhatsApp

Cross channel

It is described as the user experience when combining different Social Media channels in the same information process, the use of buttons with added URL links is an example of this. Sharing your video on different platforms allows more people to see it and above all inspire a love for nature.



TO KNOW MORE

Finding allies: <https://campaigning.friendsof-theearth.uk/general-resources/find-allies-work>
Cross channel: <https://blogs.oracle.com/marketingcloud/5-examples-of-brands-using-cross-channel-tactics-to-drive-real-results>

We will now share our content on our social media accounts.

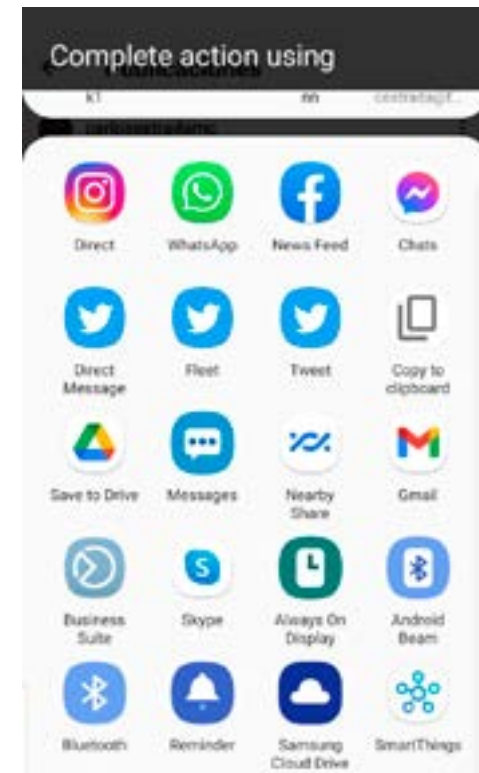
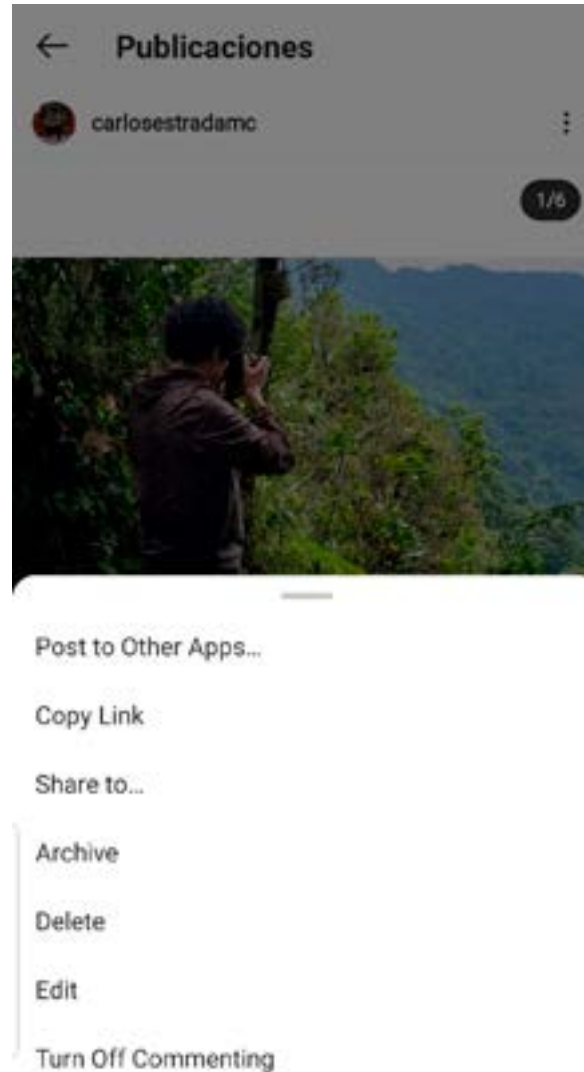
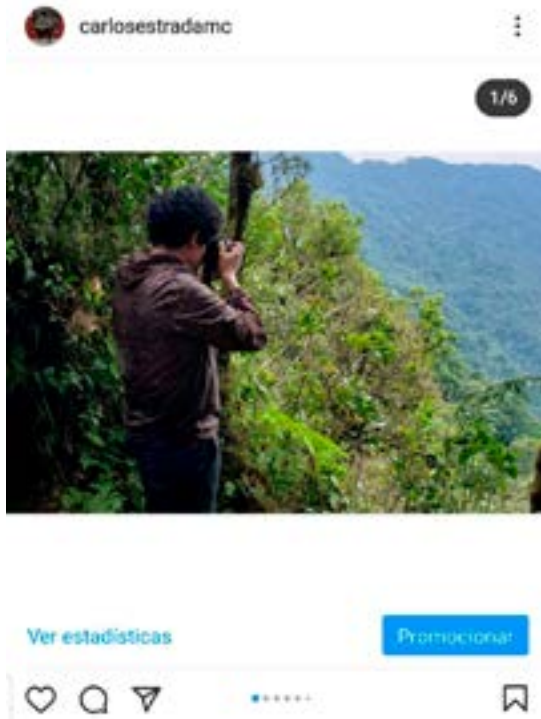
This with the aim of increasing our impact.

Examples

We go to the options section and select share to

Below we see several options and we select the desired one.

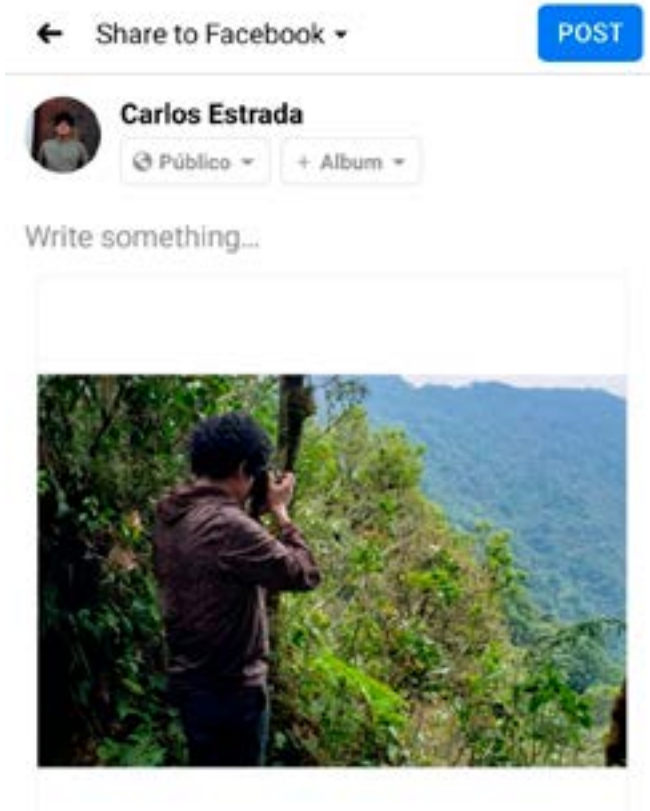
In this example we are going to select Facebook



We can copy the URL of the publication and share it on the social platform of our preference: Twitter, WhatsApp, Mail, etc.

That allows for greater interaction and impact.

not recomendable



Adding a text or an invitation will always have a better result.
This is an easy way to share our content with another social network account

Correct way



TO KNOW MORE

Finding allies: <https://campaigning.friendsof-theearth.uk/general-resources/find-allies-work>
Cross channel: <https://blogs.oracle.com/marketingcloud/5-examples-of-brands-using-cross-channel-tactics-to-drive-real-results>

my Notes



Distribution plan

We have already learned in this module the importance of social networks in our lives, how to use technology to connect people with nature, the different platforms that exist and especially for our course the use of Facebook and Instagram.

We also learned some recommendations that are important to consider before uploading our video to the network so that millions of people can see it.

It is time to carry out our distribution plan.

- Make sure you have your video ready.
- The ideal days to share your video are Monday, Wednesday and Saturday. (They are days when the community is most active.)
- The recommended hours are from 9:00 a.m. to 11:00 a.m. and 6:00 p.m. to 8:00 p.m.
- Make sure your video meets the requirements of the Facebook and Instagram platforms.
- Map your allies. This is important, since they are the first to watch your video!
- Generate an attractive title for your post.
- Use hashtags according to the content you post.
- Mention #NatureForAll either on Facebook (<https://www.facebook.com/natureforall.global/>) or Instagram (<https://www.instagram.com/nature.for.all/>)
- Don't forget to use the hashtag #NatureForAll.
- And voila, you are more than ready to upload and share your video.

...it's simple



What's next now that you have participated into a #NatureForAll Storybook online Tutorial?

Learning Community

It is a space to keep in touch, share experiences, advice and resources to continue strengthening our creative skills, editing and distributing our videos.

If you are interested in being part of the community join us on the FB group "Nature Storybook Toolkit"

<https://www.facebook.com/groups/121314706610246>

Video Sharing

Please share your results with #NatureForAll via info@natureforall.global and we will share your video on the #NatureForAll platforms.

Follow us for updates!

#NatureForAll

FB / Instagram / Twitter