How to use videos for learning and networking

Video has risen to importance within the communication tool box. So how best to use videos for learning and networking? This 1-pager will help you to find the right use for you.

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To know when a video is useful, think of the strengths and weaknesses of video:
+ Uses words, images and even music to convey a message.
+ Is personal. Audience creates an emotional link with the person in front of the camera.
+ Is regarded as a more informal communication tool: informal learning is effective.

- Technical limits when internet speed is poor.
- Speed of learning is fixed - as opposed to reading text diagonally.
- Translating videos is more time consuming than text (for now!).
- You can't adapt a video message easily for another purpose.

What do you like or don't like about videos?

What role?

Knowing the strengths and weaknesses of video, ask yourself:
◉ What do you want to say? What is your message? Maybe your message can be divided into different key messages. Or your message structure starts with a short introduction/summary.
◉ Which communication channels would you like to use? For example, are you presenting in front of a seated audience, or are you managing an online discussion?
◉ Which tools would you like to use for your message and which part / role can video play? For example, should your video show the statistics behind your message, or summarise your point, or act as a supplementary concrete example?

How can video support your message best?

Conclusion

Like any communication tool, you need to use video the right way for it to work. Don't try to say everything with video, unless you plan for a 90 minutes film. Focus on the part of the message that has the greatest impact when presented in video form. For this, you need to plan ahead. Ask yourself the questions here above before you make the video.

Examples

A few examples how to use video for knowledge sharing within a group, for your inspiration:
◉ Presenting a new group member: Facilitate his / her introduction into the learning group.
◉ Present a new idea. Emotions can carry a new idea a long way!
◉ Start an e-discussion. Your personal invitation will motivate members to contribute.
◉ Learning informally in bite-sized learning steps. Create short learning videos that help members to learn whenever they have a few minutes to spare.
◉ Give a face to your next credit proposal. An images from the project environment is worth a thousand words.

Can you think of other examples?