

Sporting Heritage CIC Video crib sheet

For use in preparing content for Sporting Heritage videos

(Working) Title of the video (*choose keywords that will make the video easy to find*):

Length of video:

Names and roles of participants:

Date, time & location of recording:

Where will the video be available?

Who is the target audience for this?

Environment

Choose a quiet and light environment to film in. Use house lights if required.

If filming outdoors avoid using windy, unsheltered areas.

Audio

Place microphones as close as possible. If using a handheld device, like a mobile phone, try to keep it no more than 3-4 feet away.

Video Checks

Use high quality mp4, if possible. This will make sending files and editing easier. If you find your video has been saved as a MOV file, you can run it through a MOV to MP4 converter online.

Film horizontally, holding the camera sideways.

Place yourself centrally in the frame, don't leave too much headroom or space around you.

Make sure the image isn't too light or dark. Skin tones should appear natural. Add or reduce light, or camera angle if required.

Don't film with large light sources behind you (i.e. windows).

Check the audio isn't clipping or distorting by doing a test recording, reduce distance to the microphone or lower input volume if audio is clipping.

Try not to hand hold the device, this will reduce handling noise.

Get additional close ups of any items you're talking about. Concentrate on details. You can either do this as a continuous recording or add the close ups in at the editing stage.

Editing

Most smartphones have the ability to trim clips for a basic video.

Avoid using filters.

If you need to do more editing, or add branding, editing software may be required. For this we would recommend iMovie on Apple devices or Openshot (<https://www.openshot.org/>). Both of which are free to download.

The length of your video isn't all-important. Audiences will listen if the content is creative and engaging. However, try to keep your content as snappy and concise as you can. If it feels too long, consider making a series.

Remember consistency is key. Try to do the same with all videos in a series - adding a unifying intro or title screen for example.

Exporting and Sharing

Send your video direct from your mobile device to Sporting Heritage to become part of the Sporting Heritage project

Email: belinda.scarlett@googlemail.com and katejessturner@hotmail.com

Upload to your own social media platforms using the hashtag #yoursportingstory

You may want to consider creating a YouTube channel or a dedicated media page on your website.

If you want to be able to embed your videos into a tweet - meaning Twitter users can watch it on their feed without leaving the page, keep the video under 2 minutes and 20 seconds. Otherwise you will have to upload the film to Youtube and simply post a link to it on your Twitter page. Other social media platforms, like Facebook and LinkedIn do not have this restriction.