

## Workflow for producing video for social media and [www.mpi.nl](http://www.mpi.nl)

August 2023 | Last update: 29 April 2024

**Video is a common communication tool in the outside world. As our institute increasingly uses it, we want to maintain a standard that does justice to its reputation.**

### Video categories

#### 1) Media performances and externally produced video material

Externally produced videos of media performances, or lecture recordings, can be placed under the *Videos tab* on the person page of the employee or director concerned or in an *accordion* under the profile text.

**Example** person page [Peter Hagoort](#) (Videos tab)

**Example** person page [Else Eising](#) (accordion under profile text)

Recordings of lectures can be placed in a *past event* web page.

#### 2) Standalone video for social media

When thinking about stand-alone videos (e.g. to recruit participants or draw attention to a conference) to be distributed via social media the Communications team will be asked for **advice upfront** (set-up, script etc.) and for **post-production** (sound, light, use of colour palette, logo etc.).

For standalone videos, there is a layout within which the visibility of the Max Planck Institute's identity (logo, colour scheme etc.) is guaranteed. Pop-ups and call-to-action buttons have their own specially designed layout.

#### 3) Video on [mpi.nl](http://mpi.nl)

For videos that become part of an [mpi.nl](http://mpi.nl) web page, for example to translate (e.g. sign language), clarify or supplement on-site content the Communications team will be asked for **advice upfront** (set-up, script etc.) and for **post-production** (sound, light, use of colour palette, logo etc.).

These videos require different post-treatment because of their place on the website. This will be explained in the consultation beforehand.

### By whom are videos posted?

Stand-alone videos under 2) will be posted on the MPI socials by Julia von der Fuhr.

Due to the technical and aesthetic nature of placing the videos under 3), Ludy Cilissen will take care of posting them.

For more information, please contact us at [communications@mpi.nl](mailto:communications@mpi.nl)