

How to create a video

Before getting ready to film prepare what you're going to say

Videos shared on social media need to be short. Ideally between 30 seconds and a minute. So, aim for around 75 / 100 words.

You want it to be conversational rather than scripted so write it out, but you don't need to follow it as a script.

Recording your video

You can either video yourself talking directly to the camera or get someone to help you. However you are doing it, ensure the camera is stable and not handheld. Ideally use a tripod, but if you don't have one propping it up on books can help.

Length

One continuous clip, ideally a maximum of 30 seconds long and an absolute maximum of 60 seconds. Any longer and people are unlikely to watch to the end.

Content

Practice first and check you can do it in the time, 75 words should take about 30 seconds.

Include a hook at the beginning to grab the viewer's attention (ideally in the first 3 seconds).

Try not to read the script when filming. It doesn't have to be word-perfect!

Filming

Do a test video and see what it's like, make some tweaks if you need and then you're ready to go.

- **Phone / Camera**

- Shoot in portrait mode (have your phone upright).
- Rest the phone on a flat stable surface or use a tripod if you have one.
- Try and stay reasonably still – lots of movement can be distracting.
- Don't zoom. If you need to be closer, move yourself or your phone.



Yes



No

- **Lighting – nothing bright behind you:**

- Don't have a window or the sun behind you.
- Experimenting with different setups is a good idea – using natural light from a window combined with a lamp (and overhead lighting if the video still looks dark) works.

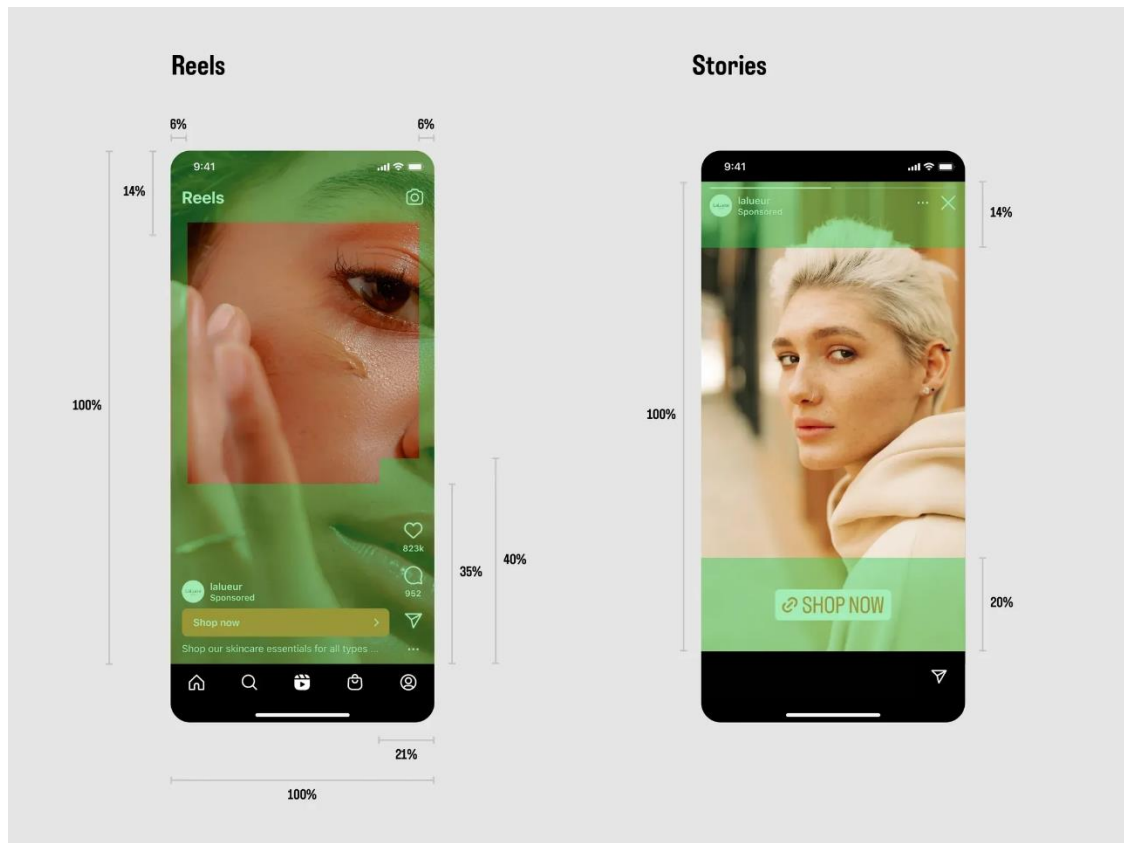
- **Sound – find somewhere quiet:**

- If you have one, use a plug-in lapel microphone.
- Go somewhere quiet with minimal background noise. Turn off any background music. Close windows and doors to help create a quiet recording environment.

- **Positioning**

- Position yourself in the middle and towards the top of the screen. Allow space under your face so that we can add subtitles in, and you aren't blocked by the overlays that Instagram adds on).
 - Do a test photo to check before recording.
- Position yourself so you are eye level with the camera. You don't want the camera looking up at you (you don't want to film up your nose!).

These are the safe zones:



- **Visuals – keep it simple:**
- If you wear a uniform make sure you don't show your employer's logo; if you do show their logo, you must get their permission to share the video.
 - Avoid wearing busy patterns.
 - Check your background. Don't show anything you don't want people to see, such as a family photo.
 - Look at the lens on your phone or camera, imagine you're talking to a friend.
- Take a deep breath before you start.

Final check list before you record

- You're recording in portrait (that's where your phone is upright).
- You're in the middle of the picture (head and shoulders work well) and there isn't loads of empty space around you or above you.
- It's quiet – if not go somewhere or maybe wait until later.

- The background is reasonably neutral (no one else around, no family pictures, no plants / objects that look like they are popping out of your ears!).
- If you refer to us, make sure to say 'R-C-O-T' and not 'R-COT'.

Take a test video before you start to check how you look.