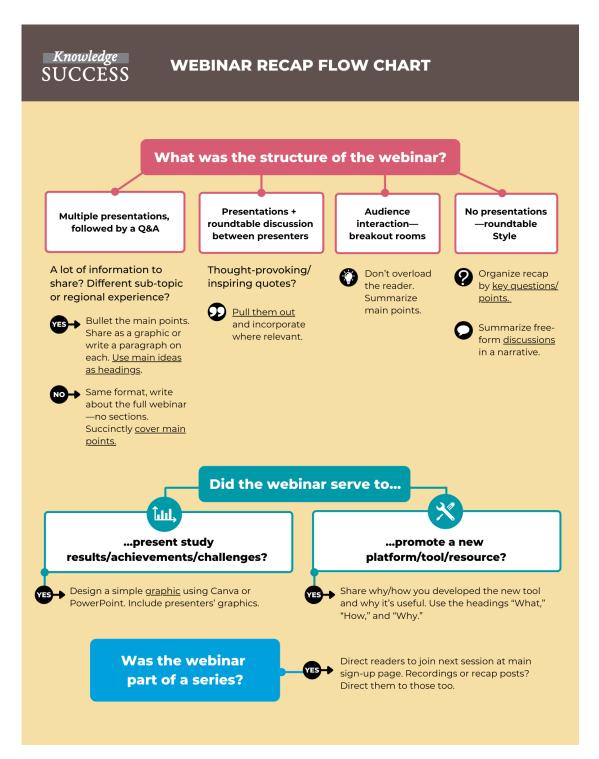## Contents

Why Write a Recap

So many webinars, so little time! With the abundance of interesting webinars offered each week, we can't always attend or watch a recording. Webinar recaps are a quick knowledge management solution to address this challenge that many of us in the FP/RH community face.

Recaps of the Connecting Conversations series, which Knowledge SUCCESS produces in partnership with FP2030, have been a key dissemination channel. In addition to recaps, the series includes live webinar participation and recordings available on YouTube. The recaps have been read nearly as many times as the recordings have been viewed on YouTube. For some sessions in the series, the recaps have received four times as many views as the YouTube recordings and five times as many views as there were live participants at the webinar.

Why is that? It's likely because a live webinar isn't equally accessible to people in different time zones, and most of our audience (like us!) have many other demands on their time. Even in this age of TikTok, up to 47% of people prefer reading to watching videos as a learning tool. Our recaps also help steer video-watchers to the sections of the webinar that are of greatest interest to them. We use Timestamps and frequent subheadings to make posts scannable and allow viewers to find the information that's most relevant in recordings.

Writing and sharing webinar recaps on *your* website can expand the reach of your program. You don't even need a website to share recaps. Instead, you can create a free YouTube account and upload the video, or share the recap as a Word document or PDF to your own email list, listservs, and forums.

Do you have an upcoming webinar that you would like to recap? These tips and tricks will help you create your own webinar recaps. Use the [flowchart](#) below for inspiration—how you present the knowledge shared in your webinar should be relevant to your content and your audience.

WEBINAR RECAP FLOW CHART

Knowledge **SUCCESS**

What was the structure of the webinar?

Multiple presentations, followed by a Q&A	Presentations + roundtable discussion between presenters	Audience interaction— breakout rooms	No presentations —roundtable Style

A lot of information to share? Different sub-topic or regional experience?

Thought-provoking/ inspiring quotes?

YES ▶ Bullet the main points. Share as a graphic or write a paragraph on each. Use main ideas as headings.

NO ▶ Same format, write about the full webinar —no sections. Succinctly cover main points.

Pull them out and incorporate where relevant.

Don't overload the reader. Summarize main points.

Organize recap by key questions/ points.

Summarize free-form discussions in a narrative.

Did the webinar serve to...

...present study results/achievements/challenges?	...promote a new platform/tool/resource?

YES ▶ Design a simple graphic using Canva or PowerPoint. Include presenters' graphics.

YES ▶ Share why/how you developed the new tool and why it's useful. Use the headings "What," "How," and "Why."

Was the webinar part of a series?

YES ▶ Direct readers to join next session at main sign-up page. Recordings or recap posts? Direct them to those too.

Structure Your Recap

Title (7 words or less)

Make it concise and informative. Use words that you think people will be searching for.

Intro (100–200 words)

Consider the title of the webinar—who organized/hosted it and when did it occur? Who were the moderators and presenters? What was the main question or topic addressed?

Key Highlights of Presentations (800–1000 words)

Focus on the main arguments or points made by each presenter, using headings to break up the text.

If you uploaded the webinar recording to YouTube, you can include time-stamp links within the text to important moments in the webinar recording. We've included directions on how to do this at the end of this guide.

Add quotations from the presenters and incorporate one to two graphics from the presentations. These quotes can also be re-purposed in promotion posts about the piece on social media platforms. Consider highlighting powerful quotes, making them bold, or pulling them out of the body text and into a call-out box.

Presenters' Conclusions/Recommendations (200 words)

A concluding paragraph may not be necessary if each presenter's conclusions or recommendations were already stated in the previous section. But if one is necessary, limit yourself to one or two sentences about each presenter's concluding points. This may also include recommendations for scale-up, implementation, or reaching specific audiences. Use concrete, actionable ideas. It may be useful to think of this section as the presentation's "key takeaways."

Q&A

The Q&A portion of a webinar typically has rich discussion, and it's important to incorporate it into the recap if you can. Include all of the questions and answers that happened live, unless that would be overwhelming to the reader. If a large number of questions were answered live, consider grouping them by theme to

make the recap easier to read. In addition, formatting them using a drop-down menu would also increase readability.

Recap Conclusion (100–200 words)

This paragraph may not be entirely necessary, but sometimes it's nice to tie up the piece with a few sentences. You could include one or two sentences for "next steps" to keep the conversation going, sharing information and experience on the topic.

If you haven't previously included any links to resources that were mentioned in the webinar, consider including a section at the end to list all the resources. This could be its own section with [short descriptions for each resource](). Make sure to include a link to the recording(s) at the beginning and end of the post.

Why Timestamps

Most of Knowledge SUCCESS' webinar recap posts include timestamps so readers can easily navigate to their preferred section of a webinar recording and hear what the webinar speakers said. This saves them time while listening to the recording, allowing them to jump to the section that interests them. We find it's most helpful to include timestamps that cover a section of the webinar at the end of the corresponding section of the post. You can decide when and how you want to use these timestamps based on the format of your webinar.

If you don't have a web developer to help you lay this out in the post, here is an easy way to send YouTube links set to start at a specific time:
1. Go to the video link.
2. Pause the video where you want the playback to start.
3. In the toolbar at the bottom of the video player, pick "Share."

4. When the "Share" box pops up, select the checkbox for "Start at [the time you paused the video]." (You do not need to select one of the share options here, you will just want to copy and paste the link.)

5. Copy the link and add it to your post!

General **Writing Tips**

Pay Attention to Word Choice

Try not to overuse "said" when describing a presentation. Instead, try using words like "demonstrated," "shared," "discussed," "showed," "mentioned," "noted," "commented," etc.

Consider Your Voice

Write in the active voice, e.g., "She mentioned this aspect of AYSRH." It tends to keep sentences clear and less wordy. Avoid using passive voice if possible, e.g., "This aspect of AYSRH was mentioned." However, the passive voice can be useful if you want to focus on the person or object that experiences an action, e.g., "The webinar was hosted on Friday."

Grammar Is Important

Avoid excessive or unnecessary prepositional phrases. Prepositions are words like "of," "to," "for," "in," "through," "with," or "about." If your sentence would not lose any meaning by removing prepositions, think about whether you need them. For example: "*Adolescent responsive*" sounds sharper than "*responds to adolescents*" and still makes sense.

Additionally, try not to end a sentence with a preposition. (It is no longer a grammatical faux pas, but doing so will annoy some readers.)

For a French recap, try not to overuse sentence connectors (*par ailleurs, également, néanmoins, cependant, en effet*, etc.) and coordinating conjunctions (*or, ni, car, mais*, etc.). Overusing them makes for less pleasant reading.

Visual Appeal/Interactivity

As you write, ask yourself how you would like to receive this information to make it memorable and easy to absorb. Are there some complicated topics that could be simplified into a visual, such as an infographic? Were presenters sharing key results of a project or study? Instead of presenting data in a wordy format, consider using bullet points in an interactive format, where the reader can click to see more details.

Conclusion

Thank you for referencing the Knowledge SUCCESS Webinar Recap Guide. Keeping this general outline, writing tips, and key principles in mind can help you write and design webinar recaps that help your target audience receive important information from webinars in an easily digestible, timesaving, and fun format. Want more information on how Knowledge SUCCESS develops and shares its knowledge management resources to support family planning and reproductive health professionals? Visit KnowledgeSUCCESS.org.