

TOP 10 TIPS FOR

PUBLIC SPEAKING

1

IDENTIFY YOUR AUDIENCE

Speaking to your peers is different than speaking to a general audience. Replace career-specific jargon with words that make sense to everyone.

2

DEVELOP YOUR ELEVATOR PITCH

Create a short, concise synopsis of what you do, and how people you meet can help. Practice it often so it's ready to go any time you need it.

3

MAKE THEM CARE

Tap into why you do what you do. If you can't tell people why you care about your project, how can you expect other people to care?

4

START HOT AND END WITH A CALL TO ACTION

Start your talk by grabbing the audience's attention with a colorful anecdote, amazing fact, or pivotal moment. End your talk with what you want your audience to do.

5

SPEAK IN HEADLINES

Just like headlines in a newspaper, short, to-the-point sentences are great for interviews and talks.

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6

USE MEMORABLE LANGUAGE

We live in a world filled with sound and imagery. Use colorful and detailed language to show your audience what's unique about your world.

7

SMILE AND RELAX

Over 50% of your impact as a speaker is influenced by your body language. So smile, free up your arms to gesture, and open your stance.

8

USE ANALOGIES & METAPHORS

Using analogies and metaphors allows a speaker to take a complex or unfamiliar concept and make it relatable. It's also useful to talk about scale without measurements (e.g., as big as a 747, as small as a coin).

9

SIMPLIFYING ≠ DUMBING IT DOWN

Talking at the same level as your audience is not the same as dumbing it down. It's about making your language more accessible to reach more people—and what's so dumb about that?

10

PRACTICE MAKES PERFECT

It sounds like a no-brainer, but many people just don't put in the time required to prepare for their talks. Practice with your friends, colleagues, and family, or in front of a mirror. If you have a video camera, record yourself.

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TOP 10 TIPS FOR

PHOTO

1

FIND YOUR FRAMING

Find your focal point, but don't shy away from including other elements in the picture if they are part of the story.

2

GET FOCUSED

If your main subject isn't in the middle of the picture, use the focus lock feature on your camera to set the focus on your subject.

3

MOVE YOURSELF AROUND YOUR SUBJECT

Try shooting your subject from different angles to find the best perspective and to frame out anything distracting in the background.

4

COMMUNICATE SCALE

Try including visual references (people, tools, coins, etc.) if you want to communicate scale.

5

CHOOSE THE RIGHT SPEED

Shutter speed determines how long your camera's shutter stays open. Use slow speeds like 1/4, 1/8, 1/15, and 1/30 for stationary objects. Use 1/1000, 1/2000, and 1/5000 for high-speed objects.

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FIND THE RIGHT EXPOSURE

ISO is the camera's sensitivity to light. Use high ISO (above 800) only when you need to photograph in dark light or on cloudy days. Use low ISO in bright sunlight.

7

SEE BEAUTY IN THE DETAILS

Close-ups of faces, colors, textures, and patterns give added dimension and details to your photos.

8

PAY ATTENTION TO LIGHTING

The light source (from the sun or other lights) should be directed on your subject. The best times to shoot photos are early morning or late afternoon when the sun is low in the sky.

9

SHOOT MORE THAN YOU THINK YOU NEED!

Capturing great photos is a process of trial and error. Experiment with different angles and framing, evaluating what works and what doesn't to hone your approach as you go.

10

CHOOSE WISELY

Be sure to pick only the best photos to represent your project.

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TOP 10 TIPS FOR VIDEO

1

KNOW YOUR AUDIENCE

Who will watch your video? The way you explain your topic will change based on whether you're talking to your colleagues, school children, or politicians. Be sure to talk at the same level as your audience.

2

SHOOT HORIZONTALLY

The screens on most video viewing platforms are horizontal, so hold your camera horizontally when shooting.

3

CHOOSE YOUR FRAME

Think of each video shot like a still photo and use the "rule of thirds" for a well-balanced and interesting composition. Make sure your subject is visible and try to frame out distractions.

4

PAY ATTENTION TO LIGHTING

Find a location with gentle, even lighting. Remember to direct the light source (from the sun or other lights) onto your subject. You can even use a white piece of paper or t-shirt to reflect light onto your subject.

5

RECORD QUALITY AUDIO

Place your microphone as close as possible to the speaker, and aim it towards the speaker's mouth. For background noise like traffic, waterfall, or bustling trees, if you can hear it, you should see it as a visual.

6

STABILIZE

Allow the movement in your video to come from your subject, not a shaky camera. A tripod, flat rock, table, or even the ground could work. Keep your arms close to your body to minimize shaking.

7

BE PATIENT

Hold any shot for at least 8 seconds. Be sure to start recording 3 seconds before the action starts, and stop recording 3 seconds after the action ends to avoid missing part of the action.

8

CAPTURE THE ENTIRE PROCESS

Video is about action, and seeing something happening is much more interesting than hearing someone describe it. We want to see your team taking samples, trekking through the forest, or an animal in motion.

9

SHOOT A VARIETY OF ANGLES

Before you begin filming, make a shot list: wide shots, close-ups, and reactions from your team. Always be sure to get a master shot (a wide shot that captures the entire process) before moving on to other angles.

10

FILM YOURSELF & HAVE OTHERS FILM YOU!

Tell us about what you are doing, your reactions along the way, and how you feel at the end. Remember to be yourself and let your personality shine! Viewers appreciate honesty and authenticity.

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TOP 10 TIPS FOR

WRITING

1

BEFORE YOU START WRITING

Think about your audience, what you want to tell them, and what impact you want to have.

2

BE CREDIBLE

Trust begins with you. Do your research, check your work, and write accurately and professionally. Include links to credible sources.

3

USE THE RIGHT VOICE

Keep your voice conversational, as if at the dinner table, but speak with authority. Use language that will be accessible to and engage your target audience.

4

PLAN A PUBLISHING STRATEGY

Quality is better than quantity. What are the best places to distribute your work? How often should you publish?

5

USE AN EFFECTIVE FRAMEWORK

Remember the story arc: the arresting beginning, the middle with context, the impactful end. Will your audience stay, engage, and want to visit again?

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CREATE A TWEETABLE HEADLINE

The message that draws readers in, and further. Sum up your key message in 140 characters. That's your headline and tweet. Others will retweet.

7

COMPOSE A COMPELLING TEASE

A "tease" is an effective summary that amplifies the headline. For as many as half your readers, this is as far as they will go. Make it the most important paragraph of your post.

8

USE EYE-CATCHING VISUALS

Visuals are critical for success. It takes only a glance at a photo for many readers to open a link. Break up text with more visuals, quotes, and links.

9

BE DISCOVERABLE

Help your target audience find you. Remember the basics of search: headlines, subheads, captions, keywords, high-quality links.

10

REVIEW AND REVISE

Edit, polish, monitor, improve. If you don't have an editor, edit yourself, critically. Monitor reader feedback. Make corrections and adjust for clarity.

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TOP 10 TIPS FOR SOCIAL MEDIA

1

GOOGLE YOURSELF

You already have an online presence, so update content, keep pictures and info current, and make sure you are portrayed positively.

2

BE AUTHENTIC AND TRANSPARENT

Think about how you want to present yourself and your work. Post like you talk. If you make a mistake, be transparent about it. Remember, deleted content doesn't always stay deleted. Use the power of social media responsibly.

3

UNDERSTAND THE PLATFORMS

Each platform (Facebook, Instagram, Snapchat, Twitter, etc.) has pros and cons. Become familiar with the functionality, why you would use each platform, and who's on it.

4

KNOW YOUR AUDIENCE

Identify who you want to connect with, and what content they are interested in.

5

USE HASHTAGS AND KEYWORDS

Hashtags and keywords are great for keeping up with trends and topics you are interested in. When you use keywords it boosts your visibility to people interested in you and the topics you are posting about.

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6

MAKE IT EASY FOR YOURSELF

Use apps to create content, automate posts, and measure analytics. Apps can help you optimize your content and grow your audience across platforms.

7

KNOW WHAT'S WORKING

Check analytics to know if what you're posting is being viewed, liked, and shared.

8

BE CONSISTENT AND CROSS- PROMOTE

Be consistent with your messaging and posting schedule. Cross-promote your content by adding links for all your social networks to your website's main page, email signature, and anywhere else that makes sense.

9

CREATE AND SHARE CONTENT

Share content purposefully. When creating content, visuals are key; if you didn't create them, make sure you have permission to share them. Showcase your personality, share what you're interested in, and talk with (not just to) your fans.

10

STAY CONNECTED

Stay connected and turn your social media relationships into real-life connections!

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