

Video Instruction Guide

Dear parents,

We are excited to join forces to create an engaging video to promote the new kids' activity poster featuring the Locks Heath Puma Cubs! If you'd like to take part in our video, please follow these instructions for creating your homemade video content.

Overview

- You can use your phone to capture the video footage. Check out our 'top tips' for filming at the bottom
- If you can, please record all the scenes outlined here. These can be sent to us in multiple different files (don't worry about trying to capture all of this in one take)
- Feel free to have a bit of fun with the script – you can make up your own dialogue for the first scene if you like
- Kids are encouraged to wear their Locks Heath rugby kit if they wish to
- Record in landscape mode (horizontally instead of vertically). This will give you footage that looks good on larger devices, not just phone screens
- Please stick to the guide below as much as possible and speak clearly to the camera
- The final full-length video will feature a mix of everybody's content from the club
- Don't worry about video editing! We'll take care of that

We hope you enjoy creating the video! Please share your raw footage to HUCooperVision@unlimitedgroup.com by **18th April 2021**. If your files are too large to send, email us and we will sort it for you.

For any questions or for more information about the creation or distribution of the social media video, please don't hesitate to contact us.

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Filming Guide			
Shot	Footage sought	Timings (approximately)	Suggested dialogue
1	Parents laze about on the sofa swiping on their phone/tablet with the TV on	5 seconds	
2	Children from across the room tell their parents to get off their screens and go outside	6 seconds	“Come on, you’ve been glued to those screens for ages. It’s time to get outdoors into the fresh air!”
3	Parent’s gasp, look shocked and stare at each other	5 seconds	“But kiiiiids, we are right in the middle of a game!”
4	Children come over to the sofa and remove the tablets and turn off the TV	5 seconds	“It’s high time you got off this sofa!”
5	Children march their parents into the back / front garden	5 seconds	
6	Parents and children enjoy time outdoors together. Activity examples: Playing tag, stuck in the mud, throwing/catching a ball etc.	20 – 30 seconds	
7	Child speaking to the camera in an outdoors space	40 – 60 seconds (Please record all segments)	“Spending time play outdoors is important for your mental health, physical health, improves concentration AND even helps keep your vision healthy”
			“Everyone, especially children, should spend at least one-and-a-half hours outdoors every day.”
			“But we think we can do even better – so we’re challenging everyone in the UK to spend two hours outdoors every day!”
			“So, put down your devices and turn off the TV – and check out our new activity poster where you can find ideas for outdoor games”

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			<p>“The poster has ideas from us, the Locks Heath Cubs Rugby Club.”</p>
			<p>“And you can track how many hours you have done each day!”</p>
			<p>“So come on UK, get outdoors, two hours a day!”</p>
8	End with children / parents laughing and smiling at the camera	5 seconds	

Top tips for filming

- Position your phone in landscape mode and try to use the camera on the back of your phone rather than the front ‘selfie’ camera
- Ensure you are in a room with plenty of light
- Wipe your phone camera lens with a clean tissue to ensure there aren’t any smudges
- Try to film somewhere with minimal background noise, so the sound is nice and clear
- Avoid shaky footage by holding your phone so you are still and stable