



# PACKAGING AND DISTRIBUTION



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The job does not end with post-production. You have to get your material ready for distribution. After all, there's no point in telling a story if no one can hear or see it.

Remember the beginning of the process? While brainstorming your idea, you also thought where this material will be shared. For example, social media.

Here are some tips on how to prepare and share with your National Society's focal point or department:



**Edit raw interviews:** For your story/content to have a longer life and that it can be repurposed in many ways, you can share an edited version of the interviews you took, including the most important highlights. This edit will only consist of cutting the relevant parts of the interview, without transitions, music, texts or effects. This will allow other colleagues to use the material in the future.



**Edit b-roll:** You can put together a complete clip only using the supporting videos you took. Make sure that each take you include lasts no less than 10 seconds. Include the original audio of the clips and don't put music, texts, transitions or other effects. With the b-roll, you can include a word document with the list of shots you included, giving a brief explanation of what you are showing.



**Package your photos:** After a mission, we end up with hundreds of photos. Pick the very best ones and put them in a folder. Make sure to write a complete caption for each of them including who are we seeing in the photos, where are they, what are they doing and any other detail you think important to describe the scene.

If you want to deliver a finished product, already edited, that's great! But doing the steps above will give your content more life and will help us use them at any opportunity we have.

