



Guidelines for User Generated Content

Content

- Video should address one (1) or more of the following questions:
 - What are you/your organization/your school working to protect?
 - What is being harmed at a local level?
 - What have you/your organization/your school been doing to address the issue?
 - How have environmental education programs changed your understanding of climate change?
 - What are the benefits of environmental education at your level?

Tone

- Informative, not confrontational.
- Chatty and Authentic. It doesn't need to be perfect!

Technical Specifications

- Horizontal (landscape layout); not too closed-up if it needs to be reframed vertically for social media.
- Resolution: 1080 HD or 4K (pre-set resolution)
- 2-min length (for testimonial)
- No professional equipment is required. You can use your phone to capture professional video footage – the quality is just fine for most purposes. There are still a few things to keep in mind if you're going to use your phone for video creation:
 1. Use the camera on the back of your phone. The front camera's quality is not as good on most phones.
 2. If your phone has a feature that allows you to overlay a grid on your screen, use it. This will help you keep your phone level and avoid tilted footage (check Settings/Camera/Grid; grid should be on).
 3. Sound is crucial. Make sure the location is quiet and that the speaker's voice is perfectly audible.

Tips & Tricks

For Testimonials

- Place the phone on stable support at eye-level and arm's length (approx. 1m) and stand in the centre of the image.
- If possible, film yourself in front of a neutral background (but avoid plain white), preferably in a bright place, with natural light on your face (not behind you).
- Speak slowly and distinctively, pay attention to your posture. Relax your shoulders!
- Pause between each sentence.
- Before you start recording, take a deep breath and smile!

For Extra Footage

- Use a tripod to avoid shaky footage.
- Shoot plenty of B-Roll footage as it can be useful to show the context (groups of people, the nature around you, your school building and surroundings).
- Variety is key: Shoot wide shots, close-ups... as many interesting shots as possible!