

## Be Curious October 2020

**Saturday 10<sup>th</sup> – Friday 23<sup>rd</sup> October**

As we move closer towards this year's Be Curious event in October (rescheduled from March), continued social distancing measures and restrictions on campus have made it clear that we will not be able to hold a hands-on, face-to-face event as we had originally hoped. Instead, and encouraged by our pilot of #BeCuriousGoesVirtual in June, **Be Curious 2020 will run in a virtual format from 10–23 October**, launching with a **day of live events on Saturday 10<sup>th</sup> October**.

There are a number of ways to get involved, which are detailed below:

Level of involvement	What?	Requirements	When and Where?
High	<p><b><a href="#">Be Curious Goes LIVE!</a></b></p> <p><b>Live event on platform like YouTube/Teams/Zoom</b> i.e. discussion, performance with Q&amp;A, guided craft session, demonstration with Q&amp;A</p>	<ul style="list-style-type: none"> <li>• Family friendly content</li> <li>• PE Team will manage audience registration</li> <li>• 30mins -1hr session max</li> </ul>	<p>Saturday 10<sup>th</sup> October</p> <p>Live platform TBC</p>
Medium	<p><b><a href="#">Be Curious With Us</a></b></p> <p><b>2-minute pre-recorded demonstration/activity videos</b> i.e. showcasing an area of research in a fun/engaging way, showing an activity that families can try at home</p>	<ul style="list-style-type: none"> <li>• Family friendly content</li> <li>• Pre-recorded at home</li> <li>• Deadline: 11<sup>th</sup> September</li> </ul>	<p>Monday 12<sup>th</sup> – Friday 23<sup>rd</sup> October</p> <p>Social media (YouTube/Twitter)</p>
Low	<p><b><a href="#">The Be Curious Twitter Challenge!</a></b></p> <p><b>Explain your research/an element of your research in 280 characters</b> Showcasing the wide-ranging research happening at the University of Leeds</p>	<ul style="list-style-type: none"> <li>• 280 characters to include #BeCurious20</li> <li>• Provide 1 accompanying image (this could be of you or something from your research)</li> <li>• PE Team will collate and tweet from @UniLeedsEngage account</li> <li>• Deadline: 11<sup>th</sup> September</li> </ul>	<p>Monday 12<sup>th</sup> – Friday 23<sup>rd</sup> October</p> <p>Twitter</p>
Low	<p><b><a href="#">Be Curious &amp; Do a Digital Jigsaw</a></b></p> <p><b>Submit an exciting research-related image and we'll turn it into a digital jigsaw</b> See <a href="#">here</a> for examples from Leeds University Libraries and Galleries</p>	<ul style="list-style-type: none"> <li>• A well-lit image of something related to research (i.e. equipment, an experiment, an artwork)</li> <li>• A description of what this is about – 280 characters to include #BeCurious20</li> <li>• Deadline: 11<sup>th</sup> September</li> </ul>	<p>Monday 12<sup>th</sup> – Friday 23<sup>rd</sup> October</p> <p>Jigsaw Planet (shared/promoted on social media)</p>

Up to you!	<b>Your own suggestion!</b>  <i>Let us know if you have any ideas of your own</i>	<ul style="list-style-type: none"> <li>• Family friendly content</li> <li>• Contact <a href="mailto:peteam@leeds.ac.uk">peteam@leeds.ac.uk</a> to discuss</li> <li>• Deadline: 11<sup>th</sup> September</li> </ul>	Saturday 10 <sup>th</sup> – Friday 23 <sup>rd</sup> October
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**Proposal form:**

Once you have read the briefs below and decided how you would like to contribute, please fill in the [proposal form](#).

We are looking for contributions from all research disciplines.

*Please note that if you are submitting science or sustainability related content for Be Curious, the same content can also be submitted for Bradford Science Festival (24 Oct-1 Nov).*

**The deadline for submitting your proposal is Friday 21<sup>st</sup> August**

**The deadline for submitting final content for Be Curious is Friday 11<sup>th</sup> September**

We will be using the **Engaged Research** Microsoft Team for all planning and communications leading up to the event. If you are not already a member, you will be added to the Team (or you can join [here](#)) and be added to a private 'Be Curious' channel.

**Support for online activities:**

We have created an ['Introduction to Online Engagement'](#) presentation to provide guidance and highlight existing resources available to support you in planning online engagement activities and content.

Please email the PE Team ([peteam@leeds.ac.uk](mailto:peteam@leeds.ac.uk)) if you have any questions or would like to discuss your ideas further before completing the proposal form.

## Be Curious Goes Live Guidelines

### **Live event on platform like YouTube/Teams/Zoom**

Do you have an idea for a virtual family-friendly event that could be delivered live? We'd like to hear from you! We're looking for fun, interactive sessions that could be a part of the Be Curious launch day on Saturday 10<sup>th</sup> October!

**Deadline for proposals Friday 21<sup>st</sup> August**

**Live events Saturday 10<sup>th</sup> October**

### **Some ideas for live events:**

- **Try this at home** – make-a-longs, experiments and craft activities that families can follow along with at home using basic equipment
- **A 'wow' demonstration** – showcasing a piece of equipment/object and its purpose or an experiment that cannot be done at home with room for discussion and Q&As
- **A live discussion/Q&A session** with a fun theme or hook

### **How long should the live event be?**

- We're looking for events that are 30 minutes – 1 hour long

### **How will the live event work?**

- We're happy to work with presenters to choose the most appropriate platform for each event.
- The PE Team will promote the event and manage audience registrations (where required).
- The PE Team will provide moderation support during live events.

### **Tips for running live virtual events:**

- Prepare a script or bullet point list of prompts
- Share your screen to show slides, diagrams and relevant videos (this can relieve some of the pressure of being on camera and give you a short break)
- Keep it interactive! Ask your audience to submit questions, set quizzes and polls, run a Q&A, launch an interactive whiteboard – there are lots of options to keep people engaged!
- Do a practice run using your chosen platform
- We've created an ['Introduction to Online Engagement'](#) presentation to provide further guidance and highlight existing resources available to support you in planning online engagement activities and content.

**If you'd like to run a 'Be Curious Goes Live' event on Saturday 10<sup>th</sup> October, please let us know by filling in the [proposal form](#)! The PE Team will then arrange a time to discuss your ideas and the requirements for your event with you.**

## Be Curious With Us Guidelines

### **2-minute pre-recorded demonstration/activity videos**

We are looking for short, snappy and fun videos that will encourage families and children to 'be curious' about research happening at the University of Leeds. These videos will be used online and promoted on social media during Be Curious (10-23 October).

**Deadline for proposals Friday 21<sup>st</sup> August**

**Deadline for final content Friday 11<sup>th</sup> September**

#### **Some ideas for video content:**

- **Try this at home** – make-a-longs, experiments and craft activities that families can do at home with basic equipment
- **A 'wow' demonstration** – showcasing a piece of equipment/object and its purpose or an experiment that cannot be done at home
- Here are some great examples from #BeCuriousGoesVirtual:
  - o [How to increase biodiversity in your garden using a baked potato](#)
  - o [How to make an origami worm](#)
- **Don't want to be on camera?** – get creative! This [simple stop motion animation](#) is a really effective way of communicating research!

#### **How long should my video be?**

- Videos should be **no more than 2 minutes** in length (this is important to ensure they can be shared on social media)

#### **How do we submit our videos?**

- Videos should be uploaded to the Files area of the Be Curious channel in the Engaged Research Microsoft Team. We'll confirm the exact location after the deadline for proposals.

#### **Tips for making great video content:**

- Say hello! Introduce yourself briefly, stating what your role/area of research is at the University.
- Use language that is simple and understandable – think family-friendly!
- Practice makes perfect! Writing a script or prompts can be helpful and although it can be unpleasant to do, try recording your practice and watching the footage back to help you improve.
- We've created an ['Introduction to Online Engagement'](#) presentation to provide further guidance and highlight existing resources available to support you in planning online engagement activities and content.

#### **Technical tips:**

- Videos can be recorded at home using your computer's webcam or using a phone or tablet.
- If using a phone or tablet, we recommend using a tripod or setting it up in a way that it can remain stable.
- Raise your camera so that it is at, or just above eye level.
- If using a phone or tablet, record videos horizontally if possible.
- Record in a location with good lighting – natural light is great, but otherwise, try positioning lamps to make sure we can see you/the thing you're filming clearly.
- If you are using a Mac, iMovie is a great option for editing videos. Windows 10 also includes a basic editor called 'video editor'.
- The PE Team will edit each video to include a 'Be Curious' branded slide at the beginning and end.

If you'd like to make a 'Be Curious With Us' video, please let us know by completing the [proposal form!](#)

## The Be Curious Twitter Challenge! Guidelines

### ***Explain your research/an element of your research in 280 characters***

We're challenging you to showcase your research (or an area of it) in an exciting and engaging way... using just 280 characters! Is it even possible? We'll find out!

**Deadline for expressions of interest Friday 21<sup>st</sup> August**

**Deadline for final content Friday 11<sup>th</sup> September**

### **What are you looking for?**

- 280 characters, which should also include the hashtag: #BeCurious20
- 1 accompanying image that can be tweeted with your 280 characters
- Let us know your Twitter handle (if you have one). We will do one follow up tweet which will tag you (if you have Twitter) and your School/Faculty/Research Institute and can link the audience to a website for further reading.

### **When/where will it be shared?**

- We'll be sharing Twitter Challenge submissions daily 10<sup>th</sup> – 23<sup>rd</sup> October from the @UniLeedsEngage Twitter account as a part of the Be Curious event.

### **How do I submit my tweet/image?**

- Tweets and images should be uploaded to the Files area of the Be Curious channel in the Engaged Research Microsoft Team. We'll confirm the exact location after the deadline for proposals.

### **Do you have any tips?**

- Use language that can be understood by a non-specialist audience – emojis are encouraged!
- Tweets with great images get better engagement so feel free to get creative with your accompanying image - this could be a picture of you, something from your research, an aid to help people understand your tweet better...

If you'd like to take part in the 'Be Curious Twitter Challenge', please let us know by completing the [proposal form!](#)

## Be Curious & Do a Digital Jigsaw Guidelines

### **Research-related digital jigsaws**

Do you have a great image of something related to your research? Why not let us turn it into a digital jigsaw for Be Curious?!

*(Thank you to Leeds University Libraries and Galleries for this fantastic idea – see some of their examples [here](#))*

**Deadline for expressions of interest Friday 21<sup>st</sup> August**

**Deadline for final content Friday 11<sup>th</sup> September**

### **What are you looking for?**

- A well-lit image of something related to your research (i.e. equipment, an experiment, an artwork, your place of work – be creative)!
- A very short description of what your image is about (280 characters, which should also include the hashtag: #BeCurious20)
- Use language that can be understood by a non-specialist audience – emojis are encouraged!

### **How do I submit my image?**

- Images and accompanying descriptions should be uploaded to the Files area of the Be Curious channel in the Engaged Research Microsoft Team. We'll confirm the exact location after the deadline for proposals.

**If you'd like to take part in the 'Be Curious & Do a Digital Jigsaw', please let us know by completing the [proposal form](#)!**