



Tips for producing quality resources and briefing experts

Are you looking to create quality information resources for your region or project? Perhaps you need a brochure, or you are looking to produce a video, here at Landcare NSW we have put together some tips you may need to consider before embarking on your next resource production.

Does the resource you require already exist?

The Landcare network is vast and connected. Reach out to other regions to see if you can leverage or repurpose existing content assets. You can connect with other Landcare Regional Coordinators through the NSW Landcare Gateway.

By sharing content assets and creating materials with the same voice and look and feel we make the Landcare brand and vision stronger and save time and money in the process.

Can the resource be made a legacy resource?

A legacy resource is one that has longevity and can be reused or repurposed for other uses.

Consider when creating a new resource if the images, videos or written content can be used by others in the Landcare network for future projects.

Make it a 'top to tail' resource?

Consider creating your resource with a 'top to tail' approach. This means designing the beginning (top)

and ending (tail) of your content to be region-specific, while the middle portion is broadly applicable across multiple regions.

In creating a resource this way another region can use the middle section of your resource and customise the top and tail specific to their region.

For example, if you are producing a video, film it in a manner that means it can be used both at a state and region level. The first 15 minutes of the video should be regionally specific.

The middle section to around the 45-minute mark should contain universal information that encompasses a broader view of the topic you are talking about.

The conclusion of the hour-long video needs to have a specific regional call to action or where people can obtain more information.

Produce once, publish many times.

It is often better to start with a comprehensive resource that can be adapted to suit various communication and marketing needs.

For example, if you produce a webinar or have a presentation with an expert, ask the expert to create a paper on their subject matter. The information from that paper can then be adapted into information sheets, case studies, brochures, news stories, social media posts and much more.

Video and audio can be edited into bite-sized grabs for social media, YouTube, podcasts and even the press.

It is often better to have a comprehensively produced resource on the outset, that can be shaped and adapted to suit other communication and marketing needs.

A picture is worth a thousand words

A great photograph is your best friend when trying to convey ideas and information. Smart phones have made getting that perfect photo in the moment so much easier.

Candid and action shots make content more dynamic and interesting. If you can try to consider the lighting and framing of your shot. Lots of flora and fauna photographs of your region are also great to have on hand, they can be used as hero or filler images.

It is also best to try and think about resolution of the image. Images that are used in print media, a resolution of 300dpi is required for crisp and clear printing. For digital use, 72dpi is sufficient.

A photography release form is vital, especially if children are involved.

You will need to get the people having their photos taken to fill in a release form granting Landcare NSW and the Landcare community permission to take and use their photo for communication and marketing purposes.

Remember get creative and have fun when taking your photos.

Writing and speaking with one voice

Great writing can significantly enhance your connection and engagement with your audience.

The style of writing will depend on your communication medium. For example, an information sheet may contain facts and figures and therefore will need to be more formal in writing style.

Whereas if you are writing for a podcast or even a presentation, write how you speak. Writing for listening is more informal than writing to be read. A good idea is to imagine you are speaking to someone while you are writing.

Try to focus on what is most important and be concise. Audiences tend to have short attention spans so get to the point and grab their attention quickly.

Speak with one voice by keeping your tone, style and messaging consistent.

If you are writing a first-person account, keep it consistent and do not switch to different viewpoints.

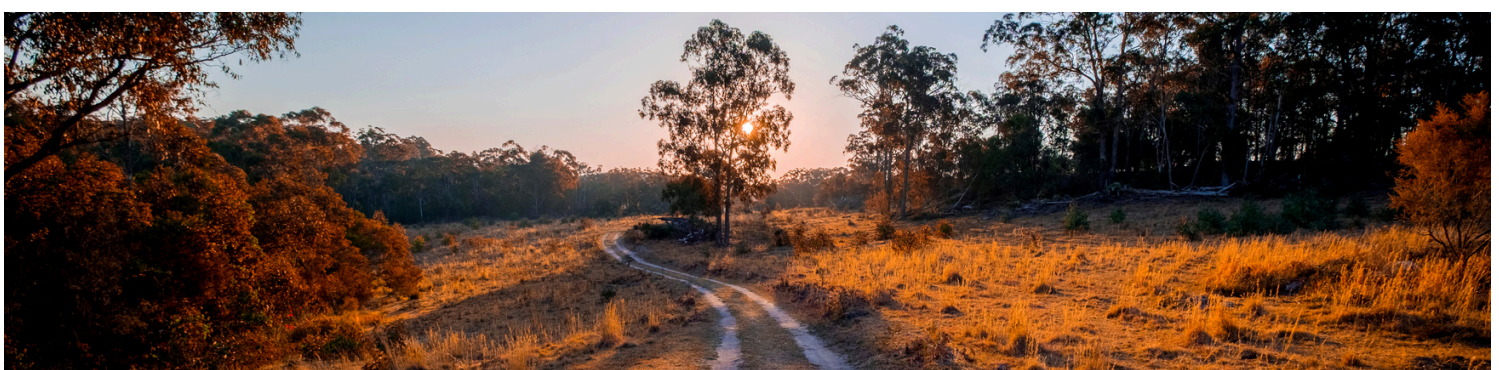
If you want your resource to be informal or conversational, try not to change tone during the piece as this may become confusing or off-putting to the audience.

Proofreading your content

Proofreading your content is essential in maintaining a cohesive and professional image.

Try to get a few people to read over the content checking for typos, spelling mistakes and grammatical errors. Make sure all facts, figures and statistics are correct and their sources verified.

Ask yourself does this content need to be approved before production, and if so seek out the appropriate approvals.



Contracting an expert to produce content for a resource.

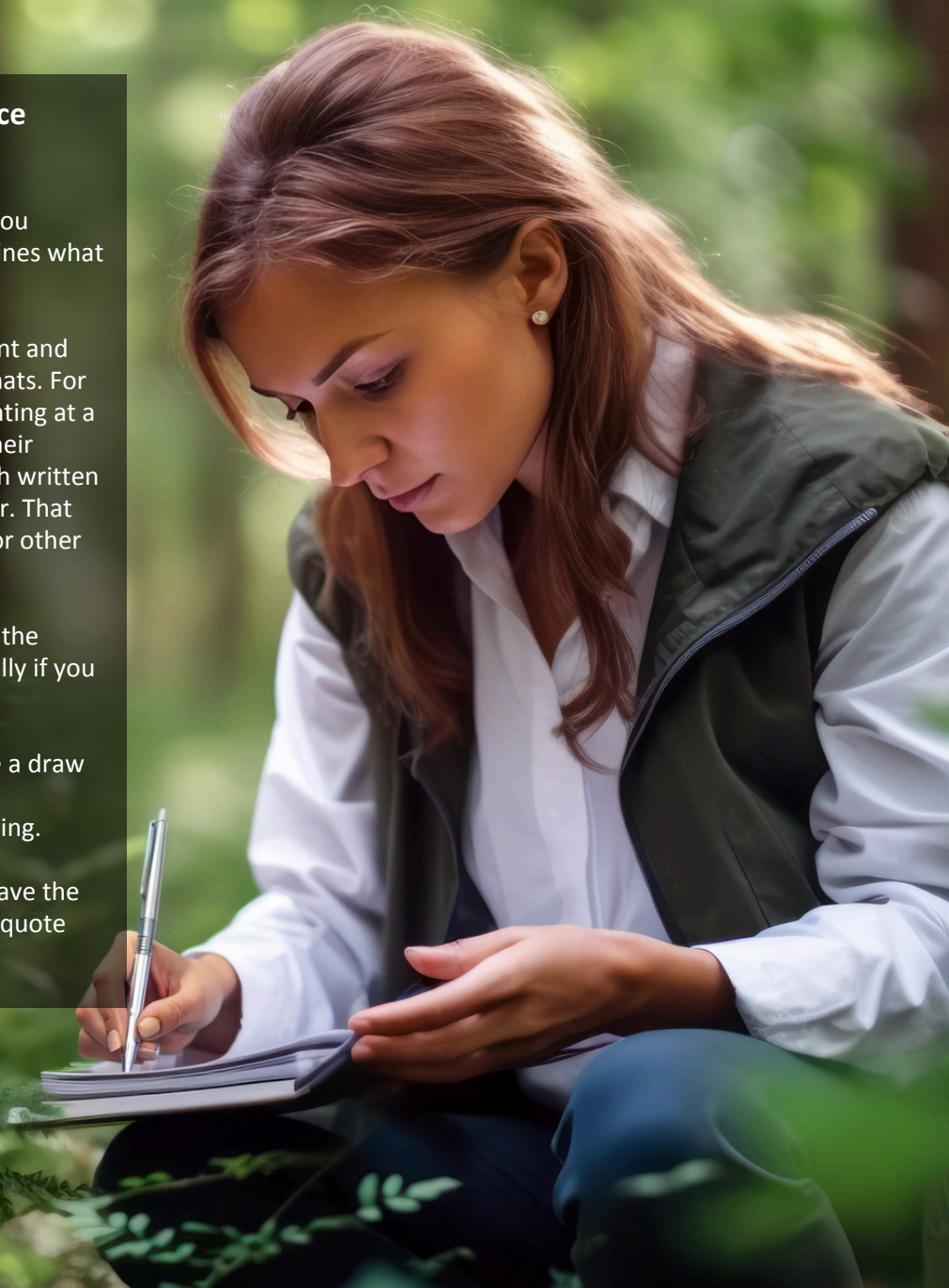
When contracting an expert, ensure you receive a detailed quotation that outlines what they will provide.

This should include any written content and permissions for its use in various formats. For example, if you have an expert presenting at a talk or webinar ask that as a part of their service that they also provide you with written content on their expert subject matter. That way you can repurpose the content for other marketing and communication needs.

It is also good practice to get a bio on the expert and headshot of them, especially if you are quoting or interviewing them.

Publicising well-known experts can be a draw card to your event. They can also add credibility and validity to your messaging.

It is good practice to make sure you have the expert's permission to film, record or quote them.



Need direction or help with producing a resource

If you are struggling to come up with a creative direction on how to produce a resource please reach out to our Landcare NSW Marketing & Communication Team via email communication@landcarensw.org.au for assistance.

Be a part of a greener future

To find out more about Landcare NSW or how to contribute to a greener and more sustainable future visit us at www.landcarensw.org.au or join the conversation with us on social media.



We support Landcarers and our members, so local communities and environments flourish.

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