

How to create a video

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

Social media videos need to be short. Ideally, **between 10 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.

Stability

Make sure 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.

Don't worry about introducing yourself – get straight into the message. We'll add a card to the video with your name and title.

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!

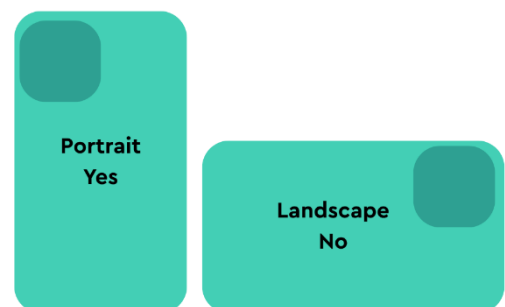
Pause, take a deep breath and smile before you start speaking.

Filming

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

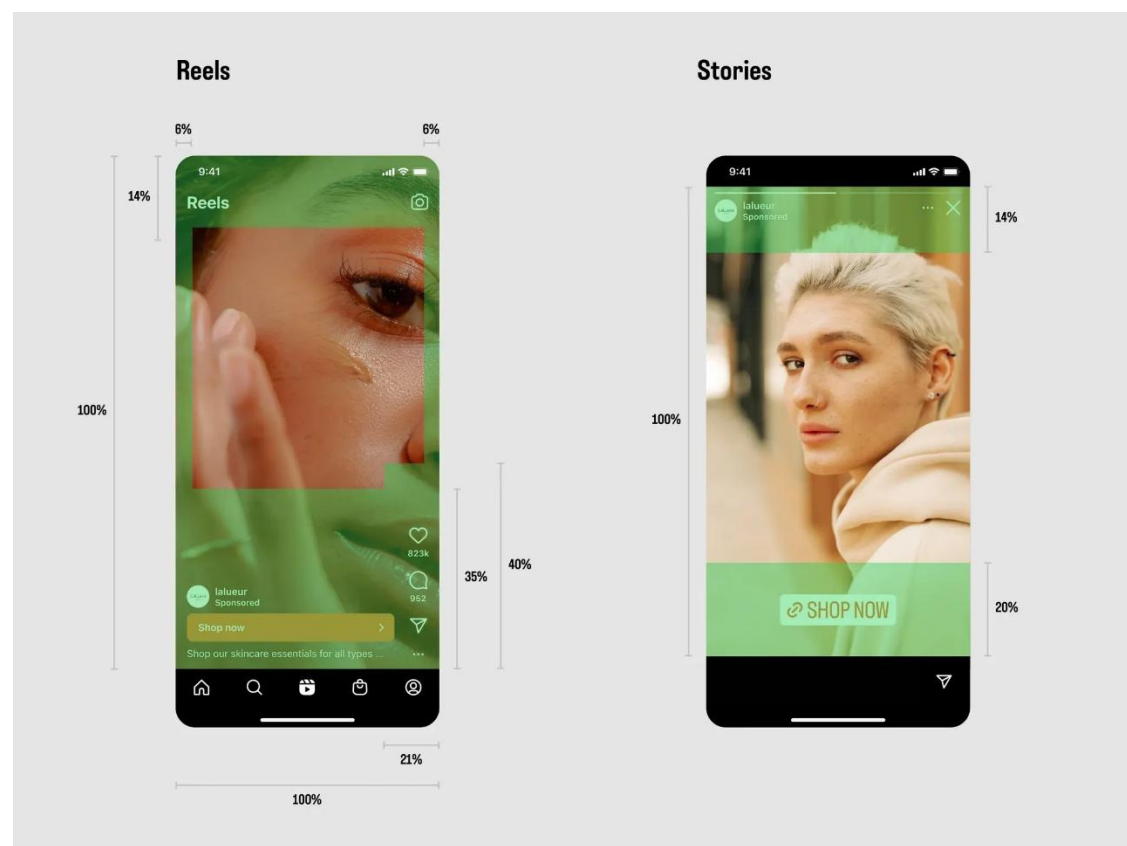
- **Phone / Camera**

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



- **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.
 - Recording near heavy fabrics such as curtains or an open wardrobe can reduce noise too.
- **Positioning – middle and towards the top**
 - 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.
 - Do a test photo to check before recording.
 - Position yourself so you are eye level with the camera.
 - Look at the lens on your phone or camera – imagine you're talking to a friend.
 - 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've got your RCOT member badge – put it on!
- If you wear a uniform, please wear it, but check that no company/employer logos are visible unless you have their explicit permission.
- Avoid wearing busy patterns.
- Check your background. Don't show anything you don't want people to see – such as a family photo.
- Take a deep breath before you start.

Final checklist before you record

- You're recording in portrait/your phone is upright.
- You're in the middle of the picture – head and shoulders is a good rule of thumb
- There isn't loads of empty space around you or above you.
- It's quiet – if not, go somewhere else 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 possible, you're wearing your RCOT badge.
- Refer to us as 'R-C-O-T' and not 'R-COT'.

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

Sharing your video

Once you've recorded your video, share it with us.

Send your video to marketing@rcot.co.uk, unless you've been given a specific address to send it to.

If you find the video is too large to send via email, you can send it via [We Transfer](#), which is a free service.

If you have any questions, please get in touch with us marketing@rcot.co.uk and we'll help.

When you send the video, please include:

- your name
- job title
- any honorifics you may want used
- your pronouns (if you wish)
- any social media handles.

Occasionally we might simply add 'Occupational Therapist' as the job role if we're trying to spread wider understanding to the public.