



Communicating our Research in Different Languages

**Delivering world-class research,
learning and teaching that
transforms the knowledge,
action and leadership needed
for more equitable and
sustainable development
globally.**

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Introduction

The content published via IDS' channels reflects the Institute's reputation for world-class research. Communicating in formats that our audiences can engage with includes consideration of the language(s) in which they are produced. This document provides practical guidelines for how IDS communications, publications, and project support professionals, in collaboration with others, communicate IDS' research in different languages. Communication in languages other than English increases the reach, accessibility, and impact of our work, but it requires consistent application and quality approaches so that we can rely on the accuracy of the disseminated content.

IDS research is predominantly published in English and the guidelines are designed to be used primarily for translating and interpreting from English to other languages, but they can be used as guidance for translating or interpreting from/to any language.

Communicating our research in different languages can be seen as central to IDS values and a reflection of the international nature of the work we do. We need to bear in mind that we can exclude key actors by only communicating in English. The key audiences for each piece of work should dictate decisions on whether to communicate work in different languages, similarly to how we decide on the format of outputs (e.g. policy briefing, video, podcast). If the key audiences for the work speak a particular language, then project and programme teams should look to translate. Given the cost of translating work, this should be factored in during proposal stage where possible.

Proposal checklist

- Who are the key audiences for the project, and what are their language needs?
- Have you consulted with project partners to sense-check our impressions of key audiences, taking into account our lens as an Institute based in the UK?
- Are there any funder requirements for translation?
- Are there language abilities in the project or partner team? If not, do you need to bring in staff with language abilities?
- Do you have an idea of which outputs should be translated?
- Will you be running events and workshops which need interpreters?
- Do you have to specify which outputs need to be translated at proposal stage?
- Is there any scope for a flexible pot of money to be used for translations once more is known about key audiences?
- Have sufficient funds been allocated for external translation and IDS staff time for the identified outputs?
- How will people find the project's translations?
- How can you measure the impact of translations?

What types of content do these guidelines apply to?

All textual content. Translations of IDS content may include publications, emails, social media content, infographics, newsletters, blogs and PowerPoint presentations. The process for translation of the materials is similar for each type of content although with slight differences. Towards the end of this document, we go into more detail about considerations for different types of content, including some emerging lessons on interpretation.

Language matters

When considering how to best communicate research in different languages, key questions are:

1. Who is the target audience and what are their language requirements?
2. Is a specific dialect required for this audience?
3. What is the best format to convey our idea to them?
4. What tone is appropriate?

Creating a project-specific, regularly updated glossary or list of key topics, themes and concepts will increase the quality of commissioned translations and interpretations and improve communication with your target audience.

Bear in mind that translation involves an element of subjectivity. Before the initial translation is reviewed by project staff, it is useful to establish whether and under what circumstances language changes can be made. Translations are often calculated per word and restricting changes to only essential matters prevents unexpected budget increases (see also [‘Budgeting for translations’](#)).

Importance of working with professionals

Producing accurate and contextually appropriate content is essential for the reputations of IDS and its authors. In the UK, the translation and interpretation industries are not regulated, and it is important that IDS works with skilled and approved professionals.

Note that where an external freelance or company translates IDS content, it is necessary for an IDS member or partner to review and approve the translated text before it is finalised and invoiced.

Communicating our research in different languages is more than translating or interpreting from one language to another and it extends further than being fluent in a given language:

- A translator converts text while retaining its style, tone and intent; uses accurate spelling, grammar and punctuation; and accounts for differences of culture and dialect.
- An interpreter communicates the essence of the spoken word quickly and accurately, has a solid command of the source language and target language, and uses cultural and technical knowledge and subject expertise.

Most online translation tools are not always accurate and do not account for cultural and linguistic nuances. Equally, speaking a given language does not necessarily make a person a translator or interpreter.

Subject-specific knowledge is as important in translation and interpretation as it is for research and IDS always works with professionals who are experts in the international development field and are familiar with subject terminology and language.

Many translators and interpreters work as freelancers. Working with one or more freelancers builds a relationship over multiple outputs, ensuring consistency across a project’s written texts.

Translation and interpretation companies work with a wide range of language and subject specialists, selecting a suitable professional for each new job. The company will often seek to use

the same specialist for repeated business, and project management time may be charged as a separate, additional cost.

Translation companies can often provide extra services at an additional cost, such as typesetting/design, proofreading and quality assurance. These services are particularly useful for projects that require translation into a harder to source language or need additional capacity to project manage the translation process.

Many IDS publications are written in collaboration with partners, who are often well placed to write a version of a publication in their native language. Benefits to this approach include familiarity with the project, producing content that is contextually and culturally appropriate, and ensuring that the text reflects how a topic is discussed in both the current literature and in the subject countries. Be aware, as noted above, that being fluent in a language does not necessarily equate to producing high-quality translations.

Other roles in the translation process

Designers and formatters take over the layout once the final translated text has been received from the translator. If a company is completing both the translation and design, a project manager will generally arrange the transfer between departments. A freelance translator may have design skills but often the text is sent on to a freelance designer or a translation company's design department. See 'Design considerations for translated outputs' for more detailed advice on working with designers, templates, and fonts/typology). Templates range from simple Word documents that may be formatted by IDS staff, where capacity allows, to fully branded templates in page layout software such as InDesign.

Proofreaders check for errors that may have crept in during the transfer of the translated text to the design template. Note that this is a separate task to the content check during the translation itself. The proofreading stage visually checks that, for example, the translated text appears correctly, in the right order, and the design is consistent. If a member of the research team supplied the translated text, they may be best placed to complete this visual check. A translation company will often offer proofreading checks as part of their design services; where this is the case, the IDS project should also visually check that the publication meets IDS' and/or the programme's branding requirements.

Commissioning translation professionals

Where to find translators

The [knowledge bank of IDS-recommended translation and interpretation professionals and companies](#). This is a living document. Please feed in your recommendations for translators (and interpreters), with examples of work completed for IDS.

Note that for translation of IDS series publications (including Working Papers, Research Reports, Policy Briefings), contact **Alison Norwood**, Publications Team (within KIP).

The Institute of Translation and Interpreting (ITI) has a freely [searchable directory of freelance translators, interpreters and conference interpreters](#), which can be filtered by specialisms (of which one is 'international development').

When commissioning a new translator,

- Only hire professionals that are members of official association directories or recommended by IDS colleagues.
- Confirm that they are accredited, or in the case of a company, that they are ISO-certified.
- Request samples of their work and testimonials from other clients.
- Send samples of their work to colleagues who are native speakers for their opinion.

Resource considerations:

- What information will be most useful to your audience? For example, translation of a full report or working paper, a briefing or executive summary, sections of documents, shorter pieces of text, a short video, a Twitter thread.
- Is there a member of the research team who has (a) expertise in translation into the chosen language and (b) time available to translate in-house? It can be more cost- and time-effective to commission an IDS member or partner with translation skills.
- A translation company can often turnaround translations more quickly than in-house; however, there are higher costs associated with project management time and quality assurance (see section on Budgeting for translations).
- A long-term relationship with a translator builds understanding of the project and its terminology.
- If multiple outputs will be translated at any time, more than one translator may be required. See also the section below on 'How does the process for rapid response programmes differ?'
- Who will manage the administration of the translations process?
- Who will respond to the translator's language queries?
- When using an external company or freelance, who will check the initial translation and provide feedback?
- Who will check the design proof before publication?

Language considerations:

- Industry best practice is that the commissioned person will only translate **into** their native language; for example, a native Brazilian Portuguese-speaking translator will only translate **into** Brazilian Portuguese.
- Choose a translator who is an expert in international development: subject-specific knowledge is as important in translation as it is in research.
- Cultural understanding is as important as language specialism.
- Translations through specialist companies and IDS partnerships are often best for lesser spoken languages.
- Request a sample of text from prospective translators in the chosen language. This applies to both internal colleagues and external companies and freelancers.

See Annexe 1 for sample quotation requests and briefs for commissioning translators and designers.

Budgeting for translations

The costs of translation and its project management are costed into IDS project proposal budgets. As costs are determined by the type and extent of the outputs, advance budgets can be tricky to estimate. Consider the types and lengths of outputs that will be produced by the project, the language requirements, and the most appropriate methods of communicating with the intended audiences (see 'Language matters'). Where IDS staff/partners undertake the translation and quality assurance checks, allow sufficient time in the budget for the initial translation and proofreading of the designed artwork.

Costs involved in translation

(Entries marked with an asterisk are the minimum requirements):

- Translation *
- IDS staff/partner review of content *
- Design/formatting
- Project management time (external company)
- Project management time (IDS staff) *
- Proofreading (IDS staff/partner, external company, or both)
- Photographs sourced from agencies/libraries *

Translation pricing models:

- Per word
- Per line
- Per page
- Per hour
- Flat fee
- Minimum price

The price of translation is based on several factors:

- Language combination
- Volume of work
- Quality of the text
- Subject area
- Complexity of the subject matter
- Timeframe for the translation
- Additional work agreed such as formatting or proofreading.

Scheduling sufficient time for translations avoids extra charges – so-called 'rush' charges.

[IDS' knowledge bank](#) contains past quotations for translations of IDS research. For quotes from previous years, add 5% increase each new financial year to account for annual increases.

Translators and translation companies can provide a quotation in advance, based on estimated word extents, language combination, and the subject area. Once the final English-language text has been provided, they will supply a revised quotation based on the actual extent and the volume of work required. For this reason, avoid obtaining quotations too early in the production process of the English text.

Bear in mind that any changes to the text after submission to the translator will incur additional costs. For publications, the English-language text must go through the full copy-editing, design, proofreading, and sign-off stages before progressing to translation (see 'Scheduling for publication translations' and 'Annexe 2: Workflow for original language and translated publications'). For other outputs, such as emails and infographics, the text must be the final signed-off version.

Photographs sourced from picture libraries and agencies for a fee may allow single use only, whereas others may allow unconditional use. Often a 'top-up' fee will be charged for subsequent use in a translation. Before including photos from the original language version in a translation always check the licence agreement for the reuse terms.

Scheduling for publication translations

How long does publication translation take?

This will depend on the type, complexity and length of the text, and the availability of the person undertaking the work. Indicative timeframes are presented below. Once you are aware of an upcoming translation, contact a professional in advance to gauge a more accurate timescale from initial submission to completion.

When scheduling the publication of dual-language publications, ensure that sufficient time is allowed for translation after the original-language publication has been copy-edited, designed, proofread and signed-off. A suggested workflow for original language and translated publications can be found in the Annexe.

Briefings (4–6 pages) Indicative timeframe: approx. 6 weeks from submission of final English draft to the translator to publication date		
Working days	Task	Who by?
4	Initial translation	Translator
5	IDS/partner quality assurance checks	Native speaker at IDS or external
4	Revisions and delivery of final translated text	Translator
5	Design OR formatting in Word template in-house	External designer (InDesign), external formatter (Word) or programme staff (Word)
5	IDS/partner proofreading of the design proof	Native speaker at IDS or external
	IDS branding checks	See Annexe 2
3	Final design/formatting revisions	External/internal designer or formatter
3	Upload to IDS OpenDocs	Programme staff and IDS Publications Team (see 'OpenDocs processes for publications and other eligible outputs')

Working Paper (20,000 words) Indicative timeframe: approx. 8 weeks from submission of final English draft to the translator to publication date.		
Working days	Task	Who by?
10	Initial translation	Translator
7	IDS/partner quality assurance checks	Native speaker at IDS or external
4	Revisions and delivery of final translated text	Translator
7	Design OR formatting in Word template in-house	External designer (InDesign), external formatter (Word) or programme staff (Word)
5	IDS/partner proofreading of the design proof	Native speaker at IDS or external
	IDS branding checks	See Annexe 2
3	Final design/formatting revisions	External/internal designer or formatter
3	Upload to IDS OpenDocs	Programme staff and IDS Publications Team (see 'OpenDocs processes for publications and other eligible outputs')

Note that if the English-language text is amended after the translation has been commissioned, these changes must also be sent to the translation company, which will incur additional costs and increase the turnaround time. For this reason, avoid commissioning the translation until after the text is fully signed off.

How does the process for rapid response programmes differ?

The process of commissioning translations for rapid response publications is the same as the above but may be tailored in ways to streamline the production process. Bear in mind, however, that translation is a time-intensive process, and that sufficient time should be scheduled. For publications, many translation companies and freelancers are comfortable translating text into a ready-made template, which can remove the need for a separate design process. Others may translate into a plain Word document, ready to be transferred into a template by a designer/formatter or, if there is in-house capability, a project team member.

Quality assurance of rapid translations is as important, if not more, than standard translations. Embedding quality-check processes in the production of all translated content, from tweets to full reports, will ensure communication of excellent content first time, each time:

- read-through and approval of initial translation;
- commissioning of professional suppliers (translators, designers);
- proofreading of designed content (where applicable);
- programme sign off of the final text/content before publication.

Supplier relationship management is key to rapid translation processes. Translation companies can generally turnaround texts more quickly than project-based staff, but their availability is dependent on their other clients.

If translations are to be completed by IDS or external colleagues, provide as much notice and information as possible, including the expected submission date, number of words, and the date that the translated text is needed. Consider alternating between two translators to increase the speed of turnaround.

Design considerations for translated outputs

Layout of translated content is a specialised skill and outputs such as publications and infographics are generally outsourced to external designers. Note that many designers are familiar with French, Portuguese and Spanish texts but specialised designers, such as translation companies, are generally needed for work with more complex typography (e.g. Chinese) and writing systems such as Arabic (right-to-left script) and Cyrillic (e.g. Russian).

Publication templates may be very simple Word documents or more highly designed InDesign page layouts.

Designers will need to consider these principles for all types of outputs, including websites, videos, infographics, newsletter templates, etc.

Translating content from English often increases the length because English text is typically very compact; estimated increases/decreases include:

- English to Arabic: +20–25%
- English to Chinese: varies, but often decreases
- English to French: +15–20%
- English to Hindi: +15–35%
- English to Portuguese: +15–30%
- English to Russian: up to 50%
- English to Spanish: +15–30%

Templates intended to present content in multiple languages can be designed to accommodate changes to the text extent by leaving some space to expand/contract and/or inclusion of non-textual content in the shorter English version such as pull quotes and photographs in publication templates or wider boxes in infographic designs. Alternatively, the page extent of the translated version can be increased but beware budget implications if printing is required. (Also note that to print PDFs the pagination should be in multiples of four.)

The [global knowledge bank](#) contains recommended designers for work with translated content. This is a living document. Please feed in your recommendations for designers who have completed translation work for IDS.

Additional considerations:

IDS branding sign-off: All translated publications require IDS branding sign-off before being finalised:

- IDS series publications and programme publications produced by the IDS Publications Team (within KIP) are signed off by the team.
- Translations produced by a programme or consortia are signed off by their Communications Officer.
- Ad hoc translations produced by projects without a Communications Officer require sign off by the Communications and Engagement Team.

Fonts: The formatter/designer may not have access to the programme's chosen font and budget may be required to purchase a licence. Check the font user agreement licence carefully for any restrictions related to sharing or business use.

It is important to note that not all fonts have a wide range of special characters and glyphs and therefore may not be suitable for all languages; a professional designer will be able to advise on suitable fonts.

If the designer is unable to match the font or if the text displays incorrectly once it is copied into the design template, contact the author to find out which font/typescript they are using on their computer.

Typography: Formatters and designers must also be familiar with language-specific typography, such as the use of « » symbols for quotation marks in French.

Photographs: Photos purchased from agencies allow single use only unless the terms specifically note otherwise. For example, Panos Pictures charges an additional fee for replicating a photo in subsequent, translated versions of a publication. To ensure that permissions are in place, check the licence agreement and reuse terms when purchasing the picture for the original language output, or seek advice from the agency.

DOIs: Each new translation requires a unique DOI persistent identifier. See the [DOI guidance note](#) for further details.

Publication dates: Dates assigned to translated content – both in the content and on IDS OpenDocs – should reflect the publication date of the translation, rather than the date given to the English-language version (which is often published earlier).

Quality assurance

Initial translation checks

Checking the initial translation ensures that the content reflects IDS' high-quality research and values. Quality assurance during translation is undertaken by a native-language speaker, either within IDS or affiliated with or familiar with the project and topic.

- Readthrough for problematic or sensitive language and errors.
- **Always** use tracked changes for amendments.
- **Never** accept the translator's tracked changes unless specifically asked to.
- Only make essential changes or suggestions – remember that translation charges are often per word.
- The initial translation is often an unformatted, plain text document – this stage is not concerned with the formatting/design of the text.

In-house design proof checks for publications

Many translation companies provide a proofreading service to visually check the designed artwork against the translated text. However, it is important that a member of the project team, ideally the person who checked the translation, also checks the proofs to ensure that all elements of the output are checked for accuracy. Checks include:

- All content appears in the design proof.
- Page numbers are sequential.
- Headers and footers are correct.
- Publication month/year is correct and reflects the month of translation rather than the publication date of the original.

- Special characters are present and correct.
- Italic and bold appears correctly.
- Design is consistent with previous published material.
- Photo captions are accurate and click-through links for credits and captions work.
- Figure and table headings and source lines are complete and correct.
- Visual content appears correctly and clearly.
- Logos appear correctly and clearly.
- References are formatted correctly (see Annexe 1: 'Information to include in a commissioning brief for a translator').
- End matter is complete, e.g. copyright and licensing information.

OpenDocs processes for publications and other eligible outputs

IDS OpenDocs contains both original-language and translated documents. Translated outputs eligible for self-archiving in the repository include papers, briefings, reports and infographics; see the OpenDocs Terms of Reference for the list of archivable materials.

Most IDS publications are produced first in English and subsequently translated into other languages. The translation and its metadata are added to the English-language OpenDocs publication record. See [Masculinities and Transition in Ukraine: Country Brief](#), for an example of a multi-language OpenDocs record which includes the translated title, summary, and citation.

OpenDocs translations submission process

Translations are not submitted through the OpenDocs submissions queue. To add a translated output to a new or existing OpenDocs record, please email the following to Tracy Zussman, Publications and Research Data Coordinator.

- Final PDF
- Translated title
- Translated summary
- Translated citation

Naming files for translations

- For metadata and OpenDocs statistics reporting purposes, include the following data in the filename:
 - **Example: SLH_Comment_parler_de_l'incontinence_Aide-mémoire_fr**
 - Programme name or acronym.
 - Series + number (e.g. Working Paper 100), or output type (e.g. infographic) – if relevant.
 - Publication title.
 - ISO language code. Use the two-letter code, such as 'es' for Spanish. A full list can be found here: https://www.loc.gov/standards/iso639-2/php/code_list.php
- Use underscores between words rather than spaces.
- Do not use symbols in titles, citations or, filenames – i.e. do not use * & #. Hyphens can be used, for example 'sub-Saharan'.
- Do not capitalise whole filenames – it looks too shouty on a landing page.

OpenDocs translations checklist

Before submitting the translated content, check that:

- The document has received full project sign-off.
- The document's date of publication is correct for the translation (this may not be the same date as the English-language version).
- The filename follows the guidance above.
- The citation includes the name of the translator; for example, de Beauvoir, S. (1949) *Le deuxième sexe: les faits et les mythes*, trans. by C. Borde and S. Malovany-Chevallier (2009), London: Jonathan Cape

If you have any questions about the OpenDocs submissions process, contact [Tracy Zussman](#).

Communicating our research in different languages – other outputs

The principles above are designed with formal publications in mind. However, these principles, including working with professionals and budgeting, largely apply to other outputs such as blogs and copy text for websites.

For some programmes and projects, it has worked well to prepare and send a set of key messages alongside a publication to a translator. These key messages can then be recycled into social media messages, newsletter content or copy text for websites without relying on a team member who speaks the language. When sending through key messages for translation, it helps to break up the sentences so you can choose to use some or all. For example:

English version	Translation
Sharing learning rapidly to inform practice will help evolve and ground handwashing programming in emerging realities.	Un partage rapide de l'apprentissage en vue d'éclairer les pratiques permettra de faire évoluer la programmation en matière de lavage des mains et de l'ancrer dans les réalités émergentes.
Facilities for handwashing with soap must be appropriate & adapted for local contexts.	Les installations de lavage des mains avec du savon doivent être appropriées et adaptées aux contextes locaux.
We know frequent and proper handwashing with soap is vital to prevent the spread of #COVID19 and other infectious diseases.	Nous savons qu'un lavage des mains avec du savon, fait souvent et correctement, est essentiel pour empêcher la propagation de la COVID19 et d'autres maladies infectieuses.
If you have limited connectivity, we can send you individual sections of the document.	Si vous ne disposez que d'une connectivité limitée, nous pouvons vous envoyer des sections individuelles du document.
The resource is available to download here.	Les ressources peuvent être téléchargées ici.
Tell us if you've found the resource useful on SLH@ids.ac.uk	Dites-nous si vous avez trouvé les ressources utiles sur SLH@ids.ac.uk

Below you will find some additional considerations to bear in mind for specific types of outputs.

Blogs

While a mis-translation can happen in any form of output, for blogs this can cause a drastic change in tone or a mis-representation of someone's opinion. Therefore it is essential to follow a strict quality assurance process. When deciding whether to translate a blog, it is prudent to raise this issue with the author at the start of the discussion. Please also add a sentence at the beginning or end of the blog to indicate that the blog is a translation.

Example outputs: [ICTD's blogs in French](#) and [Social accountability futures: six anchoring points](#) (translation in Portuguese via the 'Download as PDF' button).

Newsletters and direct emails

If you have content in other languages you would like to publicise via your newsletter, Mailchimp supports emails sent in several different languages ([listed here](#)). Many projects and programmes are experimenting with how to manage and communicate with subscribers in different languages. The primary concern is how to find out who is interested in receiving content in other languages. The simplest way to do this is to include a field within the Mailchimp sign-up form so you are capturing that data from the outset.

If you are using a simplified form (embedded on your website for example), it might be a good idea to include a prominent survey question in an automated welcome email which asks users to indicate their language preferences. You can create segments to collect these responses, and then use the segments to send targeted emails in other languages.

There are other ways to cater for different languages in your newsletters via [Mailchimp](#). This can include embedding a 'Translate' button at the top of your email which uses Google Translate. Or Mailchimp can detect the language used in the recipient's browser and adjust the language accordingly. However, we would urge caution in using automated translation software as they are prone to errors and can damage trust between you and subscribers.

You can also send out bilingual newsletters if you have capacity and the related content. You may consider adding an anchor link at the top of the newsletter so subscribers can skip to the translated version ([example from ICTD](#)).

Promoting research in other languages via direct emails can be very effective and should be translated similarly to other written outputs. However, similar to blogs, direct emails often have a personal tone which should be replicated as closely as possible.

Videos

Subtitling videos in other languages can be a complex process. There are many methods of adding subtitles to videos. Most commonly at IDS, we either add subtitles directly to the video file using Adobe Premiere Pro (or other editing programmes), or we add subtitles via YouTube. At an early stage of the process, consider whether you need to provide subtitles in multiple languages (bearing in mind your key audiences). For example, if the audio is in French, do you need subtitles in French, English, and another language? Do you even need subtitles in English for your target audience? N.B. We should include subtitles that match the language of the audio for accessibility reasons.

You then have a choice between creating multiple versions of the same video using a programme like Premiere Pro or creating one video and adding multiple subtitle files to the video via YouTube. Using Premiere Pro can be beneficial for social media engagement, whereas by adding subtitles using YouTube you can circumvent the need for a video editor (if no other editing is required). By adding subtitles via YouTube, you will also need to compromise on branding as the subtitles are usually provided in a universal format.

Unless you can use someone with both language and video-editing abilities, you will need to involve two people in the process (a translator and a video editor).

When asking a translator to prepare subtitles, they will need to provide the translation and the associated timings for when the subtitles should be displayed. Before sending the video to the translator, it would be a good idea to ask the video editor for a maximum amount of characters per subtitle, so the translator knows how much to include per subtitle.

If adding subtitles directly to a YouTube video, you will need to use a SRT file with the text and timings formatted in a particular way as shown below. SRT files can be created on Windows in 'Notepad'. When saving, add '.srt' to the file name and under 'save as type' select 'All files'. SRT files can be easily added when you are logged into 'YouTube Studio'.

YouTube does accept [other types of subtitle files](#). However, SRT is the most common and compatible with most video players.

Example translation of subtitles provided for Premiere Pro or other programmes	Example translation of subtitles for YouTube
0–4 seconds: There are huge dilemmas in the informal sector.	1 00:00:00,000 --> 00:00:04,000 There are huge dilemmas in the informal sector. (Subtitles for audio in English but also for other languages).
4–10 seconds: In the informal sector, work-related compliances like	2 00:00:04,001 --> 00:00:10,000 In the informal sector, work-related compliances like

Therefore, it is important to communicate with the translator to clarify in which format the translation should be supplied. Otherwise, you may need to factor in the time it takes for you to adjust the format accordingly for YouTube.

There is useful guidance on adding subtitles to videos in the recently updated [IDS multimedia production guidelines](#) which indicate best practice for sentence length, time on screen, etc. It may be worth pulling out some of this guidance to share with translators if they are unfamiliar with translating for video.

Strong accents, acronyms, particular colloquialisms or dialects may affect the quality of the translation. You will also have to consider any background noise, or mumbling. You may need to be prepared to go back to the person who has been filmed to ask them to provide a written script for some, or part, of what they say during filming.

When the video subtitles have been applied, send the video back to the translator to double-check that it flows correctly. Similar to translating other forms of content, it's important to get the translation quality assured.

Social media

Over the last couple of years, projects and programmes have been experimenting with working in different languages on social media. As with communicating using other tools and approaches, it is important to think strategically about whether key audiences are using social media in other languages. Those who are bilingual in English/Hindi for example, may favour using English on social media if they are involved in international discussions. It is worth double-checking with partners to gain a clearer picture of local audiences, so as not to assume. In addition, when using emojis, we should avoid using flags to denote languages, as the 'ownership' of languages by colonising countries is considered problematic.

First of all, you should consider whether it is worth setting up separate social media accounts for each language. This is an approach favoured by some NGOs and INGOs, and, for example, at IDS, ICTD have a dedicated [French Twitter account](#). Similarly, to setting up accounts for any project, programme or centre, it is important to think carefully about the resources needed to run the account, how much content you expect to have and a long-term sustainability plan.

It is important to note that it will not be feasible for many projects and programmes to set up dedicated language social media accounts. However, tweeting in multiple languages from one account needs to be considered carefully. It may be jarring, confusing and off-putting for followers to see tweets in multiple languages.

Here are some ideas for using multiple languages on social media:

- On platforms that allow for longer posts such as Facebook, LinkedIn and Instagram, you can post translations of messages within the same post.
- The SSHAP programme have used series of threads which has an English introductory tweet followed by the title in the translated language ([Portuguese example](#) and [Chinese example](#)). They have had good engagement by tagging followers who they believe are bilingual or working in particular countries.
- You could consider prioritising visual content with little text to get your message across to a wider demographic.
- Consider paid advertising to target particular countries and locations.
- Make sure you are sharing posts within appropriate time zones.
- Use the Meltwater Explore function to find influential social media users to target.

We are pooling our resources for using Twitter in other languages by compiling any short useful translated phrases, responsive relevant accounts who work in other languages, and useful hashtags for each language. Please add from your project and programme here: [Social media in different languages](#) (Excel saved on SharePoint).

Website management

There are a variety of options to choose from when considering how to set up websites to promote translations of outputs.

1. You can choose to have an English website and link out to PDFs in other languages (example: [SSHAP](#))

2. You can have a largely English website where you can add separate landing pages for different translations and they can be linked to each other (example: [Sanitation Learning Hub](#))
3. You can have a bilingual website using Google Translate (example: [CG litDKN](#))
4. You can have a bilingual website translated by a translator (example: [ICTD](#))

To translate website copy text, the key principles already explained above apply. In particular, designers and web developers will need to pay attention to the characters added during translation and how that will impact design.

It is important to note that these options have a cost impact that should be factored in when asking for quotes from designers and developers.

Some questions to ask during initial phases of costing and soliciting requirements that would dictate which option to choose:

- How much content will we have in other languages? Is it worth running a bilingual website?
- What type of content will we have in other languages? (For example, resources, blogs, news and/or events?)
- Do we have the ongoing resources to fund translation costs as we add new content?
- Do our users need to be able to filter via language?
- Do we need to have one place that pulls in all of our content in one language (could be a filtered search or custom page)?
- Is our content in different languages stand-alone or do translations need to be linked?
- How do we want to show users that translations are available?
- How do we plan on promoting the work that we produce in other languages?
- How do we plan to measure the reach of translations?

On this last bullet point, this is particularly important as translations can be costly and funders may ask you to demonstrate value for money. It bears repeating that the decision to translate should be considered and driven by audiences. Working across the project or programme team, it is important for the reasons for the decision to be understood by the whole team so it can dictate dissemination. For example, if a partner suggests a specific translation is needed for a particular organisation (e.g. UNICEF, WaterAid), then that can be helpful to know for dissemination.

You might want to consider setting up specific [Goals](#) on Google Analytics that refer to the download of translations. It is important to have these systems in place before launching a new website, as Goal data cannot be collected retrospectively.

Paid advertising

If using paid advertising (such as Google AdWords or Twitter Ads), it is important to bear in mind that some languages may not be supported for ad text or as text on the target URL.

For example, when setting up targeted adverts for Khmer translations of publications in Cambodia, the Sanitation Learning Hub found that Google AdWords does not support Khmer.

- [Eligible languages for Twitter Ads](#)
- [Eligible languages for Google AdWords](#)
- [Eligible languages for LinkedIn Ads](#)

Interpretation for online events

Groups at IDS have been trialling live interpretation of webinars, in the majority of cases using Zoom.

Language considerations

Interpreters may speak two or more languages, categorised in the industry as:

- 'A' language: the interpreter's mother tongue
- 'B' language: a language in which the interpreter is fluent
- 'C' language: a 'passive' language that the interpreter understands perfectly but in which they do not work.

Where to find interpreters

The [knowledge bank of IDS-recommended translation and interpretation professionals and companies](#). This is a living document. Please feed in your recommendations for interpreters (and translators), with examples of work completed for IDS.

The Institute of Translation and Interpreting (ITI) has a freely [searchable directory of freelance translators, interpreters and conference interpreters](#), which can be filtered by specialisms (of which one is 'international development').

When commissioning a new interpreter,

- Only hire professionals that are members of official association directories, such as ITI, or recommended by IDS colleagues.
- Consider the type of interpretation required:
 - **Conference interpreting:** Used at large multi-language conferences. Simultaneous interpreting, whereby the interpreter instantaneously conveys the message to delegates through a headset in the target language.
 - **Business interpreting:** Often used at meetings, courses, business negotiations, and other company events. Business interpreters often use consecutive interpreting, where the interpreter listens to the whole speech and then conveys it to the delegates in the target language. There is no formal university training for business interpreting.
- Confirm their qualifications. For conference interpreting, professionals are expected to have a Master's degree in Interpreting. Business interpreting does not have formal accreditation, but interpreters may have a Diploma in Public Service Interpreting or an MA in Interpreting.
- Request testimonials from other clients.

Practical suggestions

Here are practical suggestions from emerging lessons from the experiences so far, which are also applicable to British Sign Language interpreters.

- You will need to purchase the [Zoom Video Webinar package](#).
- Provide as much detail and clarity as possible to interpreters, including:

- Languages required (and translation direction, e.g. French to English or English to French, or both)
 - Platform used
 - Date and time
 - Details of any preparatory sessions needed
 - Whether the event has breakout rooms
 - The format of the event (e.g. discussion followed by Q&A)
 - A glossary of common sector specific terms
 - Relevant background literature
 - PowerPoint presentations or notes from presenters
 - Meeting agenda
-
- Arrange a run through event at least a week beforehand with panellists and interpreters so panellists who aren't native English speakers understand the functionality and process.
 - Consider that everything takes longer in two languages when developing the agenda.
 - It does not appear to be possible to have simultaneous translation in breakout rooms.
 - Participants choose a language when they sign into meeting and Zoom will ensure they receive the appropriate language. It is important that participants stick to the language chosen (even if bilingual) as it gets confusing/causes issues for the system and interpreters.
 - Housekeeping is important – presenters need to speak slowly, and not interrupt each other.
 - Translators work in pairs (English-French; French-English) and only work for a certain amount of time.
 - A few days before the event, ask the interpreters to register their second devices with a **different email address**, so that we can upgrade their devices to 'panellist status'. This allows them to be able to join the webinar in practice mode for the sound test before the webinar goes live.
 - Assign each of the members of the team a name (for example, FR 1, FR 2, for French, PT 1, PT 2 for Portuguese etc). Sometimes interpreters like to keep their first names as well, as it helps them to see who is who.
 - Consider making interpreters co-hosts so they can mute participants if they have forgotten to mute themselves.
 - Ask the interpreters to join the event in good time so there is time to do a sound test.
 - On the participants' side, it is very important to make sure the speakers are in the right channel. It is good to ask the panellists to connect 30 minutes before the webinar starts, so that they can switch on their videos and mics and test.
 - It is helpful for the chair to remind speakers to check if they are on the correct channel before speaking.
 - If you see someone's mic is open but you cannot hear them, ask them to check if they've selected a language.

[Further technical instructions are available on the Zoom website.](#)

Annexe 1: Sample quotation requests and briefs for translation professionals

Information to include in a translation quotation request

- Type of output.
- Languages to be translated from/to (be specific, see Portuguese example below).
- Word count (this can be an estimate, but as accurate as possible).
- Topic of the text.
- Date the text will be submitted.
- Date the translated text is required (for both the draft for quality assurance and final return).
- Services required – translation, design, proofreading, project management, figure redrawing.
- Main IDS contact.

Information to include in a commissioning brief for a translator

Once the original-language text has been fully signed-off – for publications, this is at the end of the production process – the text and any supplementary materials are sent to the translator with an accompanying brief. The brief may include the following (essential information is marked with an asterisk).

- Updated word count (if different to the quotation).*
- The output's target audience.*
- The language that your readers speak, e.g. Portuguese, Angolan Portuguese, Brazilian Portuguese, Mozambican Portuguese.*
- Information provided in the quotation, such as topic, dates required, services required, main IDS contact.*
- Contact details for who to send queries about terminology.*
- The house style to use.*
- A glossary of the main words/phrases used by the project and what they mean in the context of the project.
- Samples of existing materials translated into the same language by the project or on the same topic. This will help ensure the translator has translated certain terms consistently with the project's previous style.
- Any preferred language used by local partners.*
- Requests for translating additional content such as pull quotes, captions, boxes, figures, tables, acknowledgements, funder disclaimers, copyright and licensing text. This may also include key messages; see 'Communicating our research in different languages – other outputs'.*
 - Place all additional content in the main document.*
 - Provide figures and tables in an adaptable form if possible so the translator can replace the text directly. If adaptable formats are not available, ask the translator to insert the new text in a logical order as a comment.
- Details of content that should not be translated, for example IDS series titles and organisation names. Note that organisation names that have accepted translations can be used, such as the French translation of the World Bank: 'Banque mondiale'.*
- For publications, guidance on referencing:.*
 - Academic references remain in their language of original publication. Translated titles may be included in square brackets following the original title (see example in the [IDS House Style Guidelines](#), p.18) if budget and space in the template are available.

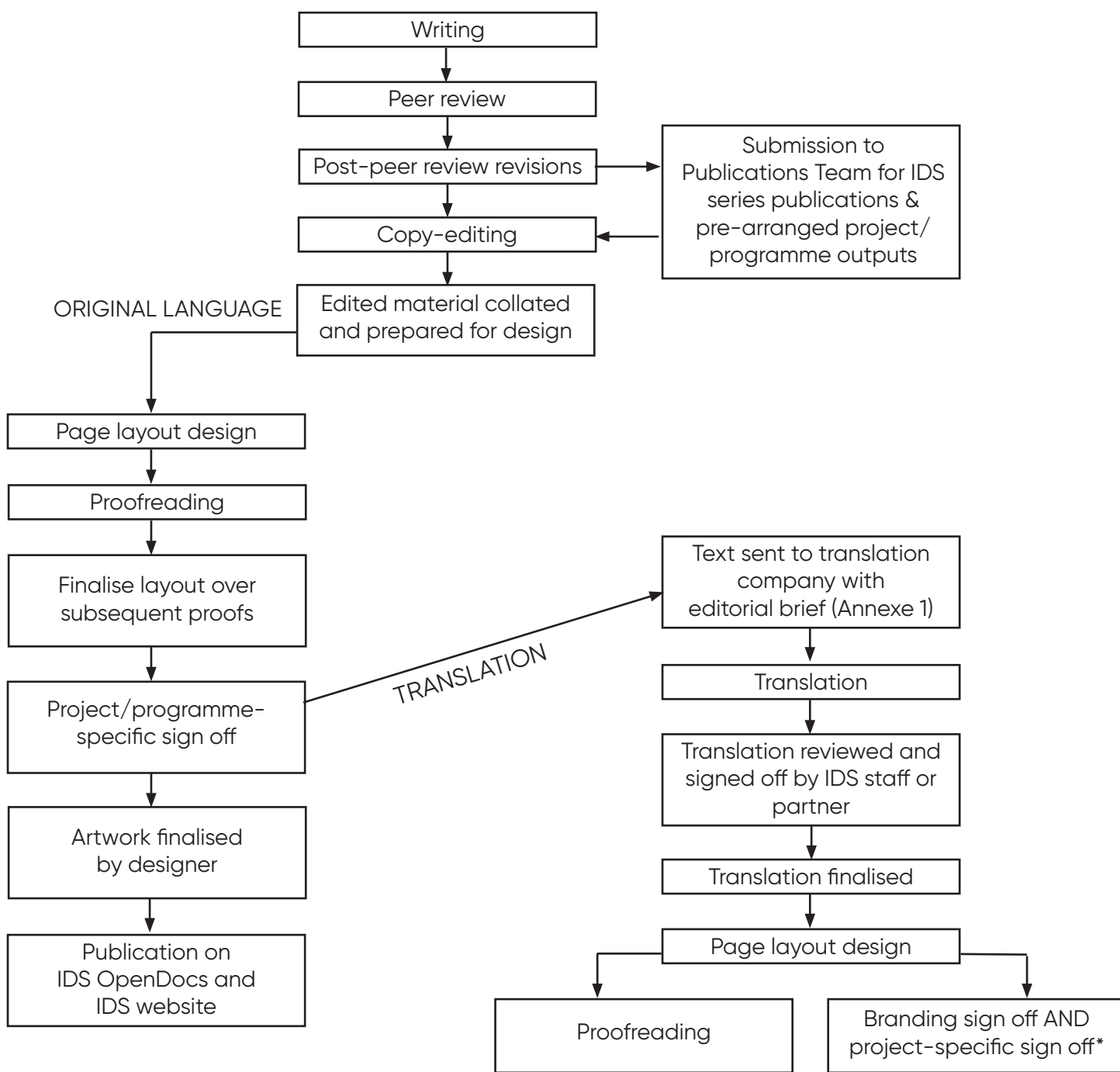
- Citations within the text should appear in the language of original publication, using the standard IDS citation style.

Information to include in a commissioning brief for a translation designer

- Output type.
- Output dimensions and page extent.
- Word count.
- Language(s) to be designed.
- Main IDS contact.
- Whether the designer is being asked to create a new template or work with an existing template, and in what format/software, e.g. Adobe InDesign.
- Branding guidelines, including fonts, use of colour, and logos.
- Brief overall description of the project/output.
- Details about the target audience and intended use; project or funder requirements; visual elements to include, etc.
- Schedule, including dates for receipt of the first proof and overall completion.
- Additional services required, for example figure design or redrawing.
- Assigned budget or request a quotation.
- Specific requirements for the position of photographs, figures, boxes, tables, pull quotes; required logos and their order.
- For existing templates, attach a sample of previously designed translated or original-language material.
- For existing templates, advise how the template can be adjusted to fit longer/shorter content, for example removing/adding pull quotes or photographs.
- Any other information that the designer may find useful when creating the artwork.

Version	Owners	Last updated
1.0	Beth Richard, Publications Team and Alice Webb, Communications and Impact Team	24 September 2021

Annexe 2: Workflow for original language and translated publications



Translations branding sign off *

- Publications Team (within KIP) sign off translations produced by the team (including IDS series).
- Communications Officers sign off programme and consortia publications.
- Communications and Engagement Team sign off translations that do not have an assigned Communications Officer