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**Team  
Up!**

# Dissemination tips for podcasts, videos and photo exhibition

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and KARPOS.

December 2022

This **Dissemination tips for podcasts, videos and photo exhibition** was developed under the Team Up! - Media for Adult Education project (n° 2021-1-FR01-KA220-ADU-000030069), thanks to the support of the Erasmus+ program of the European Union.

The content of this manual is the sole responsibility of ERIM, FORMA.Azione and KARPOS and 4Change, and do not necessarily reflect the views of the European Union.

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Team Up! – Media for Adult Education is a cross-European project aimed at fostering adults’ digital literacy and Media and Information Literacy (MIL) and producing media and digital tools in Southern Europe.

In this context, the 4 project partners, 4Change (Portugal), FORMA.Azione (Italy), KARPOS (Greece) and ERIM (France) developed this manual as a continuation of the [Good practices manual for MIL trainings](#), where you will find the 30 MIL tools, covering topics from MIL Critical thinking to propaganda and the [Curriculum to run MIL workshops](#).

Following the MIL training you attended, you developed skills to create your own media outputs. This document provides tips and recommendations to disseminate effectively your video(s), podcast(s) or photography(ies).

# Dissemination of a video/short film

## Before sharing your video(s)

1. Add the “Creative Commons” mention at the end of your video. You can choose which license is the best for you, depending on your objective, [on this website](#).
2. Make sure everyone who appears in your video gives their consent by signing an authorization for use of image and footage (for minors, their parents or legal representatives must sign it).
3. Make sure you added the following mention at the end of your video:
  - a. The logo of the EU.
  - b. Add the following mention: “*The European Commission is not responsible for the content of this publication*”. In the description box, don’t hesitate to mention where people can have more information about Erasmus+ by stating: “*More information about the Erasmus+ programme: <https://erasmus-plus.ec.europa.eu/>*»

## Share your video(s)

### Step 1: Where to share your video(s)?

- YouTube
- Facebook (including with Watch)
- Instagram by using IGTV, reels and posts
- Pinterest
- Tik Tok
- Twitter

### Step 2: How to share your video(s)?

1. Start by sharing your work on your social media account(s), whether on your own account or on a dedicated account, if you don’t want to be recognized. The best platform to share your video(s) is YouTube as it’s the most used. You can then share the link on Facebook and/or Twitter.
2. When sharing your video on social media, pay attention to:
  - The title of your work;
  - The hashtags, i.e. #migration, #peopleonthemove #migrantpersons, etc. if your work is related to migration;

- Always add a description to your video (see next section);
- Tagging the persons who appear in the video and those who contributed to it (**only** if they agree to!).

### **Step 3: Boost your video(s)!**

1. Use keywords to boost your video(s), and keep it short (around 3 sentences) for your description to appear fully in the description box. Effective description will include the key information about the video: What will the audience learn? Why is this video new, useful and relevant to them?
2. For the title: Ask a question (i.e. “What did I do?!”) *or* be straightforward (i.e. “How to Tie a Tie”)
3. Don’t forget the **thumbnail** as it plays a role in distribution and in how YouTube algorithms treat the video. When uploading the video, you can choose to add a cover image and the title (or shorter version of the title or rephrasing) written with big letters on the image.
4. Internet users rarely watch a video more than 2 minutes long: If your video lasts longer than 2 minutes, don’t hesitate to select the best parts of your video to produce a “trailer”, before sharing it on social media and redirecting to YouTube.

# Dissemination of a podcast

Podcasts are very popular as listeners have access to it anywhere and anytime. As often, platforms play an important role: They make it easier for broadcasters to find their audience and for listeners to centralize their podcasts. If you want or need advice to develop your podcast, [don't hesitate to go check this manual developed during the Speak Up! project!](#)

## Before sharing your podcast

- Make sure you mentioned at the beginning of your podcast that: “This podcast was made in the framework of the Team Up! project, funded by the Erasmus+ Program of the European Union.”
- In the description box, mention where people can find information about Erasmus+ by stating: “*More information about the Erasmus+ programme: <https://erasmus-plus.ec.europa.eu/>” and add “*The European Commission is not responsible for the content of this publication.*”*
- If you want to keep making podcasts, try to register 3 to 4 ones ahead before starting airing your podcast. So you will be able to regularly add new episodes, and your audience will know in advance when you will air your new podcast!

### 1. Define what's your signature

For your podcast to be easily identified, be careful to these details:

- Find a unique title for your podcast that no one else has. You can do this by scrolling through iTunes, Deezer or Spotify.
- Find *your* intro and outro for your podcast: It will help your auditors to identify it easily.
- Choose a graphic charter (colors you will stick to when disseminating your podcast).

### 2. Describe your podcast

A podcast description explains the topic of your show and what a listener can expect to hear. With an interesting description, it will be easier to attract listeners, so it's important to put some thought into creating it! Here are some advice to write your podcast description:

- **Select keywords.** Before writing the description, think about a list of keywords someone might use to find your podcast. Use those keywords in your description to increase the chances of it appearing in searches. The keywords shall be true and relevant: If not, algorithms of distribution platforms can sanction the podcast.

- When writing the description, always keep in mind this question: "**Why would I listen to this podcast? What's new and original with this podcast?**".
- **Be clear and short.** Make sure that your description sums up effectively your podcast in 2 to 3 sentences.
- **Be straightforward.** Include as much information as possible about your show in as few words. This will help to catch attention with your summary, but keep it clear and go straight to the point!

Here is an [example from Riverside](#): *"Everyone wants to know what's happening in the world, but not everyone has the time or patience to read through a bunch of news articles. Join retired veteran reporter Jack Correspondent as he recaps the most important stories from around the globe every week. Keep up with current events and get your weekly news in under an hour with focused and curated news stories."*

## Share your podcast

For your podcast to be broadcast on all platforms, you must host your audio online. You can do it by uploading your audio files to your host platform. It will automatically create an RSS feed.

### 1. Where to share it?

- **RSS feed** is compulsory for registering your podcast on applications and/or platforms such as Deezer, Spotify, SoundCloud or Itunes. By doing so, the platforms have access to your podcast data (image, title, presentation, audio file...) and automatically display on their platform the new episodes.
  - To register your podcast on Deezer, Spotify, or Itunes, you can follow their advice on these pages: [Deezer](#), [Spotify](#), [Apple Podcasts](#), [Soundcloud](#), [Google Podcasts](#).
  - By multiplying the number of platforms on which you upload your podcasts, you will boost its visibility and will increase audience engagement.
- The **YouTube alternative**: More used for video, but you can also share your podcasts on this platform: Upload the audio and put a thumbnail. The only downside of using Youtube is that episodes will have to be released manually. However, this practice is gaining popularity and it can be used as a promotional tool for your audio!
- If you have a blog, you can **use an integrated player**. Your podcast will appear on your platform through a code embedded, given by all podcast platforms.

### 2. Spread the word

- Post a Tweet or Facebook post with a link to your podcast and pin it.
- Reshare your podcast multiple times on all your social media.



- Share it with your friends and family! Word-of-mouth is the most effective way to have the others know about your podcast.
- Create quote images in Canva. Share these as standalone social updates with a link to your podcast.
- Customize your posts depending on social media. What works on Facebook doesn't necessarily work on Twitter:
  - Facebook is more for long posts and long discussions;
  - Twitter is for short updates;
  - Your Instagram posts will only do well if there's a strong image attached.
- Share your podcast on your email signature.

# Promotion of your photo exhibition

To promote a photo exhibition, you should spread the word about it. Such a form of media output can only fulfill its purpose when it engages with the audience.

## Describe your exhibition

The description of your exhibition is the third contact the visitors will have with it, after seeing its poster and the title. This is why it is fundamental that your description explains the ideas, themes, inspirations and concepts which forged your exhibition.

### Step 1: What is your exhibition about?

To include your audience and allow them to understand your work, make sure you include the big idea in your description. Proceeding this way will allow your audience to understand your work and the process you went through... And focus on the most important: **Your exhibition, not your bio!**

For your bio, dedicate a separate document, page or space. Your bio won't help the audience understand your exhibition, what it is about and what you want to share.

Keep in mind that the exhibition description is a statement: What is the key message of your exhibition? What is its aim? Why is it original and new? Why is the topic you chose and your approach relevant and interesting? What will the audience learn? What is the main topic? What angle did you choose to tackle the topic and why? What is the context of the exhibition, thematically and / or regionally?

### Step 2: Don't use jargon

Not everyone is familiar with arts and its multiple concepts: Try to be concrete about your exposition while explaining briefly the concepts you're referring to, without making it too abstract for your public and without giving too many technical details in the description.

### Step 3: When describing the images, keep it short

As you want people to know a lot about each photograph (which is normal!), you will be tempted to write a lot about each image. But for your public to absorb all the information, focus on the main idea and/or concept of your photography. Try to sum it up by adding:

- The artwork's title

- Medium
- Date

When writing a description of the image, keep in mind that:

- Each description is read independently from the others and not all the visitors read all the descriptions. Add an insight of your creative practices, the concept, etc.
- When referring to a specific period, art movement... try to summarize it in one sentence.
- Be brief and keep only essential and most original information that has added value to the images itself, to the exhibition and to its statement.
- Tell a short story about the image: What precedes this image? What's the context of its creation? Why is it new and original? What does it bring to the statement of the exhibition? Who are the people in the image or places shown? And why are they so important? Is there an anecdote related to that image?

## Spread the word

Once logistic part is covered (i.e. viable budget, exhibit space, or on digital platform, if you want to display it online, etc.), as well as the description of your exhibition, here are some advice to spread the word about your offline photo exhibition once you know where it will be displayed:

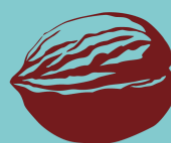
- Share the info of the event to your city hall's culture department or any other relevant institution;
- Share the date, hours, address, poster, description of the exhibition on all your social media (i.e. Facebook and Instagram, especially by using hashtags). Also share additional information on the opening and possible events such as talks, guided visits, meetings with artists, round tables... Creating such strong moments around the exhibition will help to attract more audiences and enable them to dive into the content of your exhibition and to become its ambassadors afterwards by spreading a work to their communities;
- Get in touch with local newspapers, bloggers and magazines, community centers, creative spaces, art schools, photo galleries, photo clubs, libraries, museums... and use targeted promotion on social media spotting people interested in the topic of your exhibition, but also in spheres of media, photography and arts;
- Print and distribute posters of the exhibition in public spaces and in relevant venues, such as art cafés, galleries, museums, libraries. You can also leave lifeless / postcards on the exhibition. If your printed communication is visually

attractive and if it gives information about the event, it'll bring you the audiences.

Team Up! – Media for Adult Education  
is implemented by



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<https://mediaforinclusion.eu>



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