

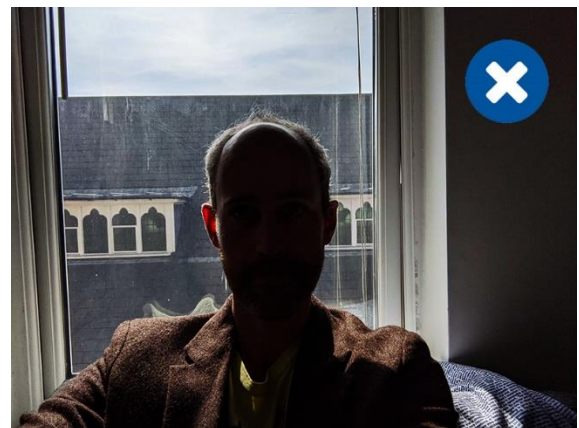
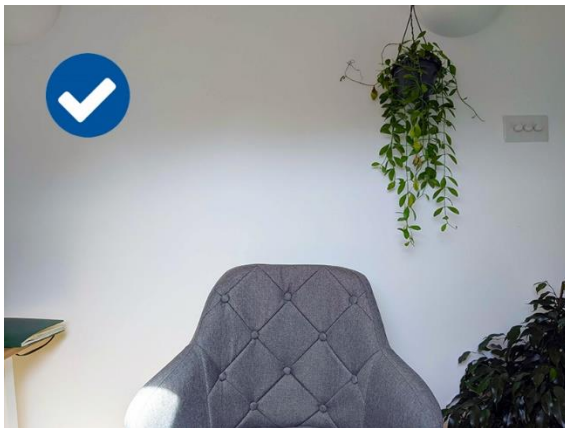
Queen Mary video advice guide

Creating a video is a great way to give your audience concise, engaging messages.

Sometimes, for reasons of timeliness or logistics, you may need to put together a video yourself. This guide contains some advice to make sure it's as strong as possible.

Six top tips for creating a successful video

1. **Write a script.** It's important you plan your video in advance, including your key messages. These are the most important bits of information that you want your audience to remember.
2. **Keep it short, sharp and snappy.** Research shows most people stop watching a video within a few seconds of playing it. Even when they're invested in what you're saying, your audience will have little patience for repeated information – stick to your key messages and move briskly.
3. **Find a great location.** If you're speaking directly to the camera, you want all the attention to be on what you're saying. This means you need to find somewhere quiet, where there's no distracting background noise (pets, children, music); make sure the background behind you is neutral and not visually distracting; ensure there's enough light for you to be seen clearly; double check there's no source of bright light behind you, like a window or lamp, that makes you look like a silhouette.



4. **If filming on your phone, turn it sideways.** This means the finished video will be the regular dimensions of a YouTube video or TV, rather than a narrow strip that doesn't look great.



5. **If possible, prop your phone up against a steady surface rather than holding it.** This doesn't need to be complicated – even a stack of books will work. For best results, try to position your phone at about eye level.



6. **Do a 30 second test shoot first.** When you play it back, you'll notice what you may need to change: how's lighting – are you clearly visible, without anything distracting behind you? When you speak, are you clearly audible? Are you the right distance from the camera, or do you need to come closer or move farther away?