

Do you want to make a video to promote your social enterprise and how it will make a difference?

- Do you have the use of a camera, or a computer or a mobile phone?
- Decide what you want to say, what do you want your audience to know?
- Decide who is going to say it – a group of people could each say something.
- How will you show it to people – through your school or own website, through Facebook or Twitter?

People don't usually want to watch long video messages.

The current limit for video length on Twitter for example is 2 minutes 20 seconds – 140 seconds - so that might be a good limit for your video. Longer videos can be uploaded onto Twitter – but let's keep it simple.

How will you do it?

- Record on a laptop, tablet, phone or digital video camera.
- Check the sound and vision quality of your recording before you send it – play it back and see what your team thinks
- Check that your message is clear or are you asking them to do something – a call to action?
- Be clear on your purpose, what difference do you hope this will make?
- Save your video in a resolution suitable for screen - an MPEG or similar file.

Some basic advice:

- You may wish to 'brand' your video with your school's name or use a logo or name for your social enterprise or your purpose – either constantly on screen or at the start and end of the video.
- Be clear about what you want to say – bullet points on a note can be helpful to ensure you remember everything.
- In 2 minutes, 20 seconds (140 seconds) you can probably speak between 240 and 300 words. It may be more depending on how quickly you speak.
- Remember 140 seconds is a time limit – not a target. So, if you can say what you want to say in less time, then do so.
- Cover the basics:
 - a. What is your social enterprise business idea?
 - b. If raising money for charity which one?
 - c. What difference do you want to make?
 - d. What is the name of your school?

- e. What year group are you?
 - f. What do you want to achieve?
 - g. Why do you want to achieve your objective?
 - h. What do you want people to do to help or buy?
 - i. Are you making a positive impact on a UN global sustainability goal?
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- It is probably best not to write and read a script – most people reading from a script sound dull and flat, and if you are working off a piece of paper, you won't be able to make eye contact with the camera lens (and your audience).
 - Rehearse what you are going to say. You don't need to be absolutely word perfect, but you need to be clear, and confident with the content – like you would preparing a school play.
 - If you are recording on a laptop – put the bullet points on screen, then you don't have to look away.
 - Be relaxed, friendly and natural – you want people to like you.
 - Don't forget to breathe. There's nothing wrong with pausing for a moment at the end of a sentence – it's what you do naturally in a conversation.