



In Search of Better Health

SCIENCE COMMUNICATION BEYOND JOURNAL PUBLICATIONS WORKSHOP

"Science not shared is science lost!"

Date: 19-21 February, 2024

Venue: Uganda Virus Research Institute

www.eaccr.org



EACCR3 is part of the EDCTP programme supported by European Union under grant agreement : CSA2020NoE-3102.



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Using video to communicate science



Roselyne Namayi

Media Engagement Coordinator – KEMRI – Wellcome Trust Research Programme

Outline

- Why Use Video for Science Communication?
- Planning Your Science Video
- Filming Techniques
- Video Editing
- Sharing and Promoting Your Video
- Practical Exercises

Why Use Video for Science Communication?

- Engagement
- Accessibility
- Storytelling
- Demonstration
- Impact & Reach
- Simplifying Complexity

Planning Your Science Video

- Define Your Goal
- Identify Your Target Audience
- Craft a Compelling Narrative
- Key Message(s)
- Script or Storyboard
- Visuals: Think about the visuals you will need to support your narrative
- Call to Action



Filming Techniques (The "How")

- Basic Camera Operation: Focus, framing, composition, stable shots
- Shot Types
- Lighting
- Audio
- B-roll Footage
- Interviews



Video Editing (The "How" - Post-Production)

- Choosing Editing Software
- Basic Editing Techniques
- Pacing and Flow
- Music and Sound Effects
- Color Correction



Sharing and Promoting Your Video (The "After")

- Choosing the Right Platform
- Optimizing for Search
- Promoting Your Video
- Engaging with Your Audience

Practical Exercise (Hands-on Learning)

- Storyboarding Exercise: Develop a storyboard for a short science video.
- Filming Exercise: Practice basic camera techniques and shot types.
- Editing Exercise: Edit a short video clip using the chosen editing software.



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Acknowledgement

- KEMRI Wellcome Trust Research Programme - KWTRP
- KWTRP Communications Team

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Transition to LinkedIn – Practical Session

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Improvising visibility of your research work using LinkedIn and curating your LinkedIn profile



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Why LinkedIn Matters for Scientists

- Expanding Research Reach & Impact: Beyond the Journal, direct Engagement and showcasing Your Expertise
- Building a Professional Network: Connecting with Peers, finding Mentors and Mentees and networking with Industry
- Career Advancement: Exploring Job Opportunities, building Your Personal Brand and Recommendations and Endorsements
- Staying Up-to-Date

Crafting a Compelling LinkedIn Profile

- Optimizing your profile headline and summary to highlight research expertise and interests.
- Showcasing research outputs (publications, presentations, grants) effectively.
- Leveraging keywords to improve searchability and visibility.
- Adding multimedia elements (images, videos) to enhance engagement.
- Writing compelling "About" sections that tell your research story.

Improvising visibility of your research work using LinkedIn and curating your LinkedIn profile

