



International Partnership Videos - Quick Tips

The National Institute of Food and Agriculture's (NIFA's) Center for International Programs (CIP) offers you the opportunity to voluntarily create a short video of your project in any format (like a smartphone) that will show the benefit of international collaboration to your NIFA-supported project. We invite you to make the value of your collaboration with foreign partners very "real and understandable" to the average person, other researchers, various stakeholders, and other potential partners.

Key Points

These videos will offer you an opportunity to share with the public:

- What you are doing in your project
- Why the project is important for society
- The importance and effects of international collaboration for your project, for example:
 - Extra benefits (or new things) due to the international collaboration

Recommended Focus

We recommend addressing the answers to these questions as a guide within your video:

1. Who are you?
2. What is the problem you are addressing and why is it important?
3. What is the research you are doing to address this problem?
4. Who are you collaborating with and why?
5. What is the nature of your collaboration?
6. What benefits has collaboration brought to your institution, your research, and your country?
7. What did collaboration bring beyond what you could have done by yourself (impact, expertise, or resources)?

Examples

Some good examples are already available on our [International Partnership Videos](#) webpage.

Additional Resources

- Comprehensive resource on utilizing various tools to create a compelling video
 - <http://thescientistvideographer.com/wordpress/tutorials/>
- Video on using a smartphone to create videos products
 - <https://www.youtube.com/watch?v=RyX0rso6H04>
- Tips on tailoring your videos to specific audiences



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- http://www.science20.com/the_conversation/7_ways_to_make_your_science_video_popular_on_youtube-153514
- <http://genrehacks.blogspot.com/2011/12/how-to-make-better-science-video.html>
- Basic resource on shooting videos for science
 - <https://sharingscience.agu.org/shoot-videos/>
- Guidance on how to end your videos effectively
 - <https://www.vidyard.com/blog/end-video-strong-call-action-examples/>