



# Science Communication in the Digital Era

## Writing for video content

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**IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System**  
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Mission 4 “Education and Research” - Component 2: “From research to business” - Investment  
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



# Why use video in science communication on social

- It's the most consumed and shared content format
- Helps simplify complex concepts through visuals
- Builds emotional connection and trust
- Works well across platforms and age groups
  
- Requires extra effort
- Has a bit more logistical and copyright issues
- Might not always be the best choice
- Usually requires more involved pre-production steps

## Write for the screen, not for print:

- Use short, spoken-like sentences
- Avoid jargon, passive voice, and long explanations
- Cut anything that doesn't help the viewer understand or feel something
- One concept = one visual or action

# The Hook: the first 6-8 make it or break it on social media



- 🌐 Most viewers decide whether to keep watching in the first few seconds
- 🌐 Avoid slow intros or vague setups
- 🌐 Start with tension, surprise, or a striking fact or a question
- 🌐 Do not give away everything: *“in late, out early”*
- 🌐 Use a high-contrast visual or unexpected statement as a scroll stopper

## Know your platform's native tone

- 🌐 TikTok: fast, informal, meme-literate, first-person
- 🌐 YouTube: narrative-driven, often serialized, usually at least middle length (5–15 min)
- 🌐 Instagram: visual-first, intimate, personal tone

Not everything **has** to be a short vertical video.

Have **one** take home message for video and avoid explaining the process before the result (reverse your academic instinct)

## Structure: micro-narrative in 3 parts

- 🌐 Hook: curiosity gap, tension, surprise, contradiction (0–5s)
- 🌐 Reveal: answer or explain with visual anchors (5–45s)
- 🌐 Resolution: insight, open question, emotional payoff (45–90s)
- 🌐 Storytelling formulas often move by opposition:

Problem → mechanism → solution

Myth → reality → why it matters

We used to think X → now we know Y → and it changes Z”

## Exercise – The 6 seconds Hook

- 🌐 Choose a scientific topic you're familiar with.
- 🌐 Write 3 different one sentence hooks, using different strategy, for example:
  - 🌐 Open with a bold question
  - 🌐 Open with a visual metaphor or an evocative statement
  - 🌐 Set up a false intuition or dispel a myth

## Exercise – One sentence one visual

- 🌐 Write 4–6 short lines for a talking head or voiceover segment in your video.
- 🌐 Next to each line, describe the visual or scene the viewer should see. Try to be realistic and reasonable, and bear in mind that the number of cuts and transitions influence the rhythm and attention of your viewer. Doesn't have to be stuff like animations to make it visually interesting, it can be as simple as a camera pan or prospective switch.



# THANKS!

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