

Delivering health promotion online

Tips to adapt your work for the coronavirus (COVID-19) era

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3. Delivering content online

Communicating information and expertise through online channels

Mode of delivery	Useful links	Pros	Cons
1. Video Example uses: <ul style="list-style-type: none">• Webinars• Livestream• Campaigns• Promotions	<p>YouTube - 'how to' instructions here: https://creatoracademy.youtube.com/page/lesson/jumpstart</p> <p>Vimeo – 'how to' instructions here: https://vimeo.com/create</p> <p>Film maker's tech tips for creating content on video www.brightonwestvideo.com/blog/</p> <p>www.youtube.com/channel/UCG4ibQxtW5IUuK6hkyNTNnQ</p> <p>The YouTube channel has some great tutorials on how to hook up lapel microphones, how to decide how to get the best audio and other tips for presenting content on video.</p> <p>1-hour YouTube tutorial from Live Streaming Pros: www.youtube.com/watch?v=yNQ9vymoRj4</p> <p>Content is designed for people using mobile google apps but contains good tips on audio/video set up that are useful for anyone.</p>	<p>Video content is engaging and persuasive; in some instances, it can communicate information more effectively (e.g. how to wash hands correctly) compared to written descriptions. Visuals and infographics can also help transcend language barriers.</p> <p>Many people prefer to watch videos than read or listen to content.</p> <p>For promotions can lead to longer time spent on page and greater likelihood of accessing other pages/resources than just written content.</p>	<p>Can be expensive and requires a range of technical skills (and time to research) to produce, e.g. compatibility of audio and lighting equipment with recording devices varies if using smartphones compared to PCs.</p> <p>Not all audiences prefer video.</p> <p>Can be slow to download or hard to access due to internet or device problems.</p>

		Lots of technology available for producing content on smartphones and tablets.	
<p>2. Podcasts</p> <p>Example uses:</p> <ul style="list-style-type: none"> • Interviews with visiting or resident experts • Updates on new/latest information 	<p>Make podcasts with GarageBand (for MAC) & Adobe Audition (for PC) & Audacity (works on both MAC & PC)</p> <p>Find free hosting sites for your podcast at Buzzsprout & Podbean.</p> <p>Others: www.wpbeginner.com/showcase/best-podcast-hosting-compared-most-are-free/</p> <p>Learn more about Digital Audio Workstation (DAW)</p>	<p>Many people prefer listening/audio mode for information. Podcasts are increasingly popular, with major growth in audiences over last five years. Podcast listeners are highly engaged – they have chosen to listen and are attentive.</p> <p>Can be accessed 'on the go'. Can be relatively cheap and easy to produce. Can link people to written materials/videos.</p>	<p>Can require time, skills and equipment to produce well.</p> <p>Interesting content, and possibly guests, needed to make engaging podcasts.</p> <p>Loss of visuals can mean higher reliance on quality of audio content.</p>
<p>3. Written</p> <p>Example uses:</p> <ul style="list-style-type: none"> • Fact sheets articles 	<p>Canva digital design free software</p>	<p>Preferred by people who are actively researching topics.</p> <p>Enables good communication of detailed information.</p> <p>Can be shared through social media feeds, websites, mentioned in videos and podcasts.</p>	<p>Less engaging than videos and podcasts.</p> <p>Need skilled writers and designers to ensure accessibility, particularly for people with low literacy.</p>

This is one of a series of four fact sheets about delivering health promotion online. The fact sheets are refined as we get new information - email us if you have any changes or additions at: publishing@vichealth.vic.gov.au