

My film is ready,
now what?



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Universiteit Utrecht



..T..Mobile..



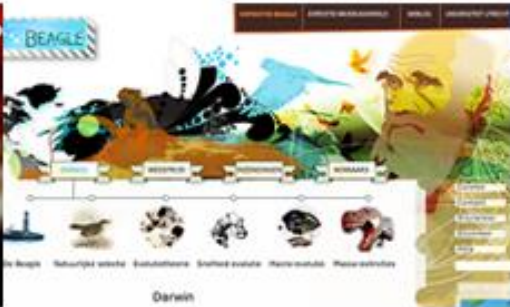
ING 



Rijkswaterstaat
Ministerie van Infrastructuur en Milieu

PHILIPS

ntr:



moodfactory NIEUWE MEDIA MAKERS



Z C E N E



agenda | a bit of context |
approach how to reach.. | a few pointers | some
examples | Q&A



First..
a bit of context

2005



2013





film climate change

film climate change in atlantic canada

disruption film climate change

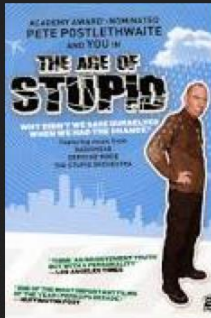
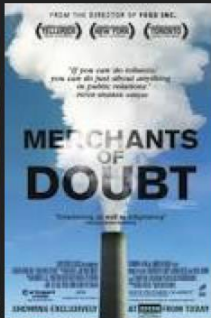
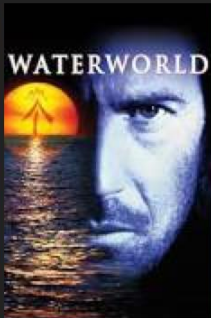
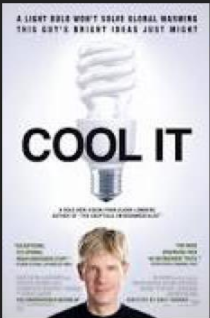
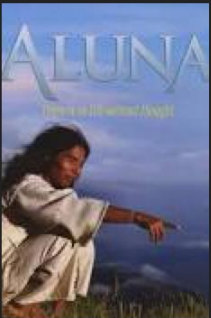
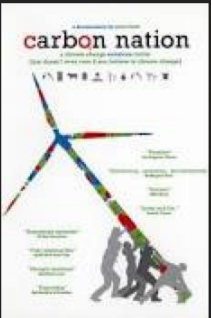
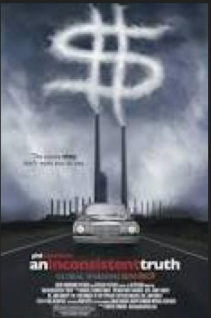
short film climate change

Movies / Climate change



All Genres ▾

All Years ▾

An Inconvenient Truth
2006The Day After Tomorrow
2004The Age of Stupid
2009Merchants of Doubt
2014Waterworld
1995Chasing Ice
2012Cool It
2010Aluna
2012Carbon Nation
2010An Inconsistent Truth
2012The Island President
2011

Thin Ice Climate film - GreenPlanetFilms.org

Ad www.greenplanetfilms.org/thin-ice ▾

Learn how scientists collect data used to analyse **global warming**

Scholarly articles for **film climate change**

The politics of **climate change** - Giddens - Cited by 1520

... decomposition and feedbacks to **climate change** - Davidson - Cited by 2565

Climate change, coral bleaching and the future of the ... - Hoegh-Guldberg - Cited by 2726

Category:Climate change films - Wikipedia, the free ...

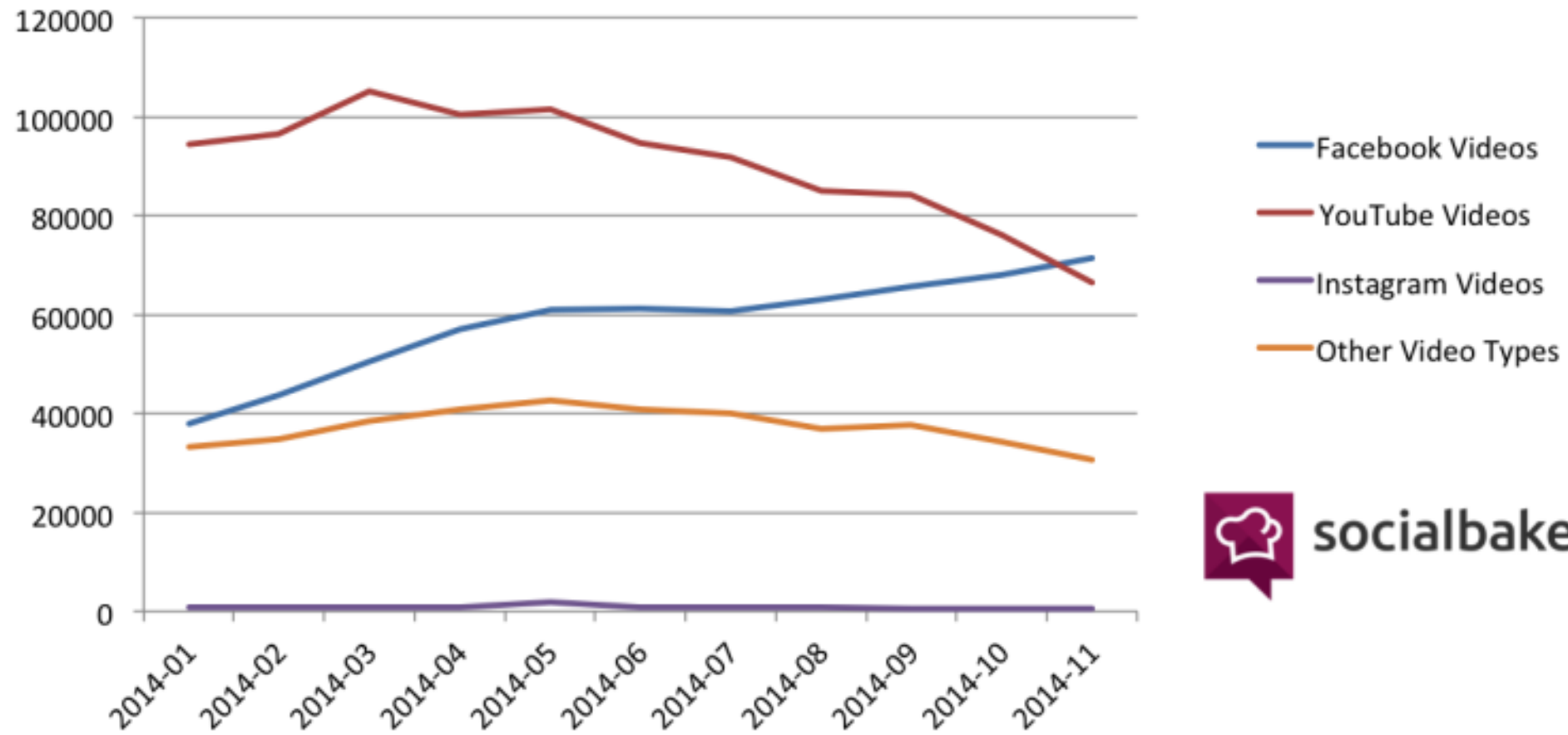
https://en.wikipedia.org/wiki/Category:Climate_change_films ▾ Wikipedia ▾

D. ▷ Documentary films about global warming (36 P) ... C. **Climate Change Denial Disorder** · **Climate change** in popular culture · The Colony (2013 film) ...

Category:Documentary films about global warming - Wikipedia

https://en.wikipedia.org/.../Category:Documentary_films_abou... ▾ Wikipedia ▾

Share of Video Posts on Facebook



CONTENT SATURATION



AMOUNT OF TIME USERS
SPEND CONSUMING
CONTENT

AMOUNT OF CONTENT
BEING CREATED



SATURATION
POINT





National Theatre
INSIDE OUT

Hi! You're Logged In | High contrast mode | Account | My main site

Culture stream | My stream | Find out

View all | Film | Family | Theatre | Music & Dance | Circus & Outdoors | Screenings | Workshops | Festival Pre-views

JUNE 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | JULY 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

National Theatre recommends

Theatre: Moon on a Rainbow Shawl | Music & Dance: Mighty Smithereens | Theatre: Can We Talk About This?

Featured

Sunday June 17

1 Theatre
1 Screenings
2 Music&Dance
1 Workshop
5 Behind the scenes
2 Outdoors

Theatre: Carillo - Cia La Tal | Theatre: Polar - Cie Bilbobasso | Theatre: Roda, Mumus

23 people are attending events today | Seen #ComedyofErrors yet? Anything planned after work?

National Theatre
INSIDE OUT

Culture stream | My stream | Find out

View all | Film | Family | Theatre | Music & Dance | Circus & Outdoors | Screenings | Workshops | Festival Pre-views

JUNE 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | JULY 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8

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23 people are attending events today | Seen #ComedyofErrors yet? Anything planned after work?

Come for #ComedyofErrors tonight £15 will top 2 prizes, from 8pm in person. Lot 100m

I've always loved DVD so looking forward to 'Can We Talk About This' at the National Theatre

All of today's events

National Theatre
INSIDE OUT

Connect. Create. Share.
Your personalised culture stream

Explore | Add | Share

CONNECT WITH FACEBOOK

Not a Facebook account?





A simple approach
to reach your audience

- 1 What is your story?
- 2 Who is it for?
- 3 Where to reach them?
- 4 How to reach them?

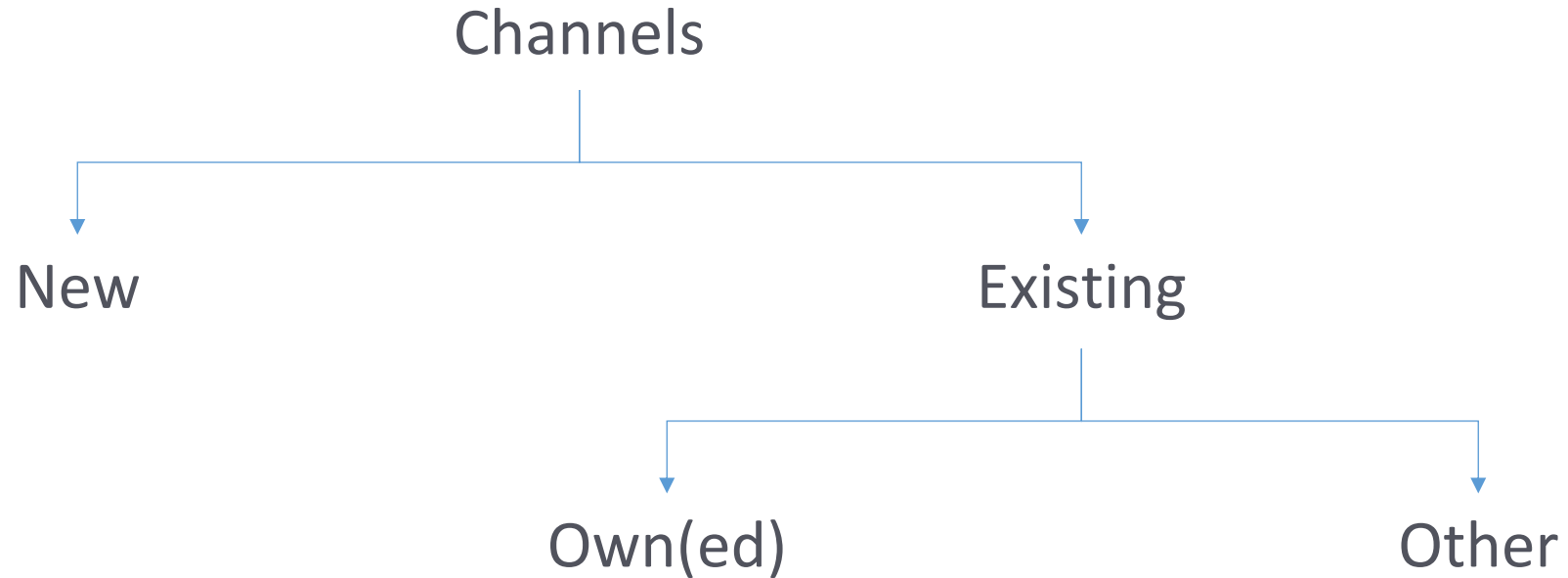
1 What is your story?

what do you want to communicate,
what is your objective.

2 Who is it for?

who is your target audience,
and.. where are they (looking)

3 Where to reach them: channels



3 Where to reach them: publish

Facebook: native or via Youtube

Youtube

Vimeo*

Website or blog

..

4 How to reach them: talk

Website and blogs

Facebook

Twitter

Instagram

Magazines

Linkedin

TV

WOW

.. and don't forget search aka google

- 1 What is your story?
- 2 Who is it for?
- 3 Where to reach them?
- 4 How to reach them?



A few pointers

> A few pointers

- / Prepare a basic set, like a press kit:
Title, summary, still(s), a short trailer..
- / Carefully think about title, txt and keywords:
To draw attention and appear in search results..

> A few more pointers : YouTube

- / Don't forget the description:
a summary of your film with a link to..
- / Set a preview image

> A few more pointers: Twitter

- / Build a relevant network:
Follow peers and relevant organizations etc.
- / Use hashtags and mentions as part of your txt:
#geoscience #egu16 @EuroGeosciences
- / Combine with images or trailer of your film

> And even more pointers: Facebook

- / Mention people etc. as part of your txt:
@EuroGeosciences @Peter
- / Combine with images or trailer of your film
- / If you have some budget: spent it on Fb

> And:

/ What would you do..
..or ask your audience.



Some examples to..
make it concrete

Science

Astronomy Biology Chemistry Cosmology Deep Time Earth Science Ecology & Environmental Sciences Evolution
General Science Genetics History of Science Human Evolution Mathematics Physics Quantum Theory



ESSAY

Sexy beasts

Male flamboyance does more than ruffle a few feathers – it helps the female choose a mate in top metabolic health

by Alex Riley



VIDEO

Starlings in flight sketch entrancing, abstract patterns across an autumn sky

1 minutes



ESSAY

Gravitational wave blues

For a thrilling moment, it looked as though Joe Weber had bagged the biggest discovery in physics

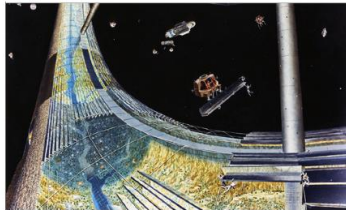
by Janna Levin



VIDEO

'If you feel you're in a black hole, don't give up' – Stephen Hawking explains

2 minutes



OPINION

How far beyond Earth will we go to safeguard our species?

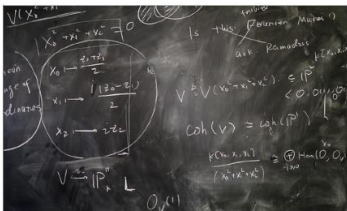
by Paul Gilster



VIDEO

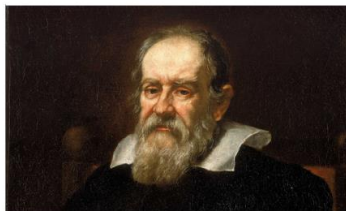
A hair-trigger existence – the extreme peril of feasting on Venus flytrap nectar

3 minutes



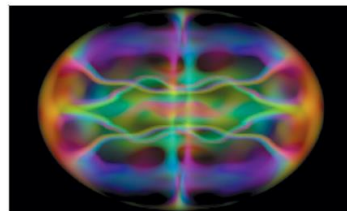
OPINION

The great mystery of mathematics is its lack of mvstery



OPINION

Galileo's reputation is more hyperbole than truth

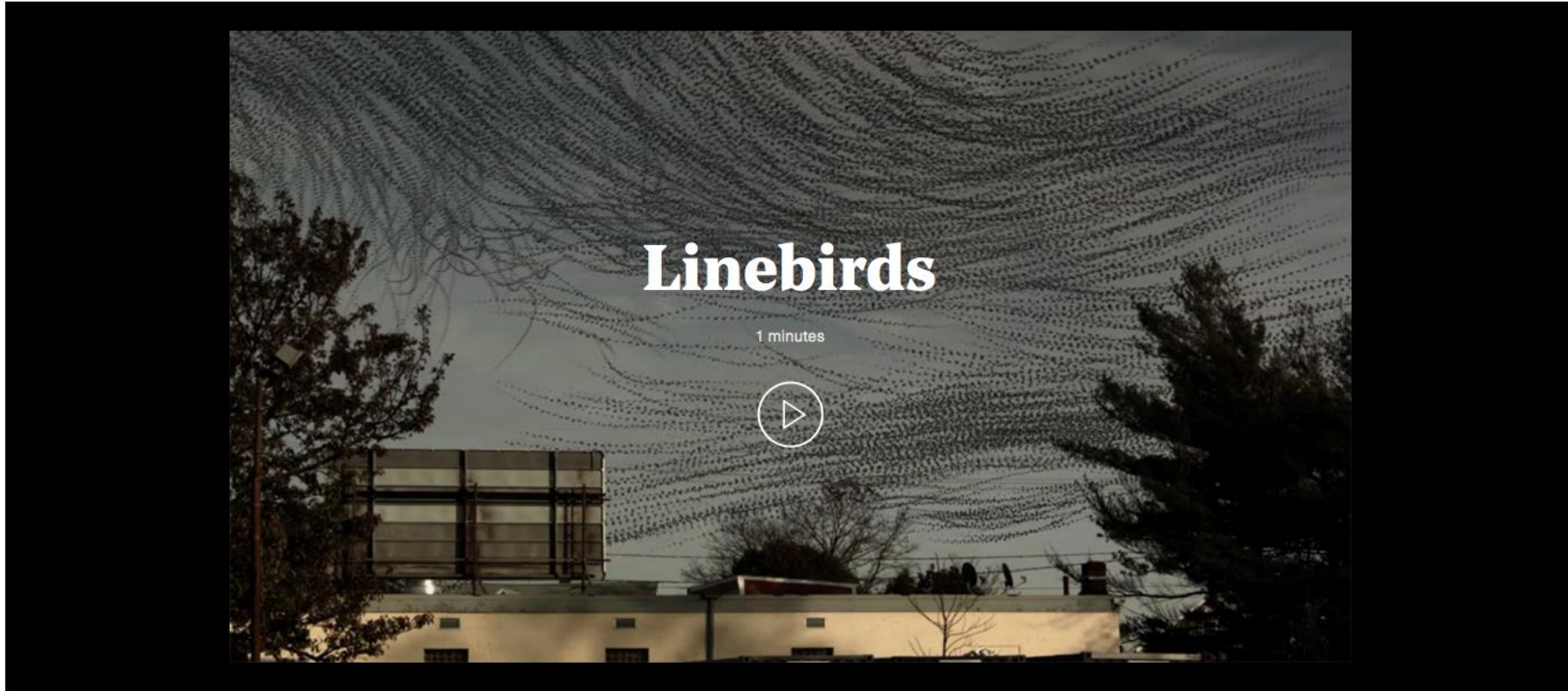


ESSAY

Black-hole computing

Might nature's bottomless pits actually be ultra-efficient quantum computers? That could explain

Facebook page for Aeon Media/News/Publishing. The page features a cover photo of a man in a kitchen, a profile picture with the Aeon logo, and a navigation menu including Timeline, About, Photos, Likes, and More. A post titled "Starlings in flight sketch entrancing, abstract patterns across an autumn sky" is highlighted, showing a video player and engagement metrics like 129,497 likes and 93 shares. The page also includes sections for "ABOUT", "APPS", "PHOTOS", "VIDEOS", and "VISITOR POSTS".



 829

 Tweet

Do animals think about the future?
 18 · Join the conversation →

Created by the nature photographer [Dennis Hlynsky](#) using a technique that condenses frames of footage to reveal animal movement patterns, this entrancing short clip is both a kinetic work of art and a fascinating glimpse into flock behaviour. For more from Dennis Hlynsky, watch [Small Brains en Masse](#).

Director: Dennis Hlynsky



European Geosciences Union

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Communicate Your Science Video Competition 2016 Finalists

European Geosciences Union • 3 videos • 158 views • Updated yesterday

Play all Share Save

- Subtle Whisper Of The Earth by Beatriz Gaité**
by European Geosciences Union 3:09
- How do dunes grow? By Yvonne Smit**
by European Geosciences Union 3:01
- Mobilization of Nanoparticles in Contaminated Soils: Where, What and How Fast? by Veronica Morales**
by European Geosciences Union 3:12

Home Notifications Messages

How do dunes grow

Top Live Accounts Photos Videos More options

Who to follow · Refresh · View all

- Forschungsredakteur @fore... Follow
- kyra roest @kyraroest Followed by maalke333 and ... Follow
- Lex Boon @lexboon Follow

Find friends

Amsterdam Trends · Change

- #korfbalfinale Trending for 5 hours now
- #D66congres Trending for 6 hours now
- #Erdogan 21.2K Tweets
- #Blokker Trending for 5 hours now
- #OnsEchteGoud Started trending in the last hour
- Fijn Trending for 5 hours now

Yvonne Smit @YvonneSmit14 · Apr 15
Where's my rescue team to help me out? Did you already vote, shared, bother friends with my film? vote4yvonne.tk #1weekleft #EGU16

How do dunes grow? By Yvonne Smit
This video, by Yvonne Smit, is part of the EGU Communicate Your Science Video Competition, which aims to share research with the public at large. Voting i... youtube.com

ReplicatingBlue @ReplicatingBlue · Apr 13
I love science. youtube.com/watch?v=IO6TIS... via @youtube View media

Yvonne Smit @YvonneSmit14 · Apr 11
New week, new chances! Did you already vote? vote4yvonne.tk (only one week left until EGU) #UniUtrecht #EGU2016 #ophetstrand #vote View media

Jeroen 's-Gravendijk follows

Auke Terbouw @Auke_Terbouw · Mar 30
"How do coastal dunes grow?"

How do coastal dunes grow?
For more information about my research topic, please visit: http://yvonesmit.tumblr.com/

YouTube

Communicate Your Science Video Competition 2016 FL

Subtle Whisper Of The Earth by Beatriz Gaité
European Geosciences Union 2,723 views

Published on Mar 15, 2016
This video, by Beatriz Gaité, is part of the EGU Communicate Your Science Video Competition, which aims to share research with the public at large.

General Assembly Highlights Video 2015
European Geosciences Union 3,257 views

The Value Proposition Canvas
Thomas Bealman Recommended for you 1:04

Kasich Lectures Yeshiva Students About Joseph Jacob Terlobul Recommended for you NEW 15:28

EGU2014: Lithosphere dynamics, intraplate deformation, and sedimentary basins (IS1)
European Geosciences Union 637 views 1:40:48

EGU2013: Thunderstorms and terrestrial gamma-ray flashes (TGF)
European Geosciences Union 245 views 24:09

The coral reef story (GFT video)
European Geosciences Union 151 views 22:54



How do dunes grow? By Yvonne Smit



3,424

+ Add to Share ... More

560 4

Published on Mar 15, 2016

This video, by Yvonne Smit, is part of the EGU Communicate Your Science Video Competition, which aims to share research with the public at large.

Voting is open until midnight (CEST) on 21 April – just like the video on YouTube to give it your seal of approval. The video with the most likes when voting closes will be awarded a free registration to EGU 2017.

Find out more about the competition at egu.eu/4MZI1C.

Voting is open until midnight on Thursday of the General Assembly week, however if for any reason YouTube takes down one of the videos, it may be necessary to close the competition earlier.

Category Science & Technology
License Standard YouTube License

SHOW LESS

COMMENTS • 11

Add a public comment...

Top comments

DJ COOP 3 weeks ago

Up next

Autoplay



Artists are Threatened
cutcoECO
1,706 views



Wrong Turn | Tamil Dubbed Hollywood Horror Movie 2014 II
Color Chips Tamil Movies
161,677 views



Subtle Whisper Of The Earth by Beatriz Gaité
European Geosciences Union
2,951 views



Launch of NATO Secretary General's Annual Report for 2015, 28 JAN 2016 - Part 1/2
NATO
Recommended for you



Charleston's Indigenous Sweetgrass Artists
cutcoECO
4,241 views



Samsung Electronics Corporate 2013 Annual Report
VIVECHANNEL
Recommended for you



SGX Education Video - 6(a) Reading Annual Reports
SGXChannel
Recommended for you



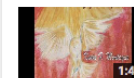
Herman Dune, "Tell Me Something I Don't Know" (Full Version)
Toben Seymour
7,685 views



Found: Neglected Horses Missing from Rainier, OR
Oregon Humane
923 views



Sid The Seed
pagnal
Recommended for you



The Sweetness of God's Spirit - By Kevin F. Montague
TheAstroboy9 Channel
916 views

The challenges of cloud ERP
DeloitteUK
Recommended for you

2:56

My Trip Back to the Dark Side Official Trailer HD 2013
VisualArtsEntertainment VAE
5,360 views

2:04

8-21-10 Dee & Mike Wedding Pic Highlights

TIPPING POINTS ONDERZOEKERS VAKKEN

TIPPING POINT AHEAD

WIN INFO IN DE KLAS

f t i y

TIPPING POINT AHEAD IN DE KLAS

WAT IS EEN TIPPING POINT? Waarom zijn tipping points belangrijk voor het klimaat en hoe onderzoek je die? Mark zoekt het antwoord.

HOE VOORSPEL JE EEN TIPPING POINT? Een omslag in het klimaat kan funest zijn voor het leven op aarde. Hoe kan je zo'n kantelpunt zien aankomen?

LEES MEER >

SOOT CRAMWINCKEL
Biologie, afgestudeerd in 2014

SEBASTIAN BATHIANY
Meteorologie, afgestudeerd in 2009

MICHEL IN 'T ZANDT
Biologie, afgestudeerd in 2014

DE ONOMKEERBARE REALITEIT

Tweets

Tweets en antwoorden Media

Rob Adriaens @rob_adriaens · 2 apr.
Hier meer mee doen in de klas? #geofutureschool #tippingpointsonice van @TPAhead en @knsag

NYT Science @NYTScience
An icy sword of Damocles hangs over humanity, and its name is West Antarctica nyl.ms/21X9wU

6 volgers die je kent

Tipping Point Ahead

DE ONOMKEERBARE REALITEIT

Tipping Point Ahead Education

Timeline

79% response rate, 2-days response time
Respond faster to keep on the badge

35 post reach this week

Tipping Point Ahead
Gisteren op het Sint Michael College in Zaanandam: de eerste Tipping Point Ahead gastheer! Klimaatonderzoeker Michiel Nelson kwam aan NLT-leerlingen uit veeel uilleggen welke processen bijdragen aan het smelten van de ijskappen. En hij vertelde hoe die kappen zich nu en de komende honderden jaren gaan ontwikkelen. Ook zijn gastheer? Kijk op www.tippingpointahead.nl voor meer info.

DE ONOMKEERBARE REALITEIT

Tipping Point Ahead

15 tweets, 62 volgers, 41 volgers

6 tweets, 1 reply, 1 retweet, 1 like

schooltv

ik zoek een video over...

Kantelpunten in het klimaat

Onherstelbare klimaatverandering of niet?

Waardering: 5 stars (3 beoordelingen)

14-05-2016

In de webwinkel

Blijf op de hoogte

Kantelpunten in het... (4 video's)

Kantelpunten kunnen in korte tijd voor een grote verandering in het klimaat zorgen.



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