

My film is ready,  
now what?



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Universiteit Utrecht



..T..Mobile..



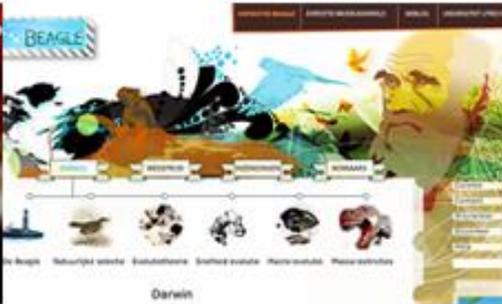
ING 



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

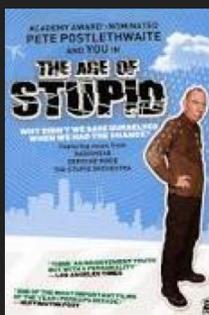
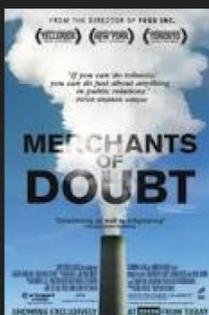
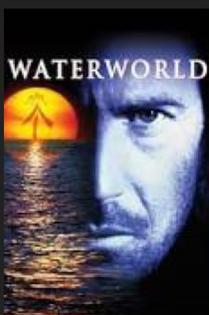
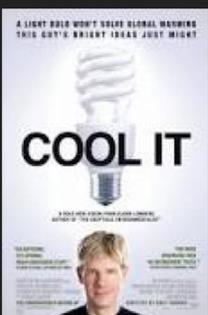
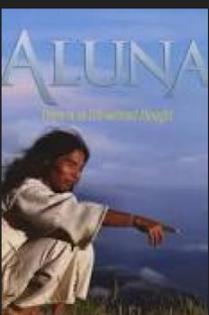
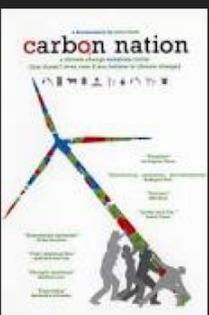
short film climate change

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](http://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 ...

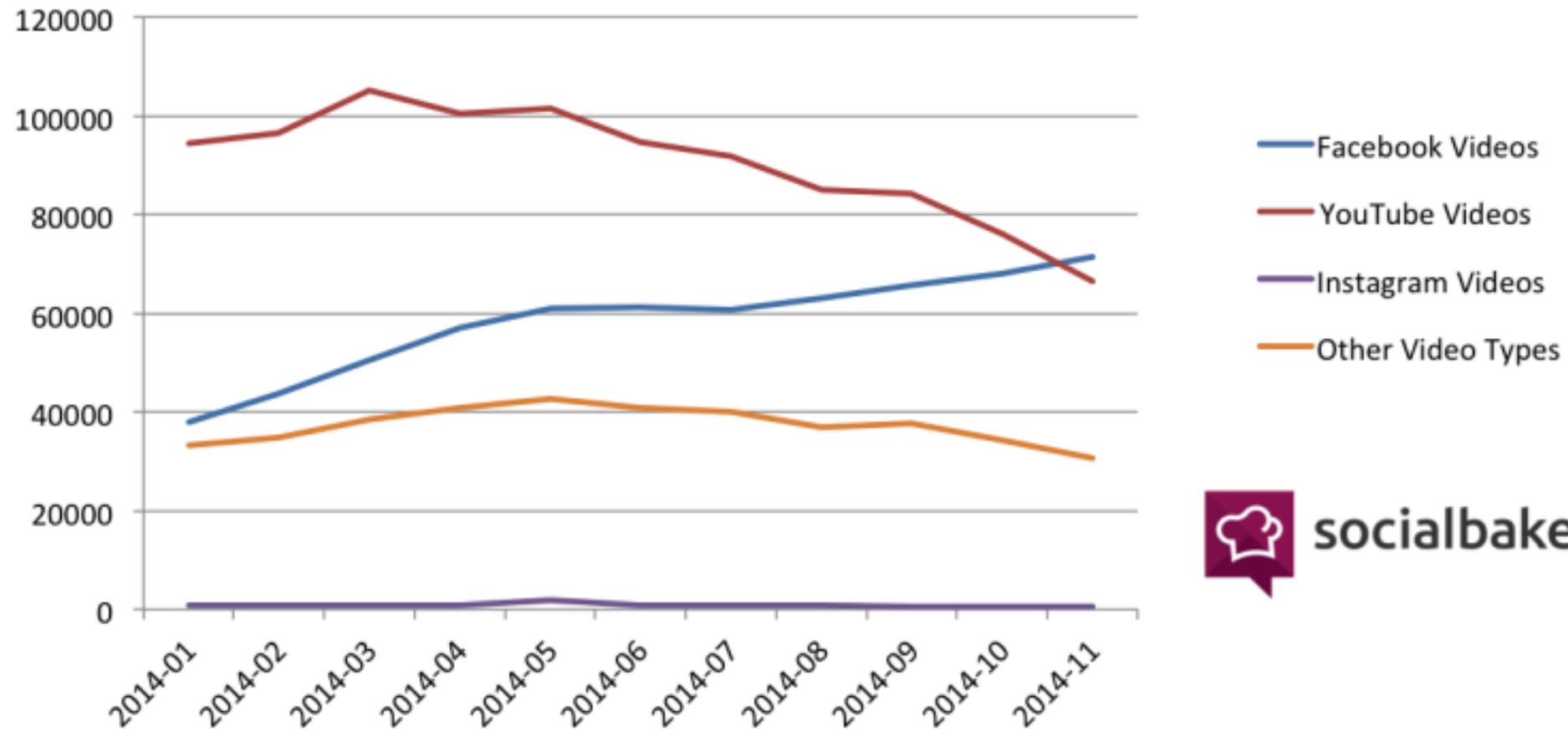
[https://en.wikipedia.org/wiki/Category:Climate\\_change\\_films](https://en.wikipedia.org/wiki/Category:Climate_change_films) ▾ Wikipedia ▾

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...](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 recommends

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

Sunday June 17

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

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

23 people are attending events today

Seen #ComedyofErrors yet? Anything planned after work? Come for #MondayNight tonight £15 off top 2 prices, from 6pm in person. Lot 100m #NationalTheatre 1 hour ago I've always loved DVD so looking forward to 'Can We Talk About This' at the National Theatre #NatTheatre 1 hour ago

23 of today's events

See #ComedyofErrors yet? Anything planned after work? Come for #MondayNight tonight £15 off top 2 prices, from 6pm in person. Lot 100m #NationalTheatre 1 hour ago

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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?

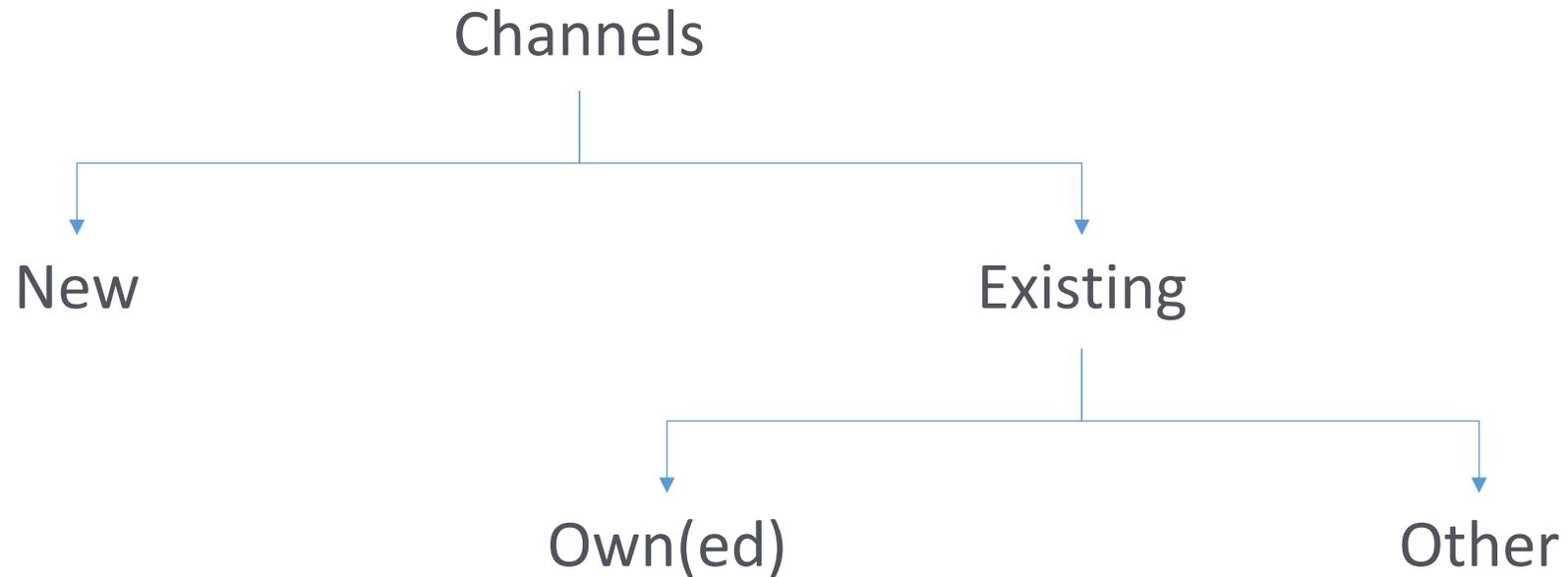
# 1 What is your story?

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

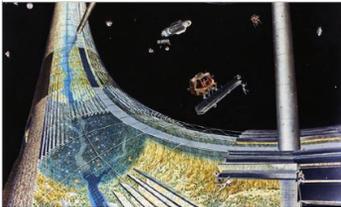
by Janna Levin



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?

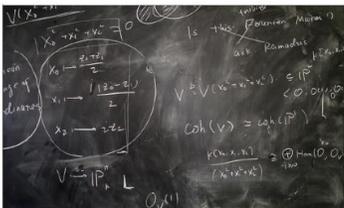
by Paul Gilster



VIDEO

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

3 minutes



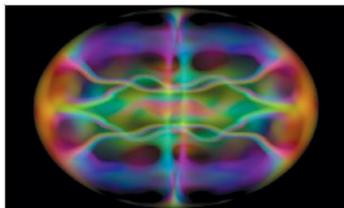
OPINION

## The great mystery of mathematics is its lack of mvstery



OPINION

## Galileo's reputation is more hyperbole than truth

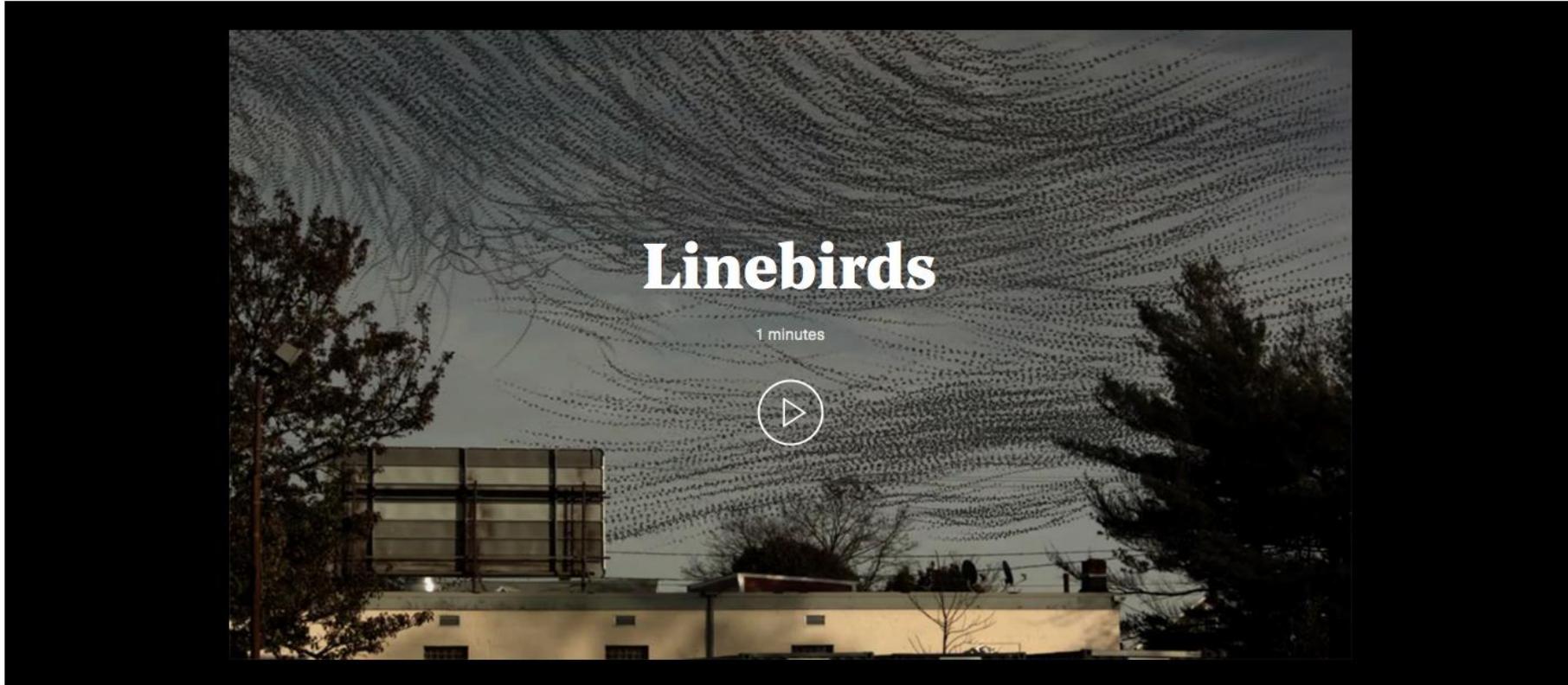


ESSAY

## 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 a grid of related photos. The page also displays visitor posts and a chat window.



# Linebirds

1 minutes



 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

- #korballfinale 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

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  
The Value Proposition Canvas  
Kasich Lectures Yeshiva Students About Joseph  
EGU2014: Lithosphere dynamics, intraplate deformation, and sedimentary basins (IGS1)  
EGU2013: Thunderstorms and terrestrial gamma-ray flashes (TGF)  
The coral reef story (GFT video)



### How do dunes grow? By Yvonne Smit


**European Geosciences Union**  
 674

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/4MZ1C](http://egu.eu/4MZ1C).

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

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COMMENTS • 11



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 WIN INFO IN DE KLAS

TIPPING POINT AHEAD

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 zoals we dat nu kennen. Hoe kan je zo'n kantelpunt zien aankomen?

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

SOOT CRAMWINCKEL Biologie, afgestudeerd in 2014

SEBASTIAN BATHIANY Meteorologie, afgestudeerd in 2009

MICHEL IN 'T ZANDT Biologie, afgestudeerd in 2014

TIPPING POINT AHEAD IN DE KLAS

Bij Tipping Point Ahead horen lesmodules. Zo kunnen leerlingen kennismaken met klimaatonderzoek, en er zelf mee aan de slag.

LEES MEER >

DE ONOMKEERBARE REALITEIT

Tipping Point Ahead heeft gastvoet

Over kantelpunten in het klimaat. Info en filmpjes met wetenschappers in de hoofdrol. Initiatief van @NESSResearch.

Rob Adriaens @rob\_adriaens · 2 apr. Hier meer mee doen in de klas? #geofutureschool #tippingpointsonice van @TPAhead en @knag

NYT Science @NYTScience An icy sword of Damocles hangs over humanity, and its name is West Antarctica nyl.ms/21X9tWU

6 volgers die je kent

Tipping Point Ahead

DE ONOMKEERBARE REALITEIT

Tipping Point Ahead Education

79% response rate, 2-days response time

35 post reach this week

Tipping Point Ahead

Gisteren op het Sint Michael College in Zaanandam: de eerste Tipping Point Ahead gastvoet! 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 gastvoet? Kijk op www.tippingpointahead.nl voor meer info.

DE ONOMKEERBARE REALITEIT

Tipping Point Ahead

...en hoe het klimaat eruit zal zien als we niet ophouden met het smelten van de ijskappen. Ook zijn gastvoet? Kijk op www.tippingpointahead.nl voor meer info.

14-05-2016 17:53

schooltv

ik zoek een video over...

Kantelpunten in het klimaat

Onherstelbare klimaatverandering of niet?

Waardering

★★★★☆ (6 beoordelingen)

11-05-2016 09:59

491 x bekeken 16-18 jaar

In de webwinkel

Producten en promotiemateriaal

Blijf op de hoogte

Download de app van SchoolTV!

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

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

14-05-2016 17:53



[houseofstories.com](http://houseofstories.com)