

Successful project communication

Tips for social media

Social media has become one of the most important communication channels and is now part of our society's everyday media landscape.

Specifications:

- Social media initiates a conversation: What does the post aim to achieve? Create attention for your own project, generate reactions (likes, comments, etc.).
- Speak like your network: human, personal, emotional, authentic, immediate, direct - following SLAT (Shit, Look At This), KISS (Keep It Short and Simple) principles.
- Highlight both the project and the people behind it and tell their stories.
- Social media is consumed on mobile devices, so design content for smartphone usage: short, engaging, and above all understandable texts – the post should be understandable.
- Think and produce for the network: directly uploaded content (video, photo, text) is more favorably displayed.
- Cross posting (simultaneously sharing content on different social networks) is not recommended: produce for each specific network, it performs better that way.

Facebook:

- Photos: Convey emotions, on-site impressions, project insights, eye-catchers, showcase own project activities/events.
- Link posts: Cover interesting topics, link to your own project, but consider Facebook's algorithm.
- Videos: The first few seconds determine user retention; adapted video editing is necessary.

- ⇒ Caption: Keep it short and concise, should pique curiosity, content does not need to be fully summarized, details are more impactful than the overall context. If possible, personalize, ask questions that encourage interaction, link to the Bonifatiuswerk and relevant accounts to generate a larger reach.

Instagram:

- Convey a distinct look, a feeling, showcase faces; the feed photo should be a thumb-stopper.
- Caption: short and crisp, should arouse curiosity and answer the following questions: Where? Who? What? if the image doesn't already provide these answers for unaware users.
- Use #glaubebewegt in the caption to establish the hashtag for Bonifatiuswerk content; include other thematically relevant hashtags.

How to do a story?

- When is a story a good story? When it's structured as a "Trojan horse," keeping the user engaged.
- Always shoot videos in portrait mode; after 15 seconds, Instagram automatically edits the video, creating another snap.
- Planning is crucial before executing any Instagram story!
 - What do I want to convey?
 - What should be remembered?
 - Develop a concept: What images do I need? What inserts, texts, GIFs do I want to include? Polls/Buttons like "How do you find..." work well to engage users.
- Stick to one theme per story.
- Utilize the On-Reporter option (selfie mode or filmed by another person): A representative of the audience, moderates, contextualizes, explains, or accompanies an event/action, providing a clear structure, staying close, authentic.
- Important: Tell the story in an understandable way; the community may have no prior knowledge.
- Don't create excessively long videos as an On-Reporter; pack a maximum of two snaps directly one after another, i.e., 30 seconds. Then, break the story with an image.

- For variety/accessibility, additionally insert text/bullet points from what is said into the video.
- Save stories in highlights if they provide corresponding added value.

Reel

- Short video (max. 90 seconds)
 - Ideal for brief insights into the project, providing tips, etc.
 - Portrait mode
 - Reel remains visible like a post in the feed
- Multiplier effects: Link @Bonifatiuswerk (in feed photo and story); when the aid organization shares the post, it increases the reach.

Technical requirements/equipment:

- Power bank or fully charged battery
- Internet connection (for live posting)
- Selfie stick, tripod (for steady, stable footage)

Editing software: (smartphone)

for iPhones/apple devices: **iMovie** (pre-installed)

→ tutorial:

<https://www.youtube.com/watch?v=ZZKEEh0Zrpg>

- **Kinemaster** (apple and android): In the free version, there is a watermark in the top right corner of the image.

→ tutorial:

<https://www.youtube.com/watch?v=KBUUbKPNgGE>

- **Viva Videos** (apple and android): In the free version, there is a watermark in the bottom right corner of the image.

→ tutorials:

<https://www.youtube.com/watch?v=3g7FZX4kzGM>

<https://www.youtube.com/watch?v=HlKPYgXJ9U>

editing programs (Laptop)

- **DaVinci Resolve** (free)

→ http://www.chip.de/downloads/DaVinci-Resolve_73088987.html

- **Final Cut Pro X** (apple, paid)

→ <https://www.apple.com/de/final-cut-pro/>

- Adobe Premiere Elements/Pro (paid)
http://www.chip.de/downloads/Adobe-Premiere-Elements2018_33713247.html

Helpful apps:

- Videoleap: Can trim snaps, is more flexible than the given 15 seconds
- Unfold App: to smoothly integrate texts
- Word Swag App: creative designs for text or photos

Data protection:

- Is there consent from the individuals photographed/filmed? For adults, verbal consent is sufficient.
- Are there children in the image or video? In that case, parents must provide written consent OR photograph children in a way that their faces are not recognizable.
- Do the individuals depicted know what the photo/video will be used for?