



POLARIN

POLAR
RESEARCH
INFRASTRUCTURE
NETWORK

Deliverable 8.5

**Content Creation Guidelines and short video tutorials
for POLARIN service users to support outreach and
engagement**

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SUMMARY

This document is a deliverable of Work Package 8 “Outreach, Engagement and Impact” within the POLARIN project financed by the European Commission through the Horizon Europe funding programme.

This document includes Content Creation Guidelines and video tutorials that were created for the POLARIN service users (selected applicants) as part of the POLARIN Ambassadors programme following the Communication, dissemination, and engagement plan (D8.4).

The aim of the guidelines included in this document is to help POLARIN service users / POLARIN Ambassadors to produce consistent, engaging and high-quality content aligning with the project and adhering with legal and ethical standards and so help to promote the project.

1. Introduction to the Content Creation Guidelines

POLARIN is a unique project and first of its kind to provide transnational access to polar research infrastructures in both poles – in the Arctic and Antarctica. POLARIN opens its call for proposals for researchers to access any offered polar research infrastructures once a year. Such calls will help many scientists to facilitate their interdisciplinary research and so enable science to understand and predict key processes in polar regions.

WP8 will support all POLARIN services as the Outreach, Engagement, and Impact work package to ensure that the services offered by POLARIN reach and engage a large audience. To actively advertise the services and reach out to society showing the activities performed, WP8 encourages modern, attractive and interactive user engagement mechanisms and communication approaches that the Content Creations Guidelines are part of.

The Content Creation Guidelines that were created for the POLARIN service users aim to help POLARIN service users (future POLARIN Ambassadors) to produce consistent, engaging and high-quality content aligning with the project and adhering with legal and ethical standards. A content created following the guidelines will be collected via survey and used in any communication related to the project, for example on the website and social media.

The Content Creation Guidelines include: Content types, ideas and tools for content creation, visual, platform-specific, legal and ethical guidelines, video and photo creation best practices and video tutorials. The guidelines also provide information about content submission, privacy policy and contact information.

2. POLARIN Ambassadors programme

POLARIN service users producing content following the guidelines will become POLARIN Ambassadors.

The concept of POLARIN Ambassadors programme was created with the idea to have a space to share experiences of using different polar research infrastructures and using POLARIN services with others, to build a collaborative network of POLARIN service users. Sharing content in any kind of format can

help others to use the POLARIN services and to us to improve them. Furthermore, the POLARIN Ambassadors programme aims to support early-career researchers by giving them a platform to showcase their work, as well as a chance to express more than they would do in their research paper.

Continued contact with POLARIN Ambassadors will be maintained throughout the project with some additional activities organised by POLARIN such as webinars. This will help to engage the community of users. All the Ambassadors' communication activities will be evaluated in the Final report on POLARIN communications, outreach, and engagement activities (D8.11).



Illustration by INACH – small POLARIN promotional materials such as stickers or patches might be sent to POLARIN service users beforehand.

3. Content creation Guidelines

3.1. About the Content Creation Guidelines

The aim of the guidelines included in this document is to help POLARIN service users / POLARIN Ambassadors to produce consistent, engaging and high-quality content aligning with the project and adhering with legal and ethical standards. The guidelines also aim to encourage POLARIN ambassadors to be creative and show their personality.

3.2. Content types

POLARIN service users / POLARIN Ambassadors are free to produce any type of content based on their preference individually or in groups. Suggestions for the content:

Photo format: Photo series or individual photos focusing on research, lifestyle, nature and landscape, behind-the-scenes photos, storytelling photos

Video format: Vlog (Personal or behind-the-scenes video), interview, explainer video, entertaining video (social media style), webinar (will be organised by POLARIN throughout the project)

Written format: Blog (Opinion, Interview, How-to Guide), storytelling, creative writing, news item, short posts for social media including a visualisation

Any other formats are also supported (art, presentation, etc.)

3.3. Ideas for content creation

When coming up with ideas for the content creation, POLARIN service users / POLARIN Ambassadors should keep the targeted audience in mind which includes future POLARIN service users, scientific community, early career researchers, general public or anyone interested in the POLARIN project. Some of the recommended ideas:

1. Information about your research and research priority (what are you doing and why)
2. Raise awareness of polar science and environmental challenges
3. Focus on increasing visibility and engagement from scientific community
4. Share your experience of using selected polar research infrastructure and POLARIN services
5. How did access to the polar research infrastructure help you with your research?
6. How was your travel experience?
7. Stories or challenges encountered during fieldwork
8. General Feedback, etc.

3.4. Tools for content creation

During fieldwork, various tools can enhance content creation, enabling effective documentation and communication. However, procurement of the tools is up to the researchers. Here is an overview of some essential tools:

Photography and Video Tools

1. DSLR or Mirrorless Cameras: For high-quality photos and videos.
2. Smartphone Cameras: Convenient for quick shots and videos.
3. Action Cameras (e.g., GoPro): Ideal for capturing dynamic activities and environments.

Audio Recording Equipment

1. Portable Voice Recorders: For capturing interviews and ambient sounds.
2. Lavalier Microphones: Clip-on mics for clear audio during interviews or presentations.
3. Shotgun Microphones: For focused audio capture in noisy environments.

Field Notebooks and Apps

1. Field Notebooks: For jotting down observations, sketches, and data.
2. Note-Taking Apps (e.g., Evernote, OneNote): For digital note-taking and organization.

Photo Management Apps

1. Cloud Storage Services (e.g., Google Drive, Dropbox): For backing up and sharing files in real-time.
2. Photo Management Software (e.g., Lightroom): For organizing and editing photos on the go.

Social Media and Blogging Tools

1. Social Media platforms: Social media platforms used by POLARIN are LinkedIn, Facebook, X (former Twitter), Instagram and YouTube – content created by the POLARIN service users / POLARIN Ambassadors might be featured there including tags of content creators and hashtags #POLARINAmbassador or #POLARINAmbassadors.
2. Blogging Apps (e.g., WordPress App): For posting updates directly from the field.

Communication Tools

1. Messaging Apps (e.g., WhatsApp, Slack): For team communication and coordination.
2. Video Conferencing Tools (e.g., Zoom): For remote check-ins or discussions.

Portable Power Sources

1. Power Banks: To keep devices charged during long fieldwork days.
2. Solar Chargers: For sustainable power solutions in remote areas.

Editing Tools

1. Mobile Editing Apps (e.g., Snapseed, Adobe Premiere Rush): For quick editing on-the-go.
2. Photo and Video Backup Solutions: To ensure all media is safely stored.

3.5. Specific guidelines

Visual Guidelines

1. Video Quality:
 - a) Ensure videos are shot in high-quality with good lighting and clear audio.
 - b) If shooting in the field, ensure stable footage and clear narration.
 - c) Use a microphone or speak close to the camera for clear sound.
 - d) Stick to vertical or horizontal use of camera.
2. POLARIN Elements:
 - a) Try to show POLARIN logo visible on POLARIN merchandiser (buffs, stickers, notebooks, pens, mugs, etc.).

- b) If editing the visual content, stick to the POLARIN colour palette when adding any text, captions, or graphics. Add a logo.
3. Images:
 - a) Ensure to take high-quality images, for example of polar landscapes, field work, etc.
 - b) Use minimal filters to maintain authenticity but ensure the images are bright and engaging.
4. Consistency: All content should reflect the professional standards of POLARIN while highlighting the dynamic and adventurous nature of polar science.

Platform-Specific Guidelines:

As mentioned above, social media platforms used by POLARIN are LinkedIn, Facebook, X (former Twitter), Instagram and YouTube – content created by the POLARIN service users / POLARIN Ambassadors might be featured there. All these platforms require content of different format and length:

1. YouTube: Longer videos (3-10 minutes) with for example deep dives into research.
2. Instagram: feed posts (engaging visuals of research activities, infographics, and behind-the-scenes shots from fieldwork), reels/IGTV (short a few seconds clips), stories (daily updates or quick insights from your research).
3. X (former Twitter): short, concise updates and key takeaways.
4. LinkedIn and Facebook: articles, papers, or research contributions.

Legal and Ethical Guidelines

1. Research Integrity: Ensure all content is factually accurate, based on valid research data. Avoid making exaggerated claims or misleading statements.
2. Citing Sources: Cite the original sources or papers in captions or descriptions. Acknowledge collaborators or funding bodies.
3. Copyright and Attribution: Always credit the source of any content that's not your own (images, quotes, music, etc.).
4. Avoid Sensitive Topics: Be cautious about political, religious, or controversial topics that don't relate to what you are doing.
5. Get Permission: Always make sure to get permission from people that are included in the content of any kind .

3.6. Best practices

Video Creation Best Practices

1. Video Length:
 - a) 1-3 minutes if the video is aimed for platforms like Instagram to maintain attention.
 - b) 3-10 minutes if the video is aimed for platforms like YouTube (allowing time for more detailed explanations).
2. Structure:
 - a) Start Strong: Hook your audience in the first few seconds with a question, striking visual, or surprising fact. For example, “Did you know that...?”
 - b) Keep it Simple: Speak in clear, everyday language that can be understood by both scientists and the general public.
 - c) Focus on Visuals: Use minimal text on screen but emphasize clear visuals - diagrams, live footage, and animations to explain complex processes. For example, show the effects of ice melt using time-lapse photography or drone footage.
3. Voice: Educational, credible, and collaborative. The tone should empower early-career scientists while remaining approachable to a wider audience.
4. Tone:
 - a) Professional but Conversational: Present research professionally but make it engaging. Avoid overly technical language, but ensure accuracy.
 - b) Inspiring and Enthusiastic: Demonstrate passion for polar science and its importance.
 - c) Inclusive: Encourage diverse perspectives and invite community engagement.
5. Technical Guidelines:
 - a) Resolution: Record in high quality, especially since much of your content will involve wide, expansive shots of polar environments.
 - b) Lighting: Ensure you have adequate lighting. If you’re filming outdoors, shoot during daylight hours (avoid harsh midday light for better quality).
 - c) Audio: Use clear audio or voiceovers. If you're filming in windy environments, consider using external microphones with wind protection or add subtitles.

Photo Creation Best Practices

1. Image Quality: Take high-resolution images (at least 1080x1080 for social media).
2. Storytelling Through Images: Photos should tell a coherent story on their own or as part of a series. Think of each photo as a narrative moment - capturing the essence of your work, a striking scene from the polar regions, a unique research method, etc.
3. Photo Types:

- a) **Wide Shots:** Showcase the environment, such as the vastness of polar ice or field camps, to provide context.
 - b) **Action Shots:** Capture yourself or colleagues actively engaging in research, whether it's collecting samples, operating equipment, or observing wildlife.
 - c) **Detail Shots:** Zoom in on important details - ice cores, equipment, or samples. These close-up shots give viewers insight into the finer aspects of your research.
4. **Composition:** Use the rule of thirds to create balanced and visually appealing images. Position your subject off-centre to add dynamic interest. For example, place the horizon in the lower third when capturing landscapes.

4. Video Tutorials

As part of Deliverable 8.5, the POLARIN project has developed three concise videos to support its Ambassador Programme. These videos draw on the content of this Deliverable and are designed both to introduce the Programme and to provide practical guidance on producing engaging video and photographic materials.

Each video was intentionally kept short (under three minutes) to maximize engagement and ensure suitability for promotion across different platforms. The videos are accessible via the POLARIN YouTube channel, website, and social media platforms, and will be shared directly with all Ambassadors for use throughout the lifetime of the project. Alongside the videos, Ambassadors will receive a PDF outlining the POLARIN Content Creation Guidelines, which provide detailed advice for supporting outreach and engagement.

POLARIN videos for the Ambassadors:

1. **Welcome to the POLARIN Ambassador Program:** This video gives a short introduction to POLARIN and the Ambassador Programme.

<https://www.youtube.com/shorts/8CzS7CgkuBQ>

2. **POLARIN Ambassadors Programme | Tutorial on Video Best Practices:**

This tutorial guides POLARIN Ambassadors on how to make videos effectively using best practices.

<https://www.youtube.com/shorts/aCGTH0sNEV0>

3. **POLARIN Ambassadors Programme | Tutorial on Photos Best Practices:** This tutorial guides POLARIN Ambassadors on how to take photos effectively using best practices.

<https://www.youtube.com/shorts/8TG7N5dGQNw>

5. How to submit the content

A content created following the guidelines above should be submitted via structured survey that will be sent to selected applicants (ambassadors). The survey will include mandatory questions concerning the experience as well as will provide a space to submit content of any kind (at least one communication product is mandatory to become an ambassador). By filling the survey, the ambassadors will give POLARIN a permission to use the submitted content that will later be featured and credited on the POLARIN website, social media or in any communication related to POLARIN.

The deadline for the content submission will be specified in the survey.

Privacy policy

All personal data collected via survey shall be processed in accordance with the highest ethical standards and all applicable international, EU and national laws (in particular, the GDPR, national data protection laws and other relevant legislation). The TA/RA related issues and procedures concerning the EU GDPR are provided in POLARIN's [Data Privacy Policy](#).

The content created by the POLARIN service users / POLARIN Ambassadors and submitted via the survey may be featured in any kind of communication of the project. The content can be also analysed for research and improvement of the project.

Contact Information

A contact email has been set up to receive any questions related to the Ambassadors programme, the Content Creation Guidelines or any general questions: polarin_info@listserv.dfn.de

6. Conclusion

By following these tailored content creation guidelines, POLARIN service users / POLARIN Ambassadors can produce engaging, professional, and impactful content that promotes their research and the project while effectively communicating with both the scientific community and the general public.

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