

dif

6th-23rd November 2018

How to share the DIF's video content

The aim of the DIF is to share disruptive stories, ideas and innovation across a variety of themes as widely as possible. We're encouraging our audience to shift their mindset and we're hoping to spark critical conversations about the future of the economy, business and design.

In order to spread this conversation as widely as possible, we want to reduce the friction as much as possible for our audience by encouraging contributors, viewers and any other interested groups or organisations to share DIF content directly on their websites, as well as other channels.

Embedding videos

Almost all of the DIF Studio, DIF on Air and DIF Film content is made available on the DIF's Youtube channel and embedded on our website. We welcome anyone with a website or platform where they can embed or share videos to do this directly with the DIF's content. In all cases we simply ask that you attach the following sentence: "Created as part of the DIF, see more at thinkdif.co".

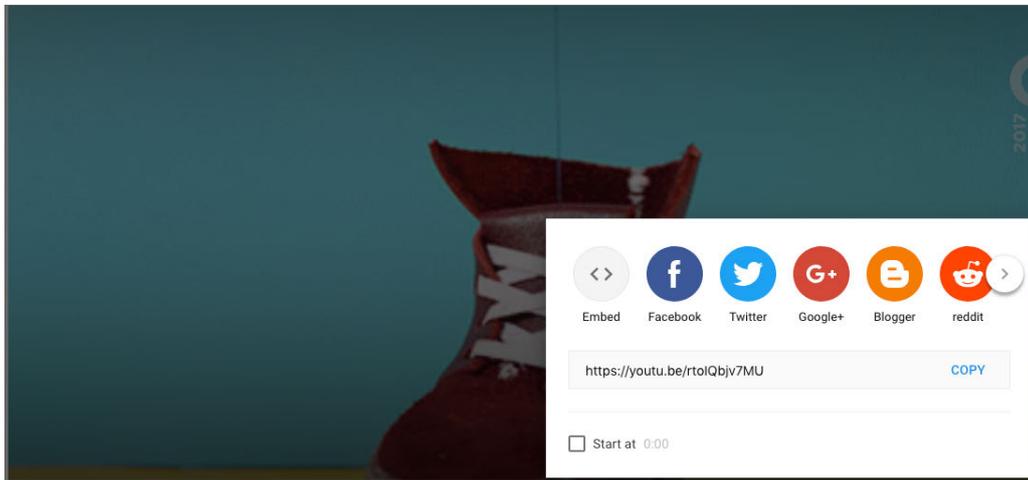


Future of Design - Disruptive Innovation Festival
22,955 views

15 0 SHARE ...

Click the share button underneath the Youtube video





Depending on where you are posting the content, there are three main ways to embed Youtube videos:

- Copy and paste the full link directly (works particularly well with most Wordpress websites). This: <https://youtu.be/rtoIQbjv7MU>
- For some websites, they need just the “slug”, which is everything after the forward slash (/). For our example above, it’s this: rtoIQbjv7MU
- Finally, for some sites/places, the right code will be accessed by clicking “embed”, which opens up a longer code, which can be copied and pasted.

Becoming a syndicate of DIF content

Embedding videos covers the basic sharing of DIF content on your website, but if you’re interested in receiving more tailored access to our content, including MP4 files and shorter cuts of sessions that can be uploaded natively to your video channels (incl. Youtube and Facebook), please reach out to us directly by emailing our marketing manager Seb Egerton-Read: seb.egerton-read@ellenmacarthurfoundation.org.