

DOORS OPEN DAYS 2020

DOORS OPEN DAYS 2020 GOES DIGITAL

May 2020 Doors Open Days Update
GUIDANCE & IDEAS FOR HOW TO DIGITALLY TAKE PART



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Doors Open Days Goes Digital: COVID-19 update

Nothing is more important to us at Doors Open Days than the health and wellbeing of our community and staff. We're responding to your concerns surrounding COVID-19 by making Doors Open Days more digital so that people across Scotland and the world can continue to safely explore Scotland's buildings, spaces and places. A limited number of venues will still be open for physical sites this year¹, but we expect most people will enjoy new and cherished Scottish sites from the comfort of their armchair! See our full statement here:

<https://www.doorsopendays.org.uk/visiting/>.

We understand that technical know-how could be a daunting and unfamiliar prospect for some organisations. We'd like to emphasise that we are in no way looking for professional, perfectly-edited presentations and videos. Doors Open Days is at its core a grassroots, community-based initiative – run for and by small communities. In the words of Glasgow Doors Open Days Coordinator, Doors Open Days “has always had an element of the hand knitted – that's how we like it and how it will remain”.

How can I participate?

There are lots of ways to participate in Digital Doors Open Days. For this year's festival, we're supporting venues and groups to create virtual tours and online lectures. We've created and sourced some simple tutorials on how to host online tours and talks below. As you'll see, getting involved can be as simple as a few clicks!

Live videos

You can take audiences on a virtual guided tour by hosting a live tour of your venue or area. Live videos are likely the easiest option and most like the “normal” Doors Open Days experience. Real time interaction connects you to your audience and you can answer their questions. Here are some short tutorials on how to broadcast live videos on Facebook and Instagram:

Facebook Live

- Open the Facebook app on your mobile phone or go to facebook.com
- Click the menu button (see Figure 1) and choose the page that you want to broadcast your live video from
- Once on the page, click “Live”, just under the “Create a post” button (see figure 2)
- On the next screen you will be able to change to your front or back camera and to put the flash on or off (see figure 3)
- When you are ready just click “Start Live Video”, (see figure 4)
- This video gives some more helpful advice for Facebook Live:
<https://www.youtube.com/watch?v=fFcRmIBckXw>

¹ The small number of events and buildings that will be open for physical visits will be subject to stricter protocol for health and safety reasons. We will release more guidance on this in the coming months, attendant to the latest government guidance.

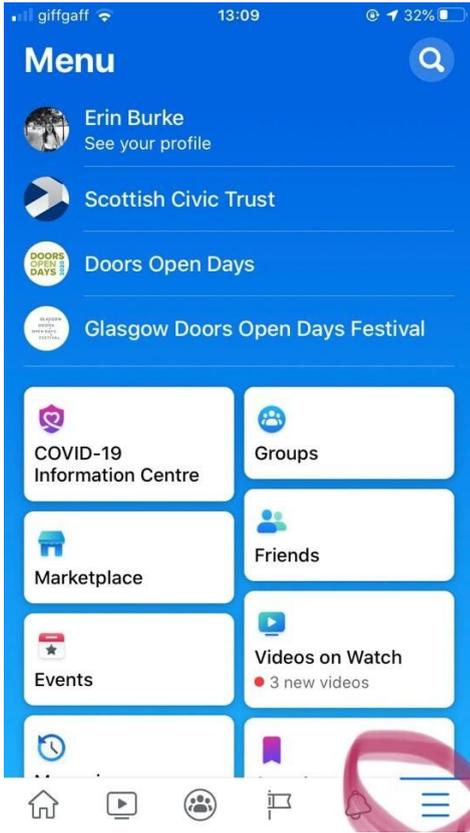


Figure 1 (above)

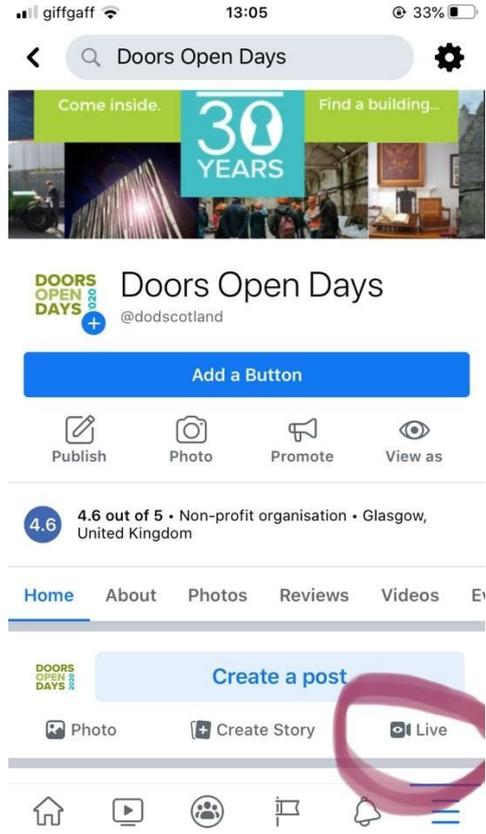


Figure 2 (above)



Figure 3 (above)



Figure 4 (above)

Instagram Live

- Open the Instagram app on your mobile phone
- Open your news feed by clicking the home button (see figure 5)
- Click the 'Your Story' button in the upper left-hand corner (see figure 6)
- Click the 'Live' button from the options along the bottom of the screen see figure 7)
- Click the go live button (see figure 8)
- This video gives some more advice for Instagram Live:
https://www.youtube.com/watch?v=8Kp3n_SguF4



Figure 5



Figure 6



Figure 7

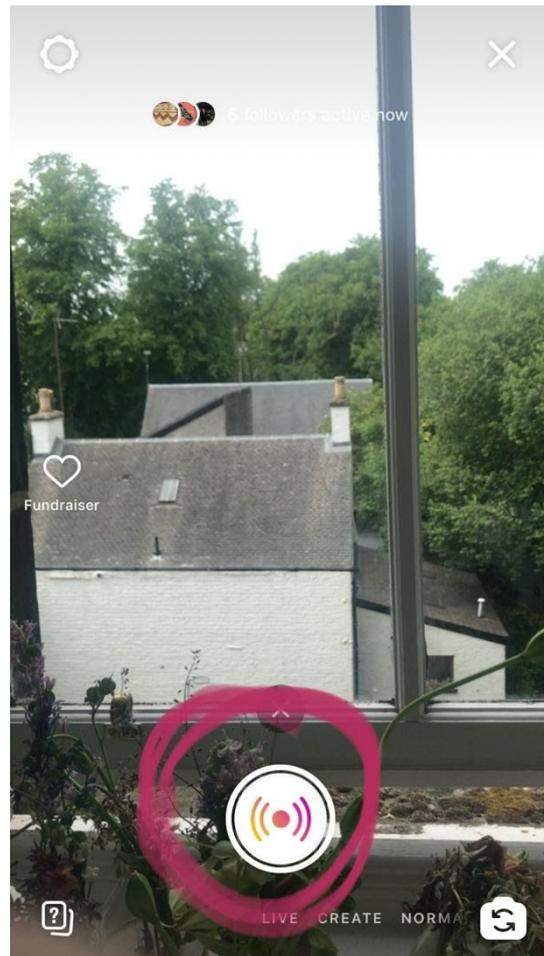


Figure 8

Pre-recorded videos

If hosting a live guided tour or lecture isn't for you, another alternative would be to pre-record your talk or presentation. Short videos can be easily filmed ahead of Doors Open Days using tools that you already have. Your mobile phone can be used to record clips which can be edited together to make a short film about your building. These films will be published to the Doors Open Days website and social media accounts.

Here are some tips for pre-recording your video, courtesy of Glasgow Doors Open Days:

- When pre-recording your video remember that online audiences generally have a short attention span, we recommend making your films between 2 and 5 minutes.
- Write your script before you start to keep your tour succinct and focused. This script will also be needed for subtitling.
- Focus on a specific part of your building or a particular part of its history. Don't try to give an overview, specific content is more engaging.

Although editing together video clips requires a few more steps than hosting a live video, it's still a straightforward process. Apple and Windows computers both come with free video editing software that you could use. We've gathered some helpful tutorials for you:

Using iMovie (Mac/iOS)

- o Create a Photo Slideshow with iMovie: <https://www.youtube.com/watch?v=vV6QicmYTZE>
- o iMovie Tutorial for Beginners - learn how to arrange your video clips then add titles, music and transitions as we make a simple film: <https://www.youtube.com/watch?v=9sOxojlWTao>
- o How to add subtitles: https://www.youtube.com/watch?v=ChzDRTuYE_k

Using Microsoft Photos (Windows)

- o Importing footage and starting a new project: <https://www.youtube.com/watch?v=30s-vPccl8A>
- o Sequencing and trimming clips: <https://www.youtube.com/watch?v=XEyn2NYVZqw>
- o Adding Titles and text: <https://www.youtube.com/watch?v=5LM43thAjl>
- o Adding Narration and Music: <https://www.youtube.com/watch?v=ns0JLPN8t8>

Live presentation

Online lecture

In-person talks can be replaced with a live online lecture. By utilising user-friendly video conferencing platforms like [Zoom](#) or [Crowdcast](#), you can speak to audiences in real time. These video conferencing platforms also have a “chat” function, meaning that viewers can post their questions and comments. You could further interact with viewers by holding a question and answer session at the end of your talk.

Online lecture with PowerPoint presentation

You could also create a PowerPoint to accompany your talk and then share this with your audience. It’s as easy as a few clicks! For a short tutorial on how to share your screen on Zoom so viewers can see an accompanying PowerPoint presentation, see here: <https://www.youtube.com/watch?v=RagDree80-Y>.

Pre-recorded presentation

An easy way of reaching your audience without having to take any video footage is to create a presentation with images and voice or written content. These can be edited together to make an interesting and dynamic virtual alternative to a guided tour or in-person lecture.

An easy way to do this is using Microsoft PowerPoint. Here’s a helpful how-to video: <https://www.youtube.com/watch?v=D8JV3w4TOVw>

Contact

We know that COVID-19 has presented a lot of unexpected and unprecedented challenges, but we will continue to research digital tutorials and will support you with information where we can. If you’d like some examples of inspiring digital content and social media engagement that venues across the U.K. have created to adapt to our new times, [see our digital and social media inspiration document here](#).

If you come across any interesting digital content or helpful tutorials that we could share with the Doors Open Days network, please email:

Nicola Godsal, Doors Open Days National Coordinator, Nicola.Godsalscottishcivictrust.org.uk

Erin Burke, Communications and Events Officer, Erin.Burkescottishcivictrust.org.uk

As we get closer to Doors Open Days, we will release further guidance on how to upload videos to YouTube and Vimeo. All digital content submitted by participating venues and organisations will be linked to the [Doors Open Days website](#).