

ASE - user generated video content guidance

Short videos can be great to bring a topic to life on a web page, or for our social media. ASE welcomes user generated videos as part of an agreed programme / campaign. Please discuss the content with a member of ASE staff and agree what the outputs will be and where they will be used before embarking.

Members can use their own devices to record themselves and supply to ASE.

There are some tips for ensuring that the recorded footage is as usable as possible.

- Practice what you are going to say
- Keep films short – a few minutes - unless filming a whole lecture / talk
- Film in a quiet space. You can record on your device using headphones, but consider if you want these on view. Ideally it would be better aesthetically not to use, so try to minimise background noise and do a test.
- Shoot in landscape mode please. This will ensure your film can be used across the widest range of platforms and if being edited in with other contributions, keeps the format consistent.
- Ensure your phone/camera is stable – find a way to hold or fix so it is steady
- Think about lighting so your face isn't all in shadow and you appear at your best
- Think about your background and what you want showing
- Think about framing of your face, so that you aren't super up close, but not tiny in the background either.
- Don't rush / be as natural as you can
- Face the camera and don't obscure your face – this is important for accessibility
- You can always re-take and we can edit, so don't worry too much!
- Complete a media consent form for the content (ASE can provide)
- Provide the video via a sharing platform to ASE – we can provide a sharepoint folder for you to upload to if you don't have access to something like WeTransfer or other platforms suitable to send large files, which are likely to be too large for email
- We will edit on branded front and end boards. Users shouldn't attempt to do this themselves.
- We'll also need to add captions – we can use automated tools for this but it will be helpful to provide a transcript for short films so we can be sure we've understood correctly
- We will upload to Vimeo or YouTube accounts, so they can be embedded onto our website, or we'll use direct on social channels if short enough.
- It will be good to identify up front a review date for the content.

For queries contact comms@ase.org.uk