



WORLD SERVICE DIGITAL – WEB AND SOCIAL MEDIA CONTENT

We use our website, short-form audio and video and social media to attract a wider, younger global audience. Strong stories, both from breaking news and timeless experiences, and great visuals, drive engagement and visibility for our network via social media and promotion on other BBC sites. Here are some ideas on how you can help make your programmes stand out and deliver content that we can use to promote them. There are key contacts in this document – feel free to contact us if you have any queries or would like to discuss your ideas.

Main contact: Anna Doble, Digital Editor
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PROGRAMME TITLES AND DESCRIPTIONS

These pages appear 7 days before TX and we will complete them as it's only possible to access the systems from inside the BBC.

These pages are completed before the programme broadcasts so the image and descriptions provide a valuable resource for people listening live. Once the programme has been broadcast, these pages remain on the site as a permanent legacy for the audience to find by browsing or searching. Most speech programmes audio remains online in perpetuity – exceptions are sport, news and music.

You'll have seen instructions on what we need earlier in the commissioning. So....

Please include

- Episode specific information. If it's a series, we'll also need text about the series as a whole. Each programme will need a title and a description that relates to that individual programme.
- The names of principal contributors, places and topics – these will help your programme perform well in search engines.

KEY CONTACT – Anna McGovern manages the website. It's best to mail wsncamultimedia@bbc.co.uk so anyone from the team can get back to you if Anna isn't around. For queries about podcasts, get in touch with Jon Manel, via wsncamultimedia@bbc.co.uk

IMAGES

Good pictures are essential if you want your documentary or programme to get well promoted on the BBC's social media accounts and websites.



Each of your programmes will need an image. Take images of the places and people in your programme as you are gathering audio – these will be the best way to tell your programme's story. Make it clear to your contributors that these pictures may be used on the BBC website and associated social media accounts.

Include a caption – who/what is in the picture, plus a credit if they have been supplied by the contributor. The credit is the copyright holder, usually the photographer

These should be high resolution – usually 1-2MB will be sufficient. They need to look sharp on all sizes of screen, from a mobile to a high res TV screen.

This is a good picture:



But only when you know that it features a Nepali baby born on the day of the earthquake. So let us know as much information as you can.

RIGHTS

To get your content out to the maximum possible audience, we'd like to be able share it on social media and with our partners. Unless you object, we will assume that your pictures are:

- (a) Cleared for pan-BBC use (including language services)
- (b) Cleared for pan-BBC use on social media
- (c) Cleared for syndication to BBC partners

TAKING PICTURES OF CHILDREN

If you are taking pictures of children, parental consent is essential.

For more detailed information here's a link to the relevant section of the editorial guidelines:
<http://www.bbc.co.uk/guidelines/editorialguidelines/page/guidelines-children-introduction/>

STYLE

BBC style is to use colour where at all possible.

The images should look good in a landscape orientation, with the main focus of the image in the middle of the picture as some services crop our images to square.

Don't include the presenter – they will crowd out the image and will not be recognisable to the audience

Don't take images in studios or cluttered offices – daylight, in a place that relates to your story, will make the best images

MAKE YOUR IMAGE TELL A STORY

This picture was taken for a programme about a garment factory in Ethiopia – seeing this man at work gives you an insight into his life that you wouldn't get if you just had a headshot of him smiling at the camera.



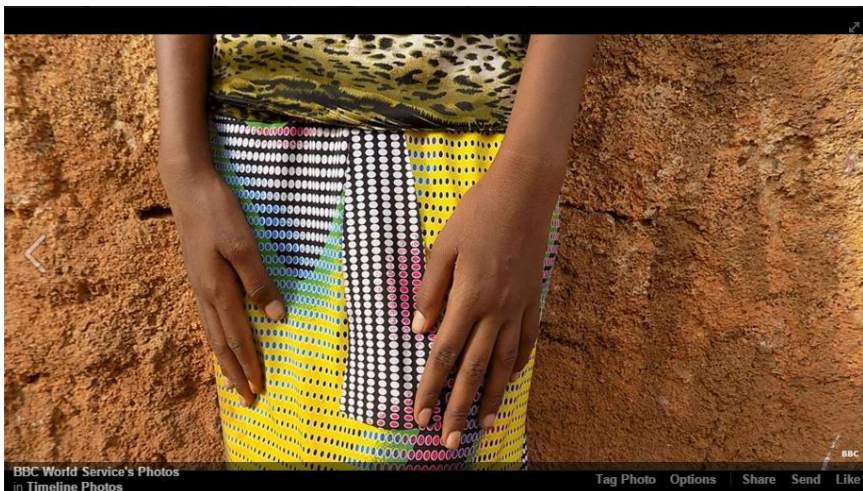
This picture was taken to illustrate an article about poverty in the UK – it gives you a feel for the subject and where she is – you get a real glimpse into her world.



Don't just take pictures of your interviewees. Street scenes and landscapes can also be very effective in illustrating your story.



If someone does not want to be identified think creatively about how you can photograph them – back of head is quite an easy option, hands doing something / holding something relevant, feet etc – take a few different shots. Silhouettes aren't ideal as apparently these can sometimes be tinkered with to show the person.



BBC World Service
Published by Lucy Walker (?)
Page Liked · February 10 · Edited ·

14-year-old girl, Mai Aini refugee camp: "I came to Ethiopia four months ago because my family faced severe economic hardship there. I didn't tell my parents before I made the journey. I walked for 5 hours to the border with three friends. I was not afraid. My family now know where I am because I have an aunt who lives in Ethiopia and she told them, but I haven't spoken to them since I left. There... See More

Tag Photo Add Location Edit

Like Comment Share

Rozita Riazati, Lora Jones, Uthan Shwe and 11 others

Write a comment...

GUIDES

This is a guide to taking stills with an iPhone

<http://www.bbc.co.uk/academy/journalism/skills/filming-and-recording/article/art20130702112133388>

A short YouTube video <https://www.youtube.com/watch?v=YDzYwr6eh34>

It was created with our language services in mind, but the basic principles on what makes a good picture (relevance, depth of meaning and animation) are well worth thinking about.

KEY CONTACT – Anna McGovern manages the website Best to mail wsnacamultimedia@bbc.co.uk so anyone from the team can get back to you if Anna isn't around

VIDEO

We are making more short-form video linked to our programmes. Videos are often embedded directly on to our social media pages, or linked to from social media posts.

Please get in touch if you're thinking about creating some video and we can talk you through the style and templates that work best.

Here are some types of story that work well:

- Personal stories that invoke some emotion – wow, empathy, laughter, OMG etc.
<https://www.facebook.com/bbcworldservice/videos/1463944466958008/>
<https://www.facebook.com/bbcworldservice/videos/1581792338506553/>
<https://www.facebook.com/bbcworldservice/videos/10154548626535787/>
- Personal solutions-based stories
e.g. <https://www.facebook.com/bbcworldservice/videos/1822699774654477/>
<https://www.facebook.com/bbcnews/videos/10154557237577217>
- Female-centric stories e.g.
<https://www.facebook.com/bbcworldservice/videos/1603839419635178/>
<https://www.facebook.com/bbcworldservice/videos/1565372650148522/>

PUTTING YOUR STORY TOGETHER

- We aim for around 90 seconds in total:
 - Focus on one simple idea that makes the most compelling story, rather than lots of different angles
- The video needs to work as a stand-alone item, with editorial value in itself:
 - The video should NOT be a trail to something else – the audience should come away understanding a full story without having to listen to the radio programme

- Give context so the story makes sense to people who don't know the characters or follow this topic
e.g. <https://www.facebook.com/bbcworldservice/videos/1224216067643669/>
- Over 85% of people on Facebook watch videos with the sound off, so use on-screen text throughout the video:
 - Use narrative text to give context & weave the story together (in place of a presenter – as we normally only show contributors on screen)
 - Use subtitles to capture what's being said in the audio
- The first 3 seconds of a video need to grab people's attention as they scroll down their Facebook feed:
 - Jump straight into the story & start with your best content – don't be afraid to give away the punchline upfront
 - Start with an intriguing visual with something going on e.g.
<https://www.facebook.com/bbcworldservice/videos/1526018727417248/>
<https://www.facebook.com/bbcworldservice/videos/10155438527762902/>
- Users have short attention on social media, so keep the video fast-paced:
 - Don't linger on the same shots for longer than necessary
 - Keep the text changing so the story moves along

AUDIO SLIDESHOWS

- Keep the panning/zooming movement subtle (not too quick & not in opposite directions in adjoining shots)
e.g. <https://www.facebook.com/bbcworldservice/videos/1510544565631331/>
- Stay on each image for just long enough to take it / read the text, but not too long to keep the story moving
- Have a mix of shot sizes – wide shots to show context, mid shots showing the subject, and close-ups focusing in on unusual details

STYLE GUIDE

- Text should be generated in the BBC News style (to ensure consistent style & legibility on mobile devices) – different types of text come in different styles
e.g. <https://www.facebook.com/bbcworldservice/videos/1487189204633534/>
- **IF EDITING IN FCP:** install the motion templates here (only accessible within the BBC, so you need to download & send to any editors outside the BBC): <http://editingsupport.national.core.bbc.co.uk/editingsupport/digital-video-text-templates/>
- If your white text appears over a light background, add a dark gradient behind it to help legibility
- Write narrative text & captions as full sentences with punctuation (full-stops, capitalisation)

- Show the BBC blocks in the top left corner
- Add a music bed to reflect the mood of your piece:
 - We can only use tracks from music libraries approved for social media – the main one is [Audio Network](#)

FORMAT AND RIGHTS

- Make sure the BBC has rights to use the images, audio, SFX & music on BBC all platforms AND social media (Facebook & Twitter are 3rd party platforms, so material that is cleared for BBC use may not be cleared for social – see please ask for the Social Media Rights guide)
 - You may need signed contributor / location / material release forms – please ask for the latest versions
- Social media videos should be preferably square (1080 x 1080), but if this is a problem, 16x9 (1920 x 1080) is also acceptable
 - If choosing square, please also make a 16x9 version that we can upload to the website
- Please output the video as an mp4 (H.264)
- Please provide a 1920 x 1080 / 1080 x 1080 holding image(s) for the video

KEY CONTACT – Ellen Tsang. Get in touch before you start work so we talk through your ideas and the editing style. Best to mail wsncamultimedia@bbc.co.uk so anyone from the team can get back to you if Ellen isn't around

AUDIO CLIPS

We also use audio shortform to promote our programmes on social media and we welcome your suggestions for these. They should be accompanied by

- The wav of the extract
- An image to illustrate this, with caption and credit
- A title and description including names of speakers and the information the listener needs to enjoy and understand the clip. As you won't be including the presenter's cue, the description is often based on this.

As the clip's main objective is to get more people to listen to your programme, it should be as sharable as possible ...

1 WHAT MAKES A GOOD SHAREABLE CLIP?

- Something that affects everyone, the eternally **relevant** - love, food, mobiles (remember the 7m views on how to charge your phone with a mud oven)
- Awesome people doing **amazing things**
- A **personal** take on a world situation – a personal story, someone’s own experience
- **Unique**, exceptional – especially if the theme (say, migration) is repeated everywhere – make sure yours is a unique aspect and your contributor is telling their own story
- **Solutions** – a glimmer of light in the relentless savagery
- How / What / Why; **Explainers**
- The **biggest, tallest, longest, oldest** ... although journalistic rigour should be applied, of course ☺
- Celebrities, particularly sports folk – saying, doing something unusual

Some examples

Why is it so hard to swat a fly? <http://www.bbc.co.uk/programmes/p05dwjvl>

Why nicotine is more addictive than heroin <http://www.bbc.co.uk/programmes/p058kz6b>

How I came to love my adopted daughter <http://www.bbc.co.uk/programmes/p05c0ysm>

Childless in Nigeria: 'People call you a witch' <http://www.bbc.co.uk/programmes/p058pz9v>

Coming out in Zambia <http://www.bbc.co.uk/programmes/p05bclrv>

The Las Vegas host: 'There's a dark side to the business'

<http://www.bbc.co.uk/programmes/p0570ytq>

2 Make it a 'stand-alone' piece of content – it's not a trail

- Choose a memorable memory, experience, piece of advice or opinion
- Imagine a listener who has just followed a link from a post on Facebook – your clip needs to make sense to someone who is only going to listen to that.
- Make sure it's not multiple strands, or covers a range of topics. Your listener may come back to hear more of the programme, but possibly not.
- And a single topic will be easier to promote as your title and description can be really specific.

3 Start with your contributor

- Don't include a cue – your listener, time poor on social media, will want to get to the point as soon as possible
- Use your cue in your long description, as a way of giving context to the listener

4 Keep it short – usually between 1 and 3 minutes long

KEY CONTACT – Katherine Campbell deals with a lot of WS shortform and can help you get this published. Mail wsnmultimedia@bbc.co.uk so anyone from the team can get back to you if Katherine isn't around

WORLD SERVICE SOCIAL MEDIA ACCOUNTS

We have an account on Facebook (5.5 m) and Twitter (350K)

<https://www.facebook.com/bbcworldservice/>

<https://twitter.com/bbcworldservice>

Facebook is the most important for us as it's globally popular.

We post short form – audio and video clips – with links back to the programme. We also run calls to action for programme content and Facebook lives.

We post after the programme has gone out (rather than trails with 'appointment to listen') so we can point to some live content

Sharing posts is a great way to reach a wider audience – we share with other BBC accounts, such as BBC Africa, News and Sport, but let your contributors know when our posts are live, and encourage them to share too.

When you're sending in your clips, feel free to suggest social media posts for your programme. We may tweak or change around, but it's great to have a producer's insight as you know the DNA of your programme

Get in touch in advance if you've any queries, requests or ideas.

KEY CONTACT – Martin McCall heads up the team. Mail wsnmultimedia@bbc.co.uk so anyone from the team can get back to you if Martin isn't around.