

Tropentag 2022

Prague, Czech Republic

The University of Czech Republic Life Sciences



Student Reporter End of Conference Report

Table of Contents

Executive Summary	3
Introduction	4
Workshops	5
<i>Online Workshops</i>	<i>5</i>
Recommendations.....	5
<i>Pre-Conference Workshop in Prague.....</i>	<i>6</i>
<i>Post-Conference Workshop</i>	<i>6</i>
Recommendations.....	6
Tropentag 2022: Media Coverage	7
<i>Social Media</i>	<i>7</i>
Terminology of SM Analytic Measures	7
General Overview	8
Instagram.....	9
Instagram Recommendations.....	11
Twitter	11
Twitter Recommendations	13
Facebook	13
Facebook Recommendations.....	16
LinkedIn	16
LinkedIn Recommendations	17
<i>Blogging</i>	<i>18</i>
<i>Photography.....</i>	<i>19</i>
Challenges during photography.....	19
Recommendations for Photography.....	20
Recommendations for photo editing:.....	21
<i>Interviews & Videos.....</i>	<i>24</i>
Conclusions	26
Appendix.....	27

Executive Summary

Every year a cooperation of different German, Czech and Belgian universities and associations organize an interdisciplinary conference on research in tropical and subtropical agriculture, natural resource management and rural development: the Tropentag. In 2022 the conference took place in Prague at the Czech University of Life Sciences Prague.

Twelve students from European universities were invited by ATSAF e.V. to work as a Student Reporter and report about the three-day-long conference, hosting a blog, and covering social media channels.

Before the conference the student reporters attended two online workshops and one in Prague with an experienced journalist to start organizing their work.

In total we published 20 blog articles and achieved a total of 32.764 views on our blog, received over 20,000 visits in social media pages and made 410 posts on social media channels. The video team published 5 videos with 809 views in total.

In the following report, the work of the student reporters will be described in detail and recommendations for future student reporters are provided.

Introduction

On the 11th of September in 2022 twelve student reporters arrived at the Carl Inn Hotel in Prague to attend and report on this year's Tropentag, which took place from 14 to 16 September 2022. The annual conference on research in the tropics, organised by ATSAF, takes place at another city every year and has a different theme every time. This year's conference theme was "Can agroecological farming feed the world? Farmers' and academia's views".

Twelve Students with different backgrounds travelled to Prague to work as student reporters for Tropentag. Some studied in the agricultural field, some in the environmental sector and some studied economics. They were all looking forward to gaining knowledge and experience, to improve their journalistic skills by conducting interviews, making photos and videos, writing blogs and publishing social media content.

This year's conference was the first conference since the pandemic that could finally take place on-site again, fostering face-to-face interactions. Some presentations were offered online as well, allowing those who could not be physically present in Prague to participate remotely.

Workshops

Online Workshops

Our journalistic journey began with two online workshops held in the weeks before the conference. There we were introduced to each other, the ATSAF team, and to Ralph, a professional freelance journalist with decades of experience using different media. During the first online workshops, we talked about our experiences so far with journalism and media, and what expectations and preferences we have for the conference. Ralph taught us what important things we have to pay attention to when working in journalism and what kind of journalistic formats there are. Furthermore, we discussed which platforms we were planning to use to organise our work. We played around with MIRO, an online visual collaboration platform which can be used as an organisational tool. We also conducted short one-on-one interviews, where we interviewed each other and wrote a short five-sentence story, which made our first blog entry.

We were let free to organise ourselves, which led to confusion. We expected to get more structure offered and to learn what output was expected from us. However, this was not given on purpose, so that we, the student reporter team, had to find out ourselves who we are and what we want. On the one hand, this is confusing and time consuming. On the other hand, this made us more responsible, accountable and gave us ownership of the process. This does take time; therefore it was good that there were two shorter online workshops beforehand.

Recommendations

- The workshops with Ralph could be better structured. Many of us expected to get an input-driven workshop. Instead, the workshop was more demand-driven. Thus, Ralph would first collect topics we wanted to learn more about and then talk about this. If completely new to a field, like many of us were to journalism, it can be hard to think of the right questions to ask. Therefore, we would recommend laying a basis first during the first workshop with lots of input.
- Clarify expectations in the beginning. Even if this means that the student reporter team is self-organising and self-responsible, and the workshops are demand-driven, it is useful to get this explicit. It would also be helpful to get an indication of an expected output range.
- Keep the online pre-workshops. This helped getting the time-consuming process started of figuring out who we are and what we want to achieve as a team.
- The timing of the workshops turned out to be problematic for some of us due to time zone differences or other obligations (daytime lectures, work, or internships). Perhaps it would be better to move the workshops to the evening.

Pre-Conference Workshop in Prague

On the first day in Prague, two days before the conference, we learned a lot about photography and movie cutting by Roland Altenburger. Starting with different tips on image composition, such as grids, shots, and angles, and on to the “5-shot rule” when shooting a movie. This would prepare us for creating films and interviews. A film crew was established, they were in charge of shooting, cutting, and interviewing. The film team enjoyed a private session with Roland Altenburger while the rest of us listened to Mara when she explained to us how we use social media for science. The film group then got to know all about the video equipment (what is available to us and how to use it) from Roland. We then went outside and took turns shooting the student reporter introductions to get used to using the cameras. We were happy to have had the time with him as he was helpful and supportive. Later Kevin would introduce us to the Tropentag blog. We got familiar with Wordpress in the author and editor modes, and began creating our own private blog posts to test our skills here. Finally, we all sat together and prepared the next day with a first draft of a plan, who is going to do what and when.

Post-Conference Workshop

The workshop started with Micaela and Jannette introducing themselves and describing their journey into the world of journalism. They had a well-structured and prepared workshop, where we learned how to pitch a story in writing to an editor.

Recommendations

- Give the photo and social media teams feedback on their produced content.
 - o The workshop was geared more toward articles, blogs, and writing rather than covering all aspects we covered. Maybe invite someone that has experience in these areas.
- Making the pitch/writing exercise voluntary
 - o This took too long to cover everyone's pitch, and this time could be spent on other activities or content for the workshop; it would be best if a select few volunteered to have their pitch critiqued

Tropentag 2022: Media Coverage

Before the conference we organized ourselves and discussed who should be responsible for what kind of work. We created different groups for different aspects: One group responsible for the blog and the editing, one group responsible for making photos for Flickr, Social Media and the blog articles, a video team making videos and interviews and the Social Media team covering all Social Media content on Twitter, Facebook, Instagram and LinkedIn. Nevertheless, we all worked and coordinated altogether.

Social Media

Terminology of SM Analytic Measures

Reach(es): The number of people/profiles who saw any content from or about your Page, including posts, stories, ads, social information from people who interact with your Page and more; may include multiple views of your posts by the same people; this metric is estimated.

Like(s): signifies how many profiles liked the post/story published.

Tag(s): the process of the content creator adding a link to an account, location, and product to your post. There are three different types of tagging: user tag; location tag; and product tag.

Mention(s): when an @ symbol is used, and the accounts name follows; it also links the mentioned account to the post; anyone can do this.

Hashtag(s): a metadata tag prefaced by the hash (or pound) sign, #.

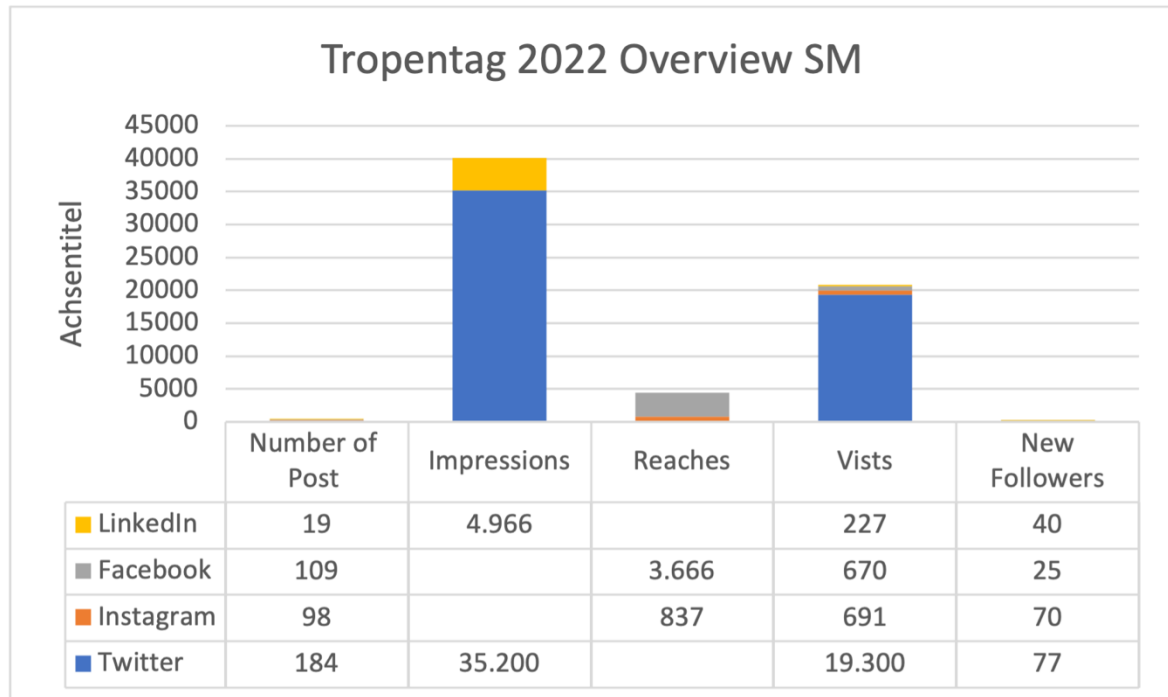
Impression(s): the number of times your post was on screen. This includes not only the times it appears in one of your followers' timelines but also the times it has appeared in search or because of someone liking the post/story.

Engagements: The number of times that people engaged with your post through reactions, comments, shares, views, and clicks.

Link Clicks: The number of clicks on links within posts/stories that led to destinations or experiences, on or off the channel.

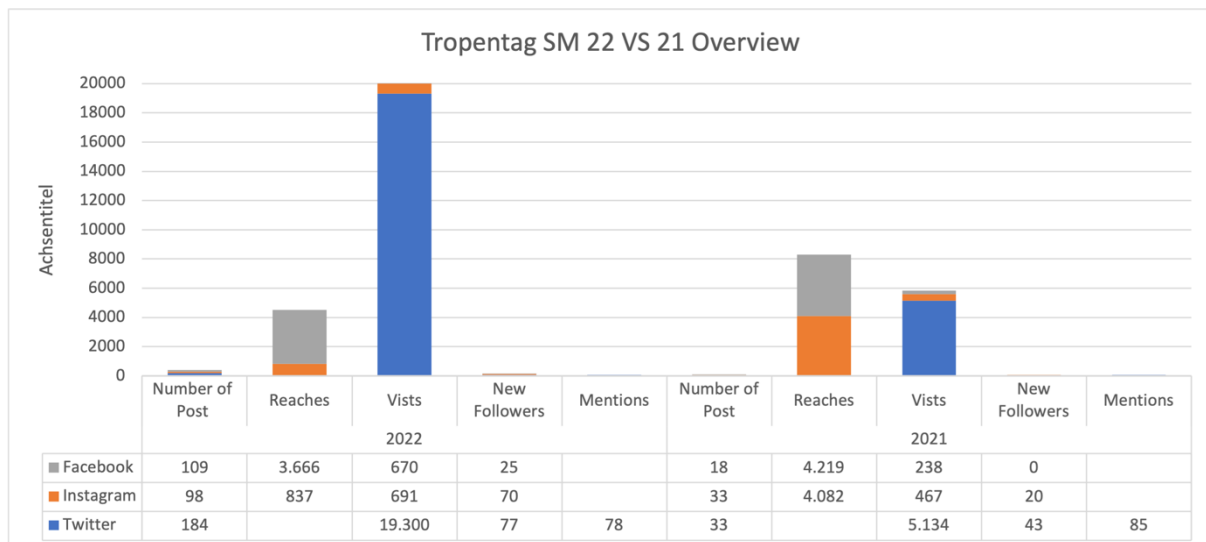
General Overview

Diagramm 1 - SM Overview



This graph gives an overview of the SM results of the conference in 2022. Not all SM channels have the same analytics features (e.g., impressions and reaches); you will also see these in the other graphs.

Diagramm 2 - SM Overview Comparison of 22 vs 21



This graph compares the results from the Tropentag in 2021 vs Tropentag in 2022. Twitter improved significantly in the 2022 conference, with a 276% increase in visitors and a 79% increase in followers. Instagram improved the number of page visits by 48% and followers by 250% but decreased its number of reaches by 79%. ¹

¹ It is important to note that each channel has its analytic form, and they are not in unison among all channels

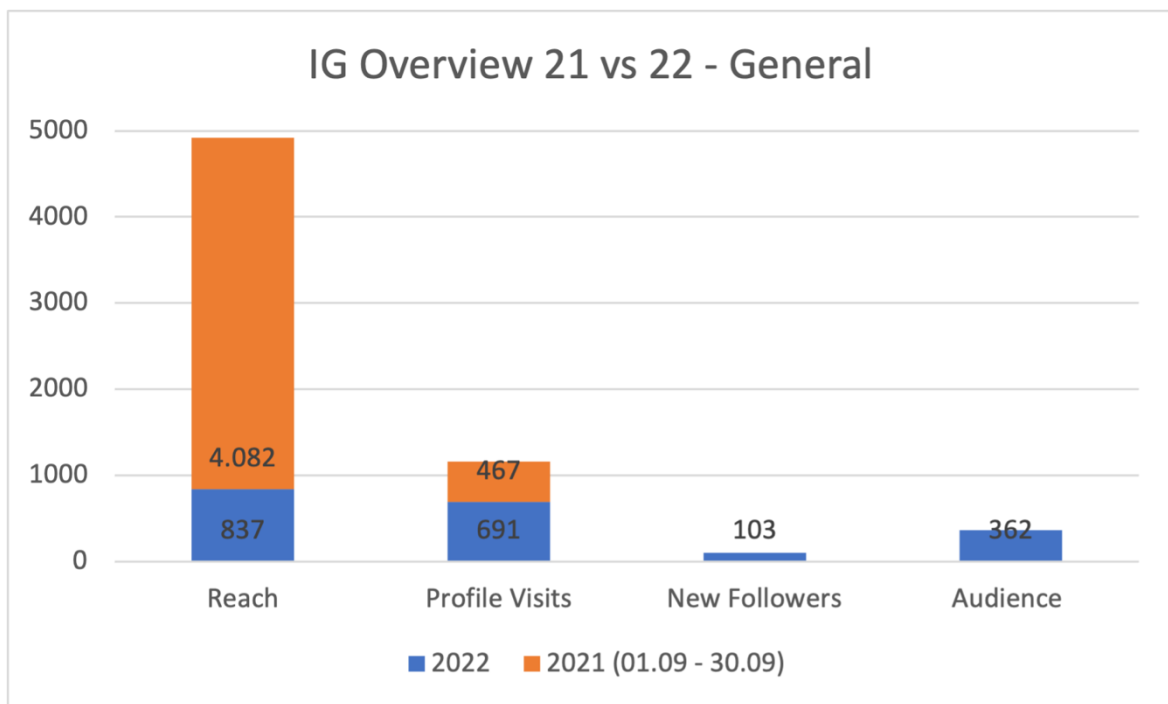
Important to note that these analytics were taken from September 22nd, and more scheduled posts from the Tropentag Conference on the Facebook and Twitter pages were made after this date. In addition, the LinkedIn analytics report is limited due to a lack of access to the page itself.

The sections below will go deeper into what we did in each channel and give you a statistical analysis from Tropentag 22 vs 21². This was done so the following year's Student Reporter team could know what worked and needs improvement.

Instagram

We actively used the story feature and had it also linked to the FB stories as well. We got a lot of responses and tags from this feature and reposted many people on our stories. Although, we did a bit too many stories that affected our viewer count as people stopped watching stories if the number of stories got too long. We also created a sticker of the Tropentag 2022 watermark to add to our stories so it looked sleek and professional. This is very easy to do and is highly suggested for the following years.

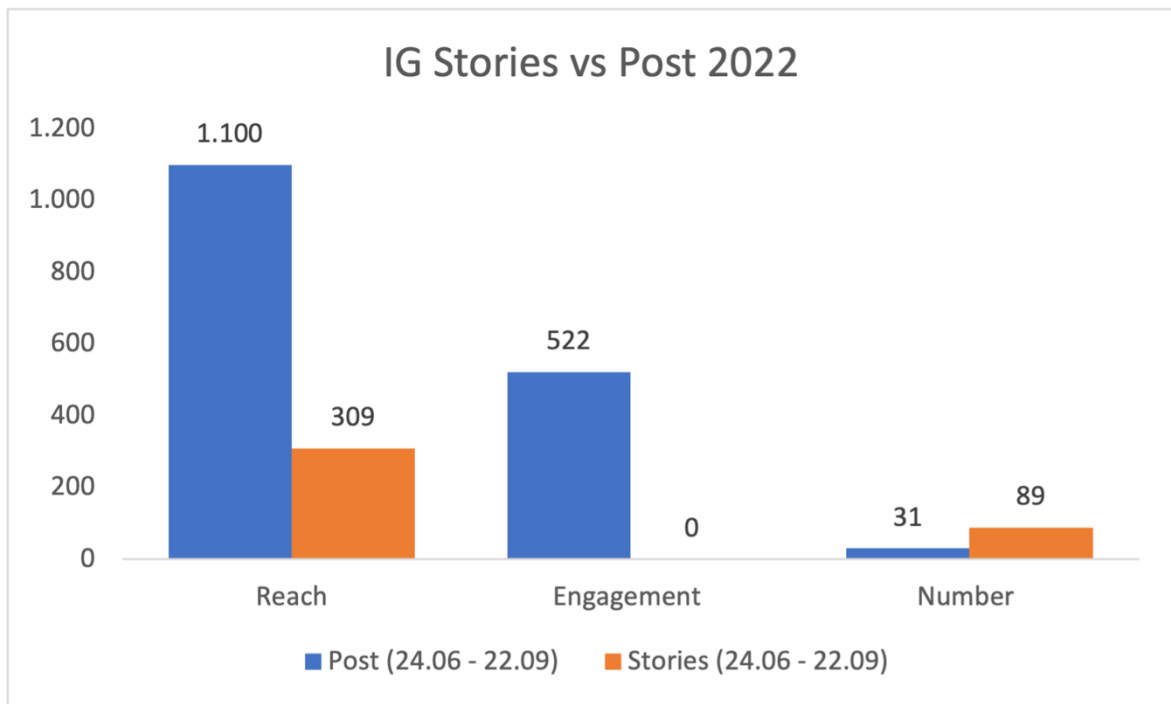
Diagramm 3 - IG Comparison Overview of 21 vs 22



Overall, we did not improve the reaches from last year by decreasing by 79%, but we did improve our profile visits by 48% from last year. The Audience and New Follower analytic measure did not exist on the Meta Business Suite in 2021; thus, no comparison was made.

² Some SM channels' analytics do not have some features from 22 results; therefore, some results were given 'NULL' in the graphs

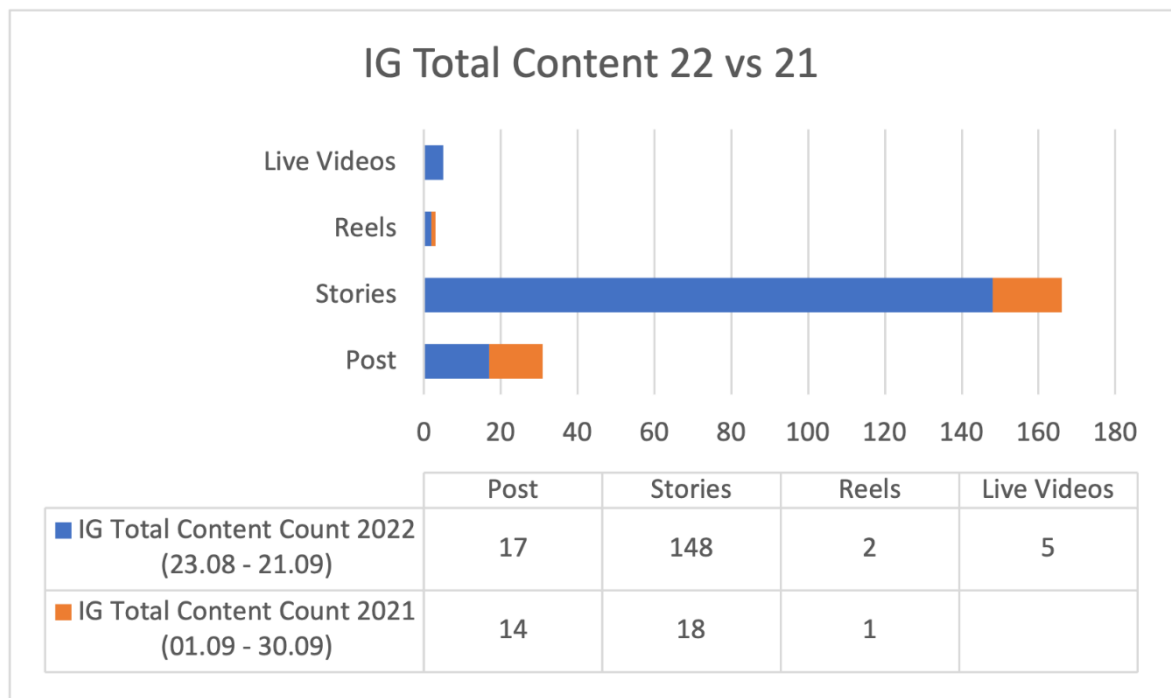
Diagramm 4 - IG Stories vs Post 2022



3

The IG Posts overall had a better performance than the stories. The posts reached 256% more IG profiles than the stories, and the posts engaged 169% more with IG profiles than the stories.

Diagramm 5 - IG Total-Content Comparison of 22 vs 21



4

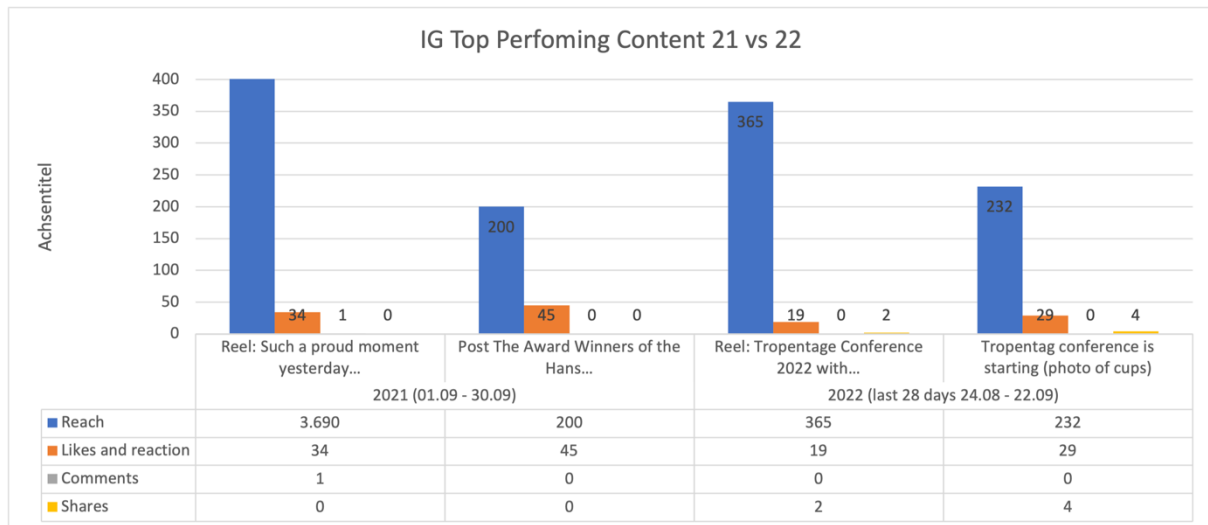
We did not achieve our goal of making IG posts or reels (3 per day – post & 1 reel per day). The goal was to make three IG posts using Canva, but in the end, the team could not manage

³ The number of stories here represents the number of stories the ATSAF profile posted (does not include reposts).

⁴ The number of stories includes reposts of other people tagging/mentioning us in their stories.

to make an attractive post with Canva. However, these simple posts did create some reaches and likes.

Diagramm 6 - IG Top Performing Content Comparison of 21 vs 22



5

We initially thought that making IG posts would receive more attention than anything else, but as the results show, the reels were more effective than the post. Last year's IG reel reached 3,690 profiles (from viewing it on September 22nd, 2022). Therefore, the overall Reaches from 2021 is higher than this year's Reaches. The reel from this year is the top-performing organic post from the past 90 days, reaching 117% more people (360 people) than the median post (166 people) on Instagram. Thus, there should be essential to make reels next year.

Besides the reels, the post from 2022 of the 'Tropentag Starting - Photo of the Mugs' performed better than the post from 2021. The 2022 Post had a 16% increase in Reaches; a 36% decrease in Likes and Reactions; and more shares than the 2021 posts.

Instagram Recommendations

- Making a Tropentag sticker to add to stories. You can do this with an app that makes the logo transparent. This makes the photos and videos in the stories look more official and attractive.
- Use Canva to make IG posts, creating more professional and attractive posts.
- Focus on making high-quality reels; these had more reaches and shares than IG posts.

Twitter

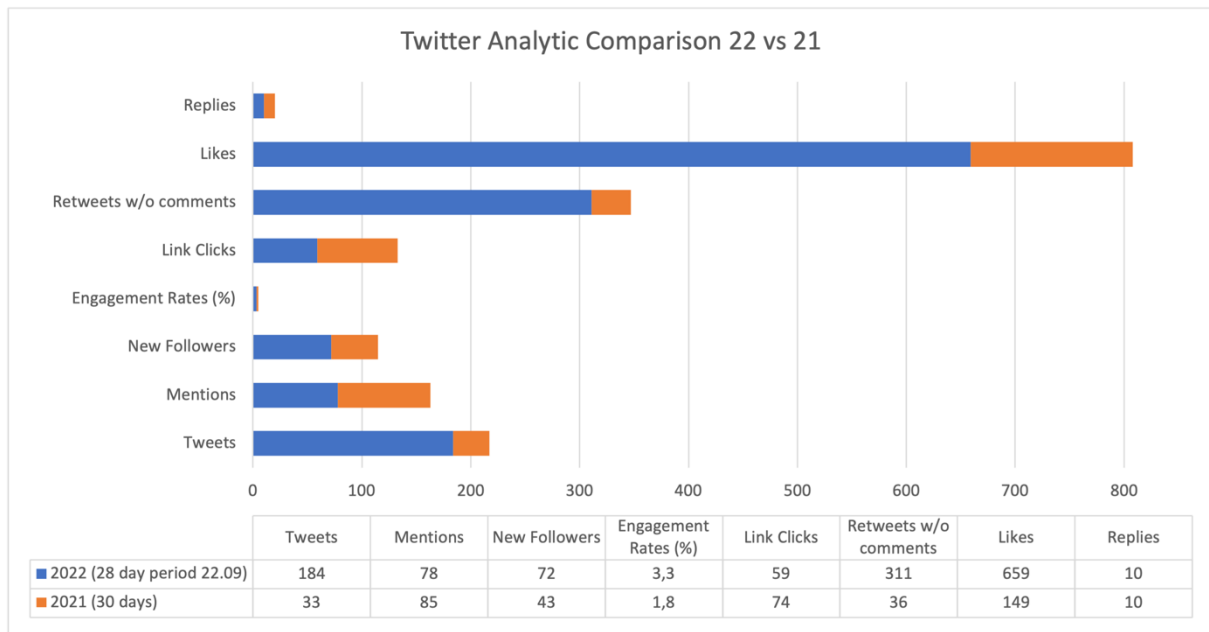
This year the team had in mind to get more views and interactions with more Twitter accounts. We scheduled tweets to notify when and where workshops, presentations and other sessions were occurring. When we had time, we would go to workshops and poster sessions and share photos with a caption of what was happening in the session.

⁵ The Top Performing Posts were chosen by the average of the highest number among all analytic measures

For the plenary sessions, we sat through them and wrote down key phrases or comments the speakers mentioned at their affiliated institution or university and tweeted them. These tweets received the highest number of impressions and engagements.

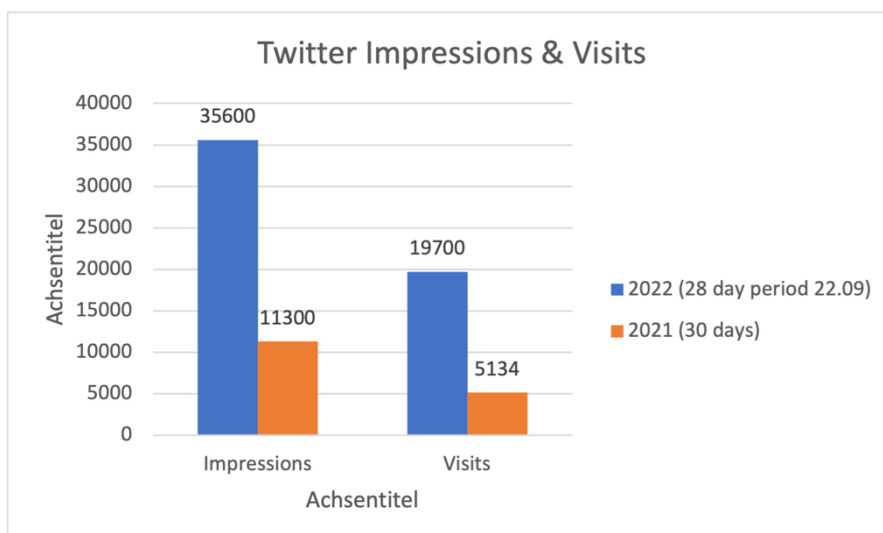
In addition, with much work, we tagged affiliated universities and institutions with the Tweets. We believe this significantly impacted the Twitter analytics of this year's conference.

Diagramm 7 - Twitter Overview Comparison of 22 vs 21



There was an improvement of the Twitter page in all areas but two areas – mentions (-8%) and link clicks (-20%). The link clicks can be explained by possibly the lack of links attached to the tweets; only towards the end of the conference, we started to tweet links to our YouTube and Blog channels.

Diagramm 8 - Twitter Impressions & Visits Comparison of 22 vs 21



The areas that improved significantly were the Retweets w/o comments, with an increase of 764% from last year, the number of likes by 342%, impressions (215%) and page visits (284%).

Twitter Recommendations

- Schedule tweets a day before, if not more in advanced
- Find the tags of universities or institutions affiliated with speakers/presenters in advanced
- Encourage the attendees to provide their social media tag names on their Whova profiles in advance; so, when scheduling tweets, you can add the person's SM tag to the tweet
- Tweeting quotes or sayings from keynote speakers during the plenary session
- Tag universities or institutions in tweets when applicable

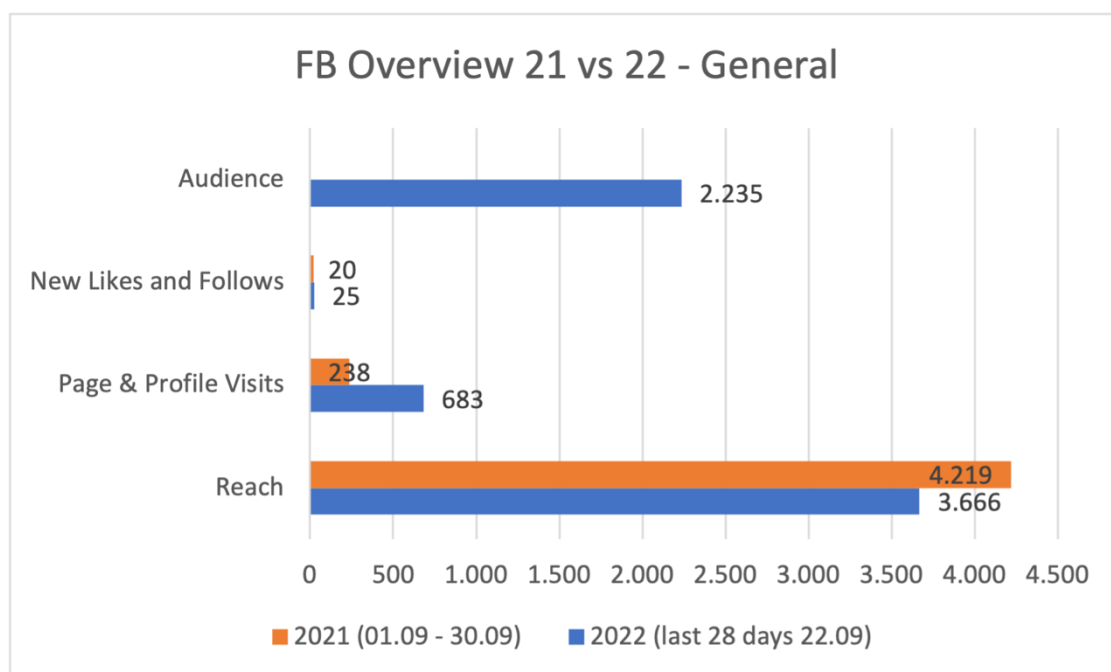
Facebook

The ATSAF Facebook (FB) channel has its profile in which it manages the Tropentag Page. Here we analyse the FB Page.

FB was used to post more qualitative content rather than quantitative. The text attached would be a summary of the photo posted with it. The two posts that received much attention were the post on the first plenary discussion and an opening post about the travel mug. The statistic shows that the posts made with Canva received more sharing and reached more people than other posts.

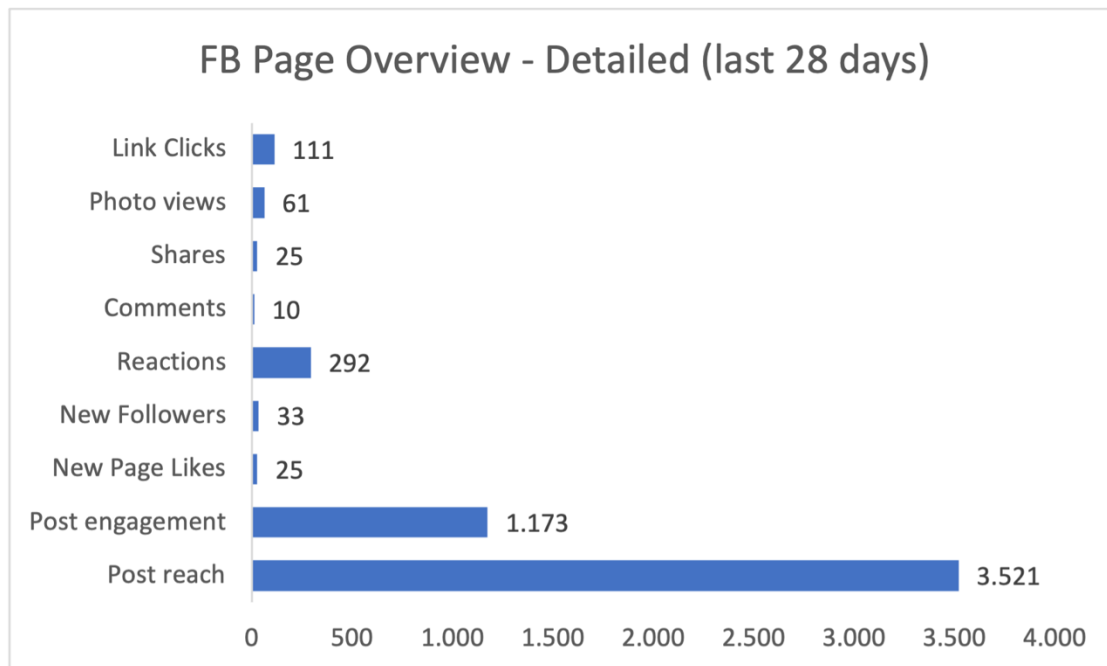
We also used the FB channel to share the blog and YouTube videos. During the conference, one of the blog writers shared their blog on IG story and tagged ATSAF, and ATSAF shared it on its story. The following day, the blog writers said their story received 300 views within the first couple hours of the post's release, whereas other blogs had only a few viewers.

Diagramm 9 - FB General Overview Comparison of 21 vs 22



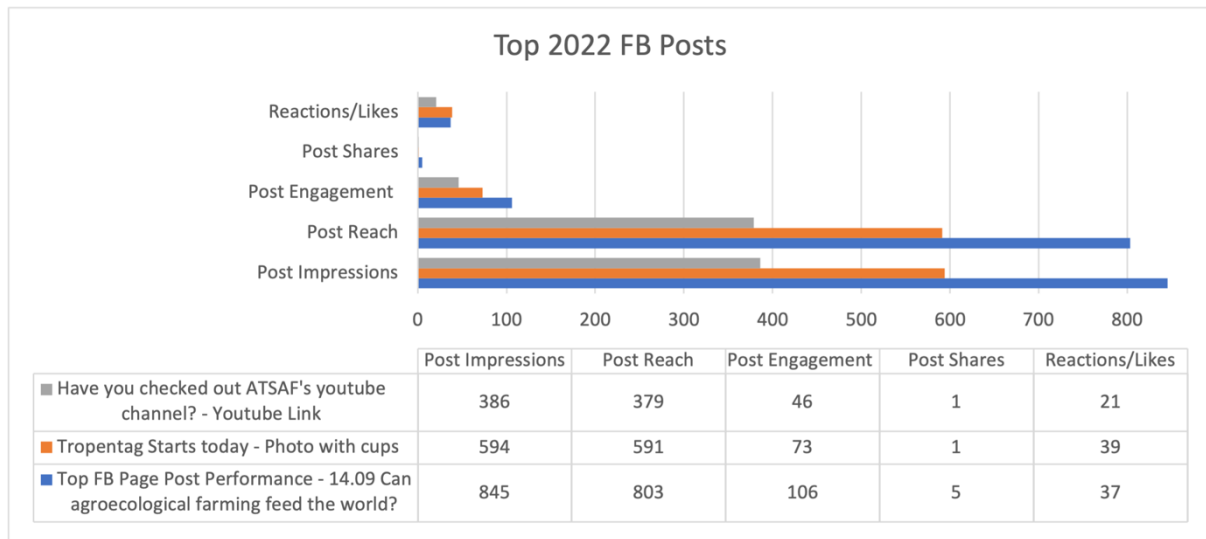
The FB page improved in its Page & Profile visits by increasing 187%, and it is New Likes and Follows by 25%. The Reach on the FB Page decreased by 13%. The Audience feature did not exist in FB Meta Business Suite in 2021; therefore, there is no comparison.

Diagramm 10 - FB Detailed Overview 2022



There is no detailed analysis of the FB Page from Meta Business Suite in 2021, but we thought this would be useful for future analysis.

Diagramm 11 - Top Performing 2022 FB Posts



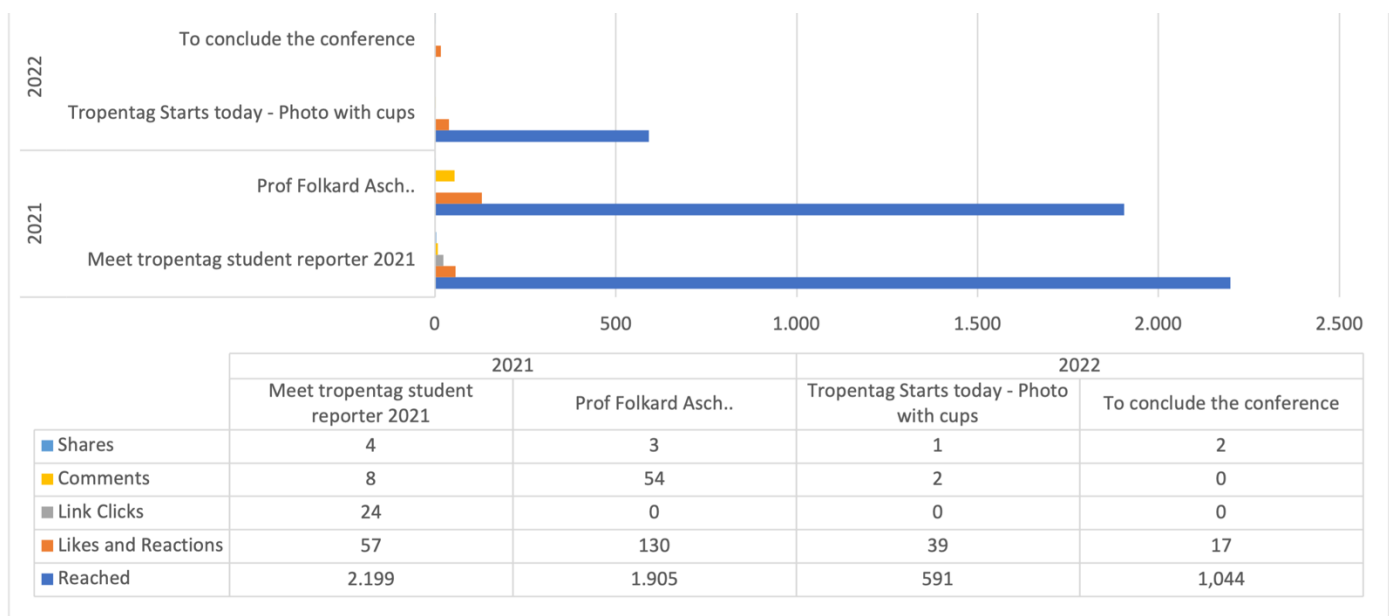
6

The most successful post was the day one post about the panel discussion, 'Can agroecology feed the world?' (P1). This post reached 457% more people (1,454 people) than the median post (261 people). The post was the post's best performer reaching 803 profiles and having 106 engagements. We believe this post was successful because of the use of Canva to make an attractive photo and the attached detailed content. The text summarised the topic comments or quotes from each speaker and the discussion panel.

⁶ The post that reached the most was 'To conclude the conference, the Third Plenary Session...' with 1,058 reaches. This post had a similar content structure to the Top Performer (P1)

The following two top posts were the 'Tropentag Starts Today' (P2) and 'Have you checked out ATSAF's YouTube channel? (P3). P1 also had the most impressions, reaches, engagements and shares. It did not receive as many likes as the P2. We believe that the P2 succeed due to its simplicity and idea. It was a photo of the travel mugs that the conference passed around so people would not have to use disposable cups. We think this initiative is unique and makes an impression on many FB users, therefore its success. P3 might have been the third most successful post because it was an introductory video of the student reports and was the first YouTube link shared during the conference. Of the top 8 posts (not all shown in the graph) that received the most reaches and engagement, four were used with Canva and had excellent quality, and two were YouTube videos.

Diagramm 12 - Top Performing FB Post Comparison of 21 vs 22

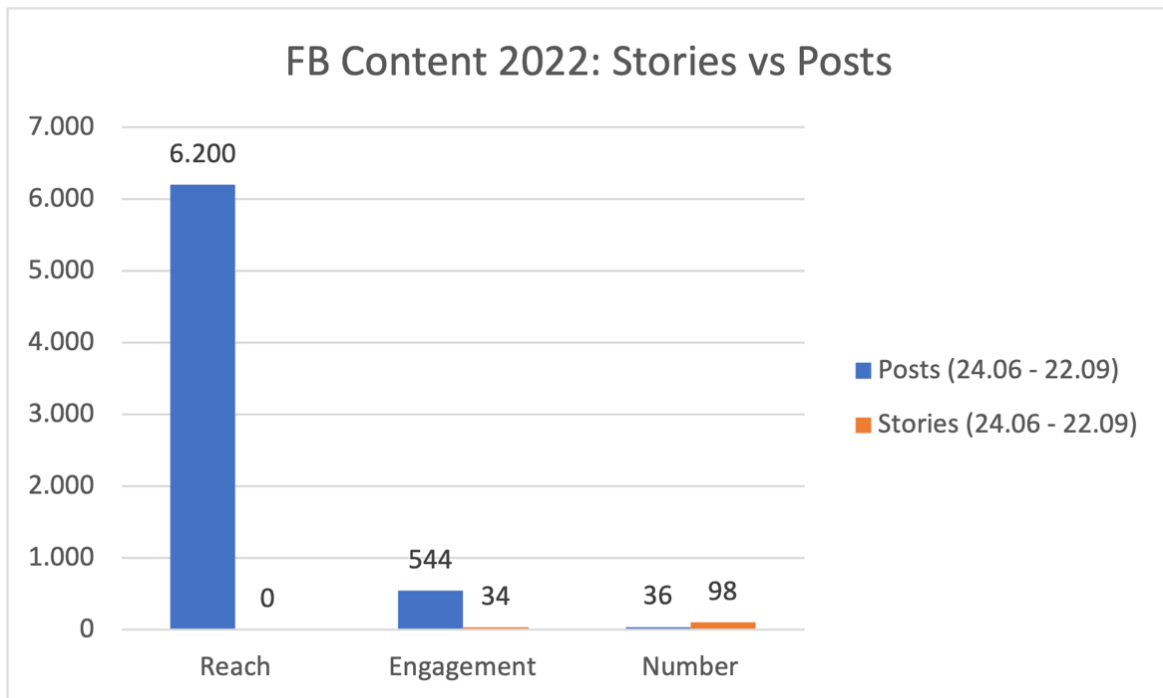


Comparing the FB channel analytics from 21 and 22, the top post from 21 did better than the post from 22.⁷

The 'To conclude the conference the Third Plenary session...' (P1_22) reach decreased 100% from last year's post of 'Meet Tropentag student reporters 2021' (P1_21), and the comments decreased by 96%. The Link Clicks for the P1_21 have a higher number across the board due to the other posts' lack of links. The post about 'Professor Folkard Asch' (P2_21) was also an IG post. Its content was a picture of Professor Asch opening the conference with a text explaining what he discussed. The success might be due to the high success rate from IG in 2021.

⁷ The top post was chosen based on an average of the highest number among all analytic measures

Diagramm 13 - FB Stories vs Posts Comparison 2022



As mentioned before, there is now a FB story feature. This feature allows you to link your FB and IG accounts so that when you post a story on either account, it will automatically post on the other account⁸. The analysis also shows that all the FB stories reached 0 profiles and engaged only 34 profiles. Even though there was a high amount of FB stories, the stories did not have a substantial outcome as they do on IG Stories.

Facebook Recommendations

- Use Canva to make FB posts, as it creates more professional and attractive posts.
- Link the FB and IG accounts so that when you post stories, they are automatically shared on both channels.
- Share Blog posts and YouTube videos on the channel
- Schedule posts! Instead of cramming all content, such as blog articles or YouTube videos, during the conference, schedule them to keep people entertained even after the conference; posts were expected until the following Wednesday.

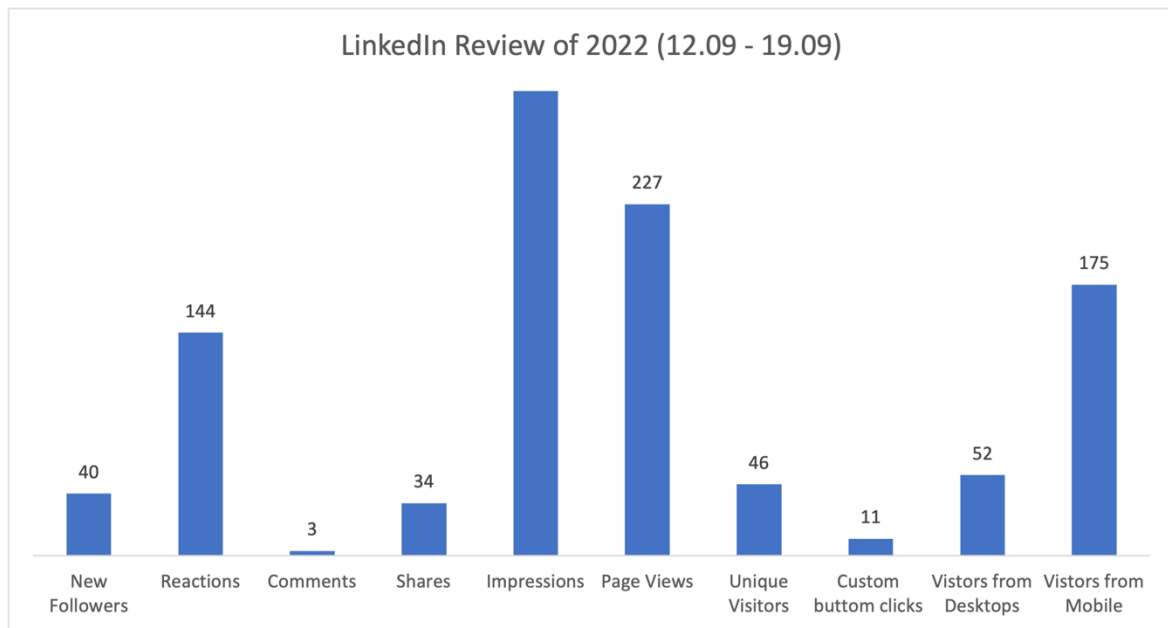
LinkedIn

LinkedIn's goal was to create three posts daily to create Canva content and share it. In the end, 17 posts were created. Out of this, two were made with Canva (the same post as FB), several sharing the ATSAF YouTube videos and Blog posts and one photo of the Welcome Kit.

One "difficulty" was when copying the FB post to the LinkedIn post, the tags/mentions of the universities and institutions were not the same, so more search for their official tags/mentions needed to be done.

⁸ This feature did not exist last year; therefore, no comparison was made.

Diagramm 14 - LinkedIn Overview of 2022



The total number of impressions on LinkedIn was 4,966. The post that had the most Reactions (21) and Shares (7) was the post 'Can agroecology feed the world?...' from the first day. The blog post shares each had a share or two and several likes. Another popular post was about the introduction of the Student Reports from the ATSAF Blog; it had three shares and 14 reactions. The post about the Welcome Kit had 16 Reactions, 2 Comments and 4 Shares.

LinkedIn Recommendations


- Try to make one post with Canva per day
- Interact with the users as much as possible

Blogging

We published 20 blog articles in total, written by 7 different Student Reporters and edited by two co-chief editors.

We tried to cover from every parallel session at least one subject and most importantly the welcome session, plenary sessions, Keynote speeches and closing ceremony. We created a shared table where we organized who would write which article, when it should be finished and who was responsible for the editing until when. It was sometimes stressful to deal with the deadlines as we noticed that sometimes other jobs came in between, but with some experience we learned how to organize everything better. The distribution of the articles to different Student Reporters seemed quite easy, as there were enough having a lot of interest in a specific area. We tried to implement all what we learned by Ralph in the pre-conference workshops about journalism and tried to use good pictures with interesting headers. All articles were created and edited using WordPress.

In total, we achieved 32,764 views with our blog articles. The article with the most views was about “Climate smart villages” with 10,362 views, even though it was published sometime after the conference. We also received a nice comment appreciating our work in one of the articles.



Climate-Smart Villages

Have you ever wondered what grassroots development programs look like? Well, let's feed your curiosity with some insights from Tropentag 2022. Peter Sprang, from the International Rice Research Institute (IRRI) shared some interesting facts on this through his poster presentation on Climate-Smart Villages (CSVs) in Laos.

02/10/2022 By Pooja Nain

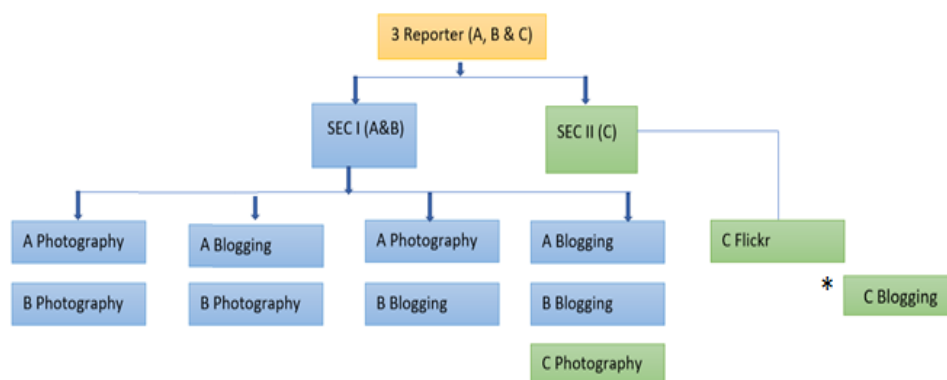
Most viewed blog article

To share and advertise our new blog articles we made screenshots of the articles and shared this with a link via Instagram and links to the articles were also shared on LinkedIn.

Photography

A team of three reporters was responsible for the Tropentag 2022 Prague documentation by capturing all the key educational, social and cultural moments happening on the ground. Based on the Tropentag elements, team members were separated into two sections, where 2 members were responsible for capturing moments and blogging. And one reporter was solely responsible for watermarking and uploading photos on Flickr. Moreover, to keep everything in harmony a whole schedule was planned and organized a day before the start Tropentag, which means: what events exactly are going to be covered? and who is going to cover what? The strategy for the whole coverage was backed up by the following overview:

1. The first step was to look at these basic steps; How many cameras do we have? and who wants to do what (photography, watermarking, and uploading) as a part of the photo team?
2. The photo team split into 2 sections (I & II). Section I, was responsible for photography and blogging and on the other hand section II, was responsible solely for watermarking and Flickr.



2 Photo teams with possible event coverage schedule and proxy (C) setting based on overlapped blogging events. Moreover, Flexibility to choose interesting events for blog writing in addition to main responsibilities (*).

3. Planning: Who is in charge of what?
4. Photography: based on the Tropentag 2022 Prague theme, all the events were investigated and categorised into a range of key events and important events. The aim was to cover as much as possible but in the meantime to be more rational, having a range in mind was fruitful.
5. Watermarking: All the captured photos were sorted and watermarked.
6. Uploading: Watermarked pictures were uploaded on Flickr.
7. Pictures uploaded in Flickr were also used for blogging and social media purposes.
8. Photo looping: Some photos are selected and displayed in the loop in the classroom and the registration area.

Challenges during photography

- One of the challenges was the absence of some camera accessories like the flashlight. The nature of the places where the presentations were held demanded the necessity of a flashlight to take clear and nice pictures. In the absence of the flashlight, one

possibility of making nice pictures was to get closer to the person or the object to be captured. However, this was also seen as an act of interruption since it allowed most presenters to lose focus on the talk they were giving.

- Downloading pictures from the camera after taking the photographs proved quite difficult since the camera had two storage drives. A set of photographs taken within a time frame could split by itself on the two storage drives and at the same time could also store by itself as duplicates which required a longer time than usual for selecting and downloading the photographs.

Recommendations for Photography

1. Provision of flashlights for all three cameras for nice photographs. These flashlights will help to provide more lighting and focus even on dark places during photography.
2. Careful scheduling of the events by the team is the foremost part of the planning. Double-check the selected events to ensure nothing is overlapping, in case it's overlapping, a proxy to cover that event is crucial in terms of productivity and avoiding the last-minute hustle. It's challenging and overwhelming to organise everything in the beginning, and that's where technology comes in handy. An excel sheet in the form of shared google documents allows the photography, social media, and blogging team to work in order. Setting up the whole schedule a day before with all the information (event title with the exact location and building number) was very helpful to start the next day's work stress-free and efficiently.
3. Roaming around the university campus a day before Tropentag is considered crucial for getting familiar with the area, most importantly from the event coverage point of view.
4. As a student reporter covering all the events appears challenging, especially when you are not just dealing with photography but also looking for blog content. Therefore, an interview became a very effective element for creating content. These are some strategies followed in Tropentag 2022;
 - a. Clear insight into the event and what message to take away from there.
 - b. While attending the event for blog writing, taking quick random shots seems efficient.
 - c. After the event, a crisp talk with key participants who can give you information and stories to write about was practical.
 - d. Interview participants, and on-the-spot frame questions based on event to event. For example; these 4 questions were useful to extract information for creating content.
 - i. Could you please summarise your work?
 - ii. Why did you choose to address this particular topic?
 - iii. What are the main challenges in this area in your personal opinion?
What are the future approaches in this particular area based on your personal experiences?

Of course, these questions can be modified based on the ongoing events and reporters' perspectives. While following this basic scenario, one can indulge in the writing part in a very time-efficient manner. Photo teams work with the clock on their head and are restricted to write speedily because of the other following events coverage for photography. Therefore, an interview gives a window for quick plotting and planning before you start writing.

Flickr takes quite some time to upload all the pictures, maybe only selected pictures could be uploaded to save time and have more time for blogging and other activities.

Recommendations for photo editing:

During the Tropentag 2022, our team designed a watermark for the photos. The watermark shows the connection to the Tropentag for the pictures taken by the student reporters. We used PowerPoint to create the watermark and then saved it as a .png file by cutting it out with the snipping tool.

Two versions of the watermark for Tropentag 2022:

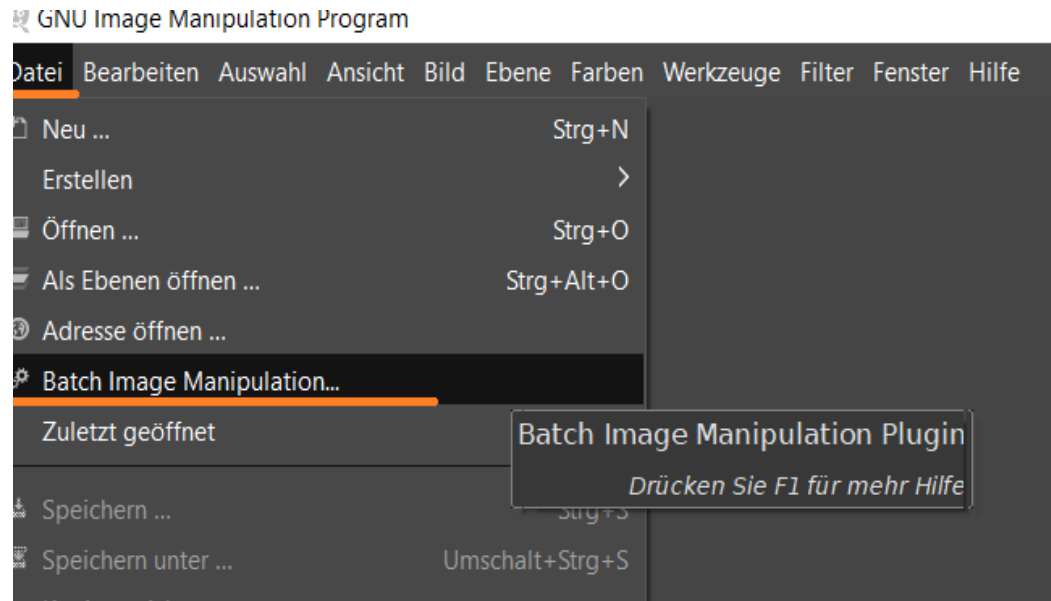


After, we created the watermark which is a picture that we put on every photo.

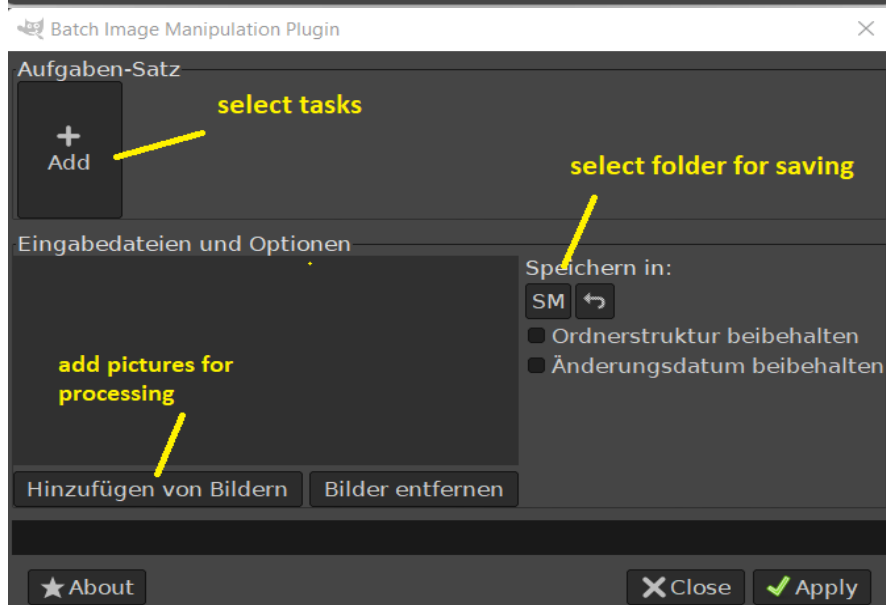
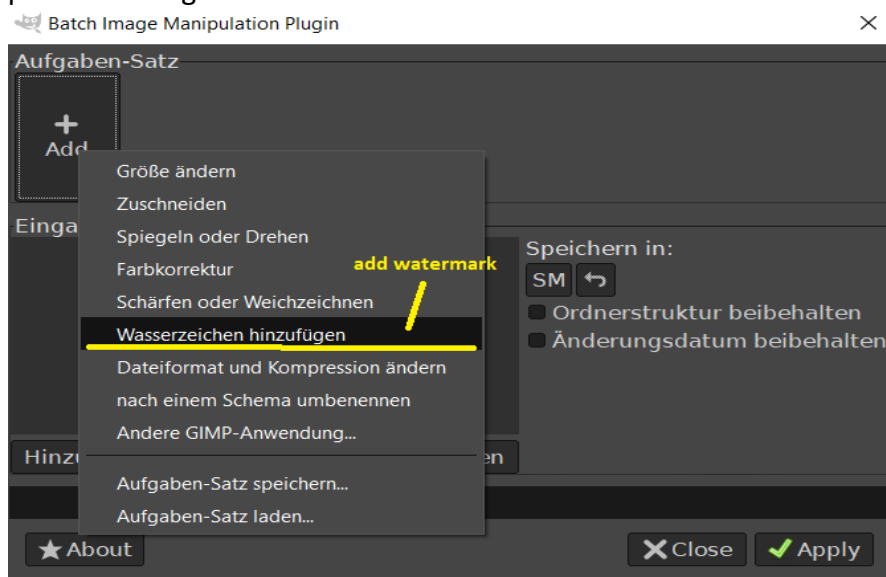
The software we used for this is the open-source program “GIMP” [GIMP - GNU Image Manipulation Program](#). and an extension for gimp for batch processing called BIMP [BIMP. Batch Image Manipulation Plugin for GIMP. | Alessandro Francesconi](#) .

Steps for watermarking the images:

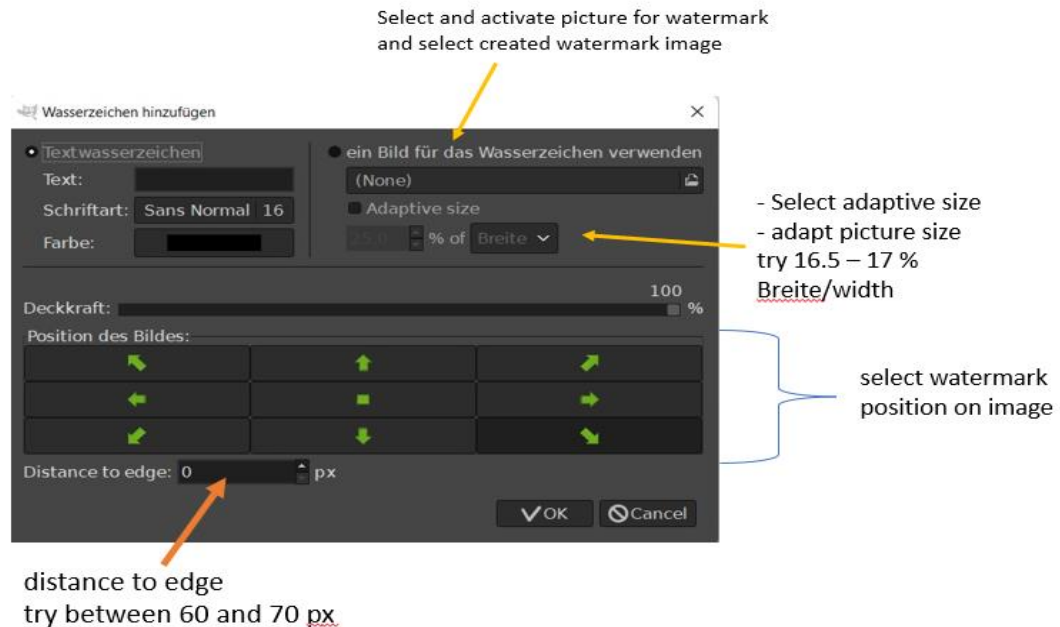
1. Download and install gimp and bimp → [GIMP - GNU Image Manipulation Program](#), [BIMP. Batch Image Manipulation Plugin for GIMP. | Alessandro Francesconi](#)
2. Create a watermark with PowerPoint or other imaging software, maybe you know one which you like.
3. Save watermark as .png or .jpg
4. Open GIMP and go to “Datei” or “File” and select “Batch Image Manipulation”



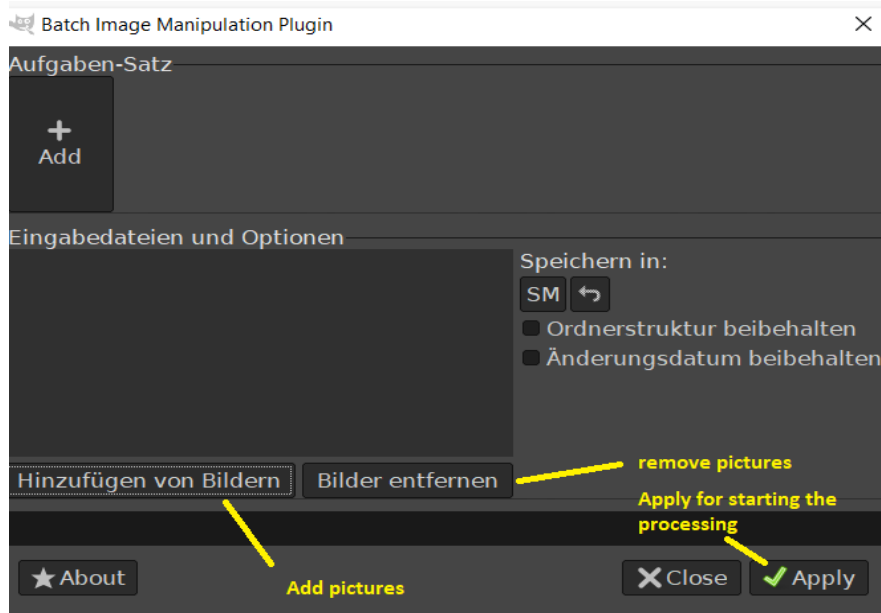
5. Click on + Add → “Wasserzeichen hinzufügen” (engl. add watermark) and adjust the picture settings.



6. In add watermark, you can select the position of the watermark by clicking on the green arrows. The size of the watermark image can be changed through the adaptive size function. Depending on the size of the watermark you may start with 16 or 17 %. The distance to the picture edge is adjusted with the "distance to edge" function. Here a distance of 60% or 70% is a good starting point.



7. When everything is adjusted and set you can select the photos you want to mark with a watermark. You can either choose single photos or a whole folder containing photos for batch processing. But **beware**, photos in the .raw format need to be **converted to .jpg**. It is recommended to **preset the camera to .jpg format** for convenience.



After the pictures are added with a watermark and saved in the selected folder, they are ready to be used (e.g., to be uploaded on Flickr). In Flickr, you can adjust some settings such as lighting and sharpness and you can rotate pictures.

Interviews & Videos

The video-team was established during the pre-conference workshop and consisted of four of the student reporters. Some of us had some video and editing experience, while others none. We were lucky that one of us had access to professional editing software (Movavi 18), which we all learned to use during this week.

We were thrown in the deep right away, trying to master the video equipment and starting our introduction video. We got help from both Roland and Ralph, they gave useful tips on the sound, the angle, etc. After shooting the video material, we edited it, and the video was ready just in time for our on-stage introduction during the opening session of the conference.

The whole week all four of us were submerged in the world of interviewing, shooting pictures and editing. Running around with cameras, thinking in angles, getting the sound right. And when you have the perfect shot, go right away for the next one.

Although all of us gained experience handling the camera, looking for the right angle and background, handling the microphone and interviewing, the roles naturally evolved during the week and we all did what we felt most suited for, making use of each other's skills. Two members of the video team were more outgoing, and performed most of the interviews, while the other two were more introverted and therefore spent most of the time in our little office (big office) editing material the others brought in.

Before the start of the conference, we made a detailed output plan with ideas on how many videos to make and when to post them, with storyboards about the content of these videos and who we wanted to interview. However, during the conference, reality hit and everything went so quickly that the plan was thrown out of the window pretty soon. New ideas came up and were followed upon, while others did not work out. For example, an idea was to make a daily recap video. This turned out to be too much work, and instead we made one longer video covering the complete conference, which was shown at the final conference day. On the other hand, we got the opportunity to interview the Czech deputy minister of agriculture and made a separate video on this.

We were running around for three days and editing until late at night, but we also learned useful new skills in a very short amount of time. We collected more video material than we could use in the end. Editing turned out to be the bottleneck. Therefore, it was decided to finish editing and post two videos after the end of the conference.

We made a video template; the videos had a similar look by choosing the same font type, intro style, Tropentag logo, background music and final slide with links to our other social media channels. This made it easy to recognize that these videos belong together and made them look more professional.

Our output was five high-quality videos with in total 809 views (counted on 29 December 2022). The first video, where the student reporters introduced themselves in a playful way, received most views (324), followed by the final conference overview video (200) and thirdly the video where three panelists and the moderator were interviewed on how their work contributes to feeding the world – the topic of this conference (184 views). The three videos posted during the conference got significantly more views (708) than the two videos posted


afterwards (101). This shows that it is important to try to use the momentum and get the videos out while the conference is still ongoing.






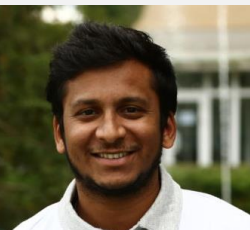
Conclusions

In total, we had a wonderful experience reporting about the Tropentag 2022. It turned out as a good idea to split the group in different teams to specialize on different outputs: the photo team, the video team, the social media team and the blogging team. Still, it was important to hold the communication and coordination between the teams. Even if we did not reach all our goals and had to deal with some challenges, we were successful by gathering many views and new followers on the social media channels.

Appendix

Student Reporters (SR) 2022

	Name	Place of Origin	University	Main task as SR	Email
	Clara Bühring-Uhle	Frankfurt am Main, Germany	Giessen University	Co-editor in chief and blogging	Clarabuehringuhle@gmail.com
	Christian Ross De La Guardia	Panama City, Panama	TU Dresden	Co-editor in chief and blogging	chrossdlg@outlook.com
	Pooja Nain	Delhi, India	TU Dresden	Photography	poojanain2130@gmail.com
	Rebecca Halfast	Florida, USA	Humboldt University, Berlin	Social Media	rhalfast@gmail.com
	Simon Minz	Düsseldorf, Germany	University of Kassel, Germany	Photography	simon@minz.de

	Nishant Gurav	Bangalore, India	CZU, Prague	Video and Interview	gurav@ftz.czu.cz
	Jerico Consolacion	Naawan, Misamis Oriental, Philippines	CZU, Prague	Video and interviews	consolacion@ftz.czu.cz
	Holly Martin	Lafayette, USA	University of Hohenheim, Stuttgart	Video and interviews	holly.martin427@gmail.com
	Linda Groot Nibbelink	Zeeland, Netherlands	University of Wageningen	Video and interviews	linda.grootnibbelink@gmail.com
	James Ofori	Kumasi, Ghana	University of Potsdam	Photography	jamesofori447@gmail.com
	Prasanth Bendalam	Andhra Pradesh, India	University of Hohenheim, Stuttgart	Social Media	prasanthkumarrockhyyyy@gmail.com

	Lydia Ningsih	Bandar Lampun g City, Indonesi a	CZU, Prague	Social Media	ningsih@ftz.czu.cz
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