



Lifelong
Learning
Programme



The
Living
Heritage

THE LIVING HERITAGE

Grundtvig Partnership
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ECQ
COMMUNITIES

Digital Recording of Heritage

A digital record is a record of your project activities made using digital media

Guides on:

- * Audio
- * Photography
- * Blogging
- * Film
- * Social media

Audio Guide

Advantages:

- * Many people who are not used to being interviewed prefer audio to film - it is easier to open up and be natural when you don't have a video camera pointed at you
- * It is more mobile than video - requires less equipment
 - smartphones
 - audio recorders
- * Audio files are very compact in size
 - don't eat up lots of space on a smartphone
 - don't need extra memory cards to record

Sharing Audio

- * Websites such as SoundCloud, Audioboo, or Mixcloud
 - browse and listen to other people's audio recordings
 - create a free account to upload, organise and share your own recordings
- * Share your recordings on other social media networks through the built in sharing buttons to Twitter, Tumblr and Facebook
- * Free 'Apps' such as Audioboo and iPadio - allow you to post your recordings straight to the web
- * Embed the audio on your blog and website

Photo Guide

“A picture is worth a thousand words”

- * Photography is a great medium for creating a digital record for both beginners and professionals alike
- * Basic equipment is cheap, easy to get hold of, and easy to use
- * Take your pictures in context with the story you are telling so when you assemble them as a blog or in a photo slide-show the two tie in together
- * Always take more pictures than you think you will need to use - easier to trim down a gallery than to bring everyone back together for re-shoot

Blogging

*Blogging offers a great way to:

- tell the story of your project activity
- showcase your digital record as you create it (film, audio, or photography)
- update readers on your latest news
- provide commentary on a particular subject or issue

*Advantages:

- less formal than a website
- setting up a blog can be done in just a few minutes
- you don't need any special web design or programming skills to start writing a blog

Blogging (continued)

*Most popular blogging tools :

- Wordpress and Blogger
- Weebly and Tumblr

*Issues to consider:

- keep the content fresh and relevant - plan the time and staff needed to update the blog
- don't neglect your main website or your offline publicity materials - link your blog to your website and add links from your website to your blog
- you are legally responsible for what's in your blog - check your facts and quote authoritative sources

Film Guide

*Film making made easier thanks to modern technology:

- mobile phones can shoot film in high definition
- there are inexpensive compact cameras
- no need for years of training to have a go

*Editing software:

- Windows Live Movie Maker - for Microsoft Windows
- iMovie - for Apple users
- VideoPad - video editing programme which is free for home use

Film Distribution

- *The best known video distribution sites:
 - YouTube - 2nd most popular search engine in the world after Google, streams more than 1 billion videos every day
 - Vimeo
- *Register for a free account to upload, organise and share your films
- *Keep content fresh, upload new, short videos (ideally under five minutes) regularly to share the latest news and keep people interested
- *Embed the video on your blog and website

Background Music

- * Make sure you have permission to use the music, otherwise you won't have the rights to put your film online or distribute it
- * Examples of websites where you can download free music:

Free Music Archive

http://freemusicarchive.org/?utm_medium=email&utm_source=Media+Trust&utm_campaign=2086704_All+Our+Stories&dm_i=46N,18Q40,8AKO1G,47QYC,1

Royalty Free Beats

http://beatsroyaltyfree.com/?utm_medium=email&utm_source=Media+Trust&utm_campaign=2086704_All+Our+Stories&dm_i=46N,18Q40,8AKO1G,47QYD,1

Social Media Guide

- * Social media involves building communities or networks, where collaboration and participation are positively encouraged
- * Most social media websites are open spaces that anyone with shared interests can join, feedback is welcomed and ideas or opinions are shared
- * You can use any type of social media that allows you to communicate your activity to the public - for example Facebook, Twitter, Flickr, YouTube, Google+
- * Many tools can be linked together and importantly linked back to your website

Facebook

- * Setting up a Facebook Page for your project provide a much more immediate way for supporters to connect with your activities
- * Your page is visible to people who do not have a Facebook account as well as people who do - people don't have to be logged in to see the information
- * The functionality of Facebook pages such as the ability to upload pictures and videos, invite those who like your page to events, and start discussions means it offers a chance to build a more dynamic relationship with your audience
- * A Facebook page is not meant to fully replace your website or any other communication and marketing tools you use but rather to complement them

Twitter

- * Twitter is a free social networking service where users can send “updates” of up to 140 characters to followers
- * Twitter is an open network - you should assume that everything you tweet is public, permanent and can be searched by anybody
- * Twitter is instant - people are talking right now about news and events worldwide that are happening local to them
- * It is ideal for keeping in touch with networks of like-minded people, sharing information from events, canvassing a peer group about a topic or just having conversations

Source: Media Trust



Thank you!