

Create your own video

How to create great videos to share on social media and useful tips on how to tell your story.

You can use this guide to create your own videos, photos and story of why you're fundraising, why you are doing this and what it means to you.

It could be of yourself in front of the camera, or you could give a running commentary over what you're filming or interview other people that are doing the activity with you.

Don't forget to get SRUK in the footage. We can supply you with T-shirts, cycle jerseys, SRUK factsheets or some fundraising boxes to place around your venue, showing off our logo and branding. Don't be afraid to keep talking about SRUK and be proud of fundraising for SRUK, your fundraising is helping to improve lives!

Be as creative as you wish. Get inspired by watching some of our clips

https://youtu.be/W_9yHoRikVY

<https://youtu.be/GQPvFWIUQNw>

Each snippet should ideally be 30 seconds, but really no longer than 3 mins.

Getting consent to film

Before you begin it's important to note that you need consent to film other people. You will need to gain consent from adults and children aged 16 and under need parental consent.

We recommend asking each person involved to sign a consent form. For this form please email fundraising@sruk.co.uk

However, for large events, where consent may not be possible for everyone attending, it is good practice to have a general notice advising that filming is taking place and who they should speak to if they have an issue with this and do not consent to their image being used and shared.

Tips for using a mobile phone to film

Filming like a pro - If you want to create something that looks professional, remember to turn your phone to show a landscape screen and shoot the video horizontally. Otherwise, you get black panels either side of the footage.

Filming people - we all know a picture tells a thousand words, so try to capture yourself or others at opportune moments. It can be good to show people in various states such as 'in action', chatting to friends, laughing and being sentimental or emotional.

It might help to plan with others involved, about what might work best. In our digital age we are lucky to be able to film many takes, so try a few options to see what works best for your story.

Zoom control - Zooming with two fingers on your phone screen is a digital zoom and therefore your image gets worse the more you zoom. Instead zoom by just moving closer to your subject, which gives no loss of detail.

Let there be light - Most phones really do have a great camera built-in but the more light you have, the better quality footage you'll end up with. Find a great shady spot outside or if you want to shoot indoors, find the lightest area to film in.

Steadying the shot - In order to avoid wobbly footage, you can build a stand with books, or place your camera on a wall or use a tripod stand.

Using special effects - The Slow motion and timelapse features from your camera phone are impressive but be sure to use them in the right context. A good rule of thumb is to film in slow motion while the subject is moving fast and use timelapse while the subject is moving slow.

Keeping it real - Instagram and many other apps have built in filters but if you want your video to look like a pro, don't use the filters.

Is that the question?

We all get lost for words occasionally and it can become particularly difficult when you have a camera phone being pointed in your direction and being asked to just 'say something!' Here are some key questions you could ask yourself or others before, during and after your event.

Questions to answer if being interviewed or speaking about yourself in an event video:

- What's your name, how old are you and where did you travel from to be here today?
- What are you doing today?
- Why are you doing this?
- Is the event in memory or honour of anyone?
- How was their life affected by Scleroderma and Raynaud's?

- What is happening at this event?
- How many people usually come along?
- How much do you hope to raise for SRUK?
- What do you hope to achieve? / What is your one wish or dream?
- What has been the hardest thing in fundraising?
- What has been the best thing about fundraising?
- Would you recommend anyone do this activity/ event?

Questions to ask participants e.g. other people at an event with you:

- What's your name, how do you know (fundraiser)?
- Why are you here? / how are you supporting them?
- What do you know about Scleroderma and Raynaud's?
- What's the best thing about this event and would you recommend others to come along (if this is an annual event)?
- Out of 10 how would you rate his/ her efforts?
- Would you get involved again/ has this inspired you to do something similar?

Uploading your content

You can upload your footage to your social media accounts, alert us and we'll follow/ like/ share. We are always looking for content for our website and to use for other promotional purposes, so get in touch for more details, we'd love to see your efforts and share them with our community to encourage others to do the same.

If you need any further help do get in touch. We're really looking forward to seeing you in action.

Please use our twitter handle @WeAreSRUK and if you're doing a challenge event you can use our hashtag #TeamSRUK

SRUK Facebook

facebook.com/WeAreSRUK

SRUK Twitter

twitter.com/WeAreSRUK

SRUK website

www.sruk.co.uk/