

# FINAL REPORT:

# IWM Video Tutorials

## Project #: ANV00011

Prepared for

Tom McCue

GRDC

## The project

GRDC contracted Anvil Media to produce a series of 13 video tutorials on Interated Weed Management. The project was conducted in consultation with John Cameron at ICAN, who had a parallel project to produce a new Integrated Weed Management manual and to run a series of IWM seminars.

### Purpose

The videos were to form an online resource allowing producers and others to view demonstrations and comments about Integrated Weed Management practices, a practical, direct channel of engagement and delivery of clear, up to date and persuasive content on the subject.

The IWM videos were to be integrated by ICAN into their IWM content, including the manual, in the following ways:

1. Embedding and/or hyperlinked within the relevant sections of online versions of the manual;
2. Hyperlinked within the pdf version
3. Links shown in relevant sections of the print version.

The IWM videos were also to be used as core content in the IWM seminars.

## Contracted vs Delivered

### Contract: 13 videos

### Delivered: 36 videos

While the contract called for 13 videos – corresponding to 13 subject areas of the manual - it was determined in consultation with ICAN and GRDC that the video content would be more engaging and would integrate more effectively with the manual and seminars if delivered as a greater number of shorter videos.

The final number of videos published (on YouTube) is 36, with an additional 2 videos completed and available for approval by GRDC.

### Description of final output

The IWM videos are a comprehensive collection of 36 online instructional segments addressing the key practical aspects of Integrated Weed Management.

The videos feature Australia’s leading authorities on Integrated Weed Management and provide a valuable, engaging resource for growers, students, trainers and consultants.

Average video duration is 2:36.

The videos have been published on YouTube and may be viewed individually or in

The videos are available on YouTube and may be embedded in any other website using html code freely available from each YouTube video’s page on YouTube,

## Usage

1. **Seminars:**
The videos have already been used as core content in a series of 9 x IWM seminars held in the Northern and Southern regions in March/April 2014.
2. **Website syndication**
The videos have been embedded in GRDC’s website and several other key industry websites as follows:
* [www.grdc.com.au](http://www.grdc.com.au)
* [www.weedsmart.org.au](http://www.weedsmart.org.au)
* [www.ahri.uwa.edu.au](http://www.ahri.uwa.edu.au)
1. **IWM Manual**
As planned, the videos have been included in the online IWM Manual completed by ICAN, to be published on the GRDC website shortly.
2. **YouTube**
All videos have been published on YouTube since individual GRDC approval was given. Following is a summary of YouTube Analytics:

LIFETIME (Since first video uploaded in October 2013)

Total individual video views: 6041
Total minutes watched: 9510

90 DAYS TO 30/4/2014 (all videos uploaded)

Total individual views: 1896
Total minutes watched: 2898

## Potential to increase usage

While the current viewer numbers are respectable for tutorial-style industry-specific material, view frequency would be increased with additional website syndication and active social media and “push” strategy

### Recommended website syndication

1. **Improved layout and organisation of IWM video series on the Weedsmart website.**

Current:

The current display of the videos on the Weedsmart site lacks organisation.

Recommendation:

We recommend that Weedsmart site managers be asked/contracted to implement a more structured framework for the series providing more helpful navigation and video selection.

1. **Better integration of the videos in the online IWM manual**

Current

Integration of the videos into the online IWM manual is by links in each chapter.

Recommendation:

Embed the relevant videos for each chapter as a single YouTube playlist so as to allow viewing within the IWM Manual page, rather than exiting to YouTube.

1. **Individual video embedding in GRDC site**

Current

All videos present in GRDC site as video gallery entries only.

Recommendation:

Undertake site survey and embed individual videos and playlists with existing and future content where relevant.

1. **Create new IWM Videos Section in GRDC Media Centre**

Current

All videos present in GRDC site as video gallery entries only.

Recommendation:

Add a new IWM videos menu item to the Media Centre, with sub-menu items pointing to video categories (eg Harvest weed seed capture, Double-knock etc)

ACTIONS

### Social media

##### Youtube

1. **Create new subsidiary YouTube channel for IWM videos**The GRDC YouTube Channel is becoming difficult to navigate and unattractive to users with specific needs. A new channel (created under GRDC’s YouTube account) would allow presentation of the IWM content in a more navigable way.

##### Twitter / Facebook

While GRDC is not currently active on Facebook, there is the potential to use Facebook as an additional social media channel, representing two distinct user groups within the farmer audience.

The following actions could be built in to a program of social media dissemination for the videos, with each video posted to correspond with appropriate seasonal timing.

1. **Compose and send tweet/post for each video**
2. **Monitor twitter/facebook and suggest videos as appropriate in existing conversations**Active producers **on Twitter** converse and compare notes and experiences. Often an IWM video from GRDC will add value to the discussion. Requires sensitivity – don’t become a spammer or a troublesome interjector. eg: <https://twitter.com/anvildarryl/status/463658626964418561>
3. **Encourage GRDC RSMs to post IWM videos**
4. **Create hashtags for your tweets (eg #ASBVs, #benchmarking, “EdgeNetwork, #Farm300)**
5. **Chase retweets – actively seek retweet activity by DM, email or other contact with key influencers; partner research organisations (eg DAFWA) will be happy to retweet**
Composing successful tweets for famers:
* include a call to action (“watch”) or a question (“would this work in your business?”)
* use existing hashtags where relevant (#agchatoz is useful)
* shorten links (Hootsuite will do this automatically or use bit.ly etc)
* include business goal words (eg cost of production, DSE/ha, faster turn-off, marking percentage) – eg How did the Donohues get 20% more cows in calf? Watch this video #agchatoz @jcu

###

### Promotion in GroundCover

GroundCover will frequently publish articles which relate to videos in the series. This is a strong opportunity to promote viewing of the online videos.

Rather than merely offiering a web address for the video in the magazine at the end of the corresponding article, there is potential for the magazine and video to do much more to promote each other.

1. **Create a prominent video “teaser” box on the Ground Cover page**The video teaser box should be more prominently positioned than in a “further information” section at the end of the article.

Dimensions should be approximately 1.5 or 2 columns by 8 cm.
2. **Include a QR code**QR Codes allow users to scan and quickly open a browser without entering an address. Users who have downloaded a (usually free) app to their smartphone are more likely to view the video immediately, providing superior integration with the magazine content.

The code to the right directs to <http://www.youtube.com/watch?v=nakSzTfIYDg&feature=share&list=PL2PndQdkNRHHrQn25kZvrRuGnhTJaUJNK> .
3. **Include a great TV-shaped thumbnail with play button**
4. **Title and layout/positioning to emphasise integration between the video and print story.**