



A BEST PRACTICE GUIDE

Creating user-generated film content

WHAT IS USER-GENERATED VIDEO?

User-generated video is typically 'home-made' in the sense that a professional camera crew hasn't been hired for the job. These sort of videos have usually been filmed on a smartphone – making them cost effective and easy to produce. They feel more authentic, more believable and more relatable. They are easy to share on social media and our target, students, are highly receptive to this style of user-generated content.

USER-GENERATED VIDEO – Guide for students

EXAMPLE GUIDE

Thank you for helping us with content for PRIME. As you've experienced a PRIME work experience programme, we thought it'd be a fantastic opportunity to give our audience (and prospective PRIME students) an insight and glimpse into what it is like to complete a PRIME placement.

- Please film on your smart phone yourself explaining aspects of your experience.
- We will edit your film– so don't worry if it doesn't fit together!
- Please film in landscape mode and in the highest definition you can.
- The more film the better, but don't spend longer than an hour of your time on these, and only film what you feel comfortable with.
- Please email your videos to admin@primecommitment.co.uk who will edit your film!
- Watch this example to see what style of film we're looking to create – <https://bit.ly/2HeUjwD>



USER-GENERATED VIDEO – Guide for students

EXAMPLE GUIDE

- Film in a quiet, well lit location with an interesting background (like in a living room or kitchen – rather than a plain wall).
- Speak loudly and clearly, and be sure your answers include the question – try and keep your answers concise and no longer than 30 seconds

Your PRIME Experience

Please film yourself answering some of the following questions.

1. Your name, when you did work experience and with which firm.

2. Explain a little bit about your background and your personal story.

E.g I come from a small village in Wiltshire called Pewsey, I'm the first in my family to go to university...

3. Why did you choose to do PRIME work experience?

4. How has the PRIME scheme helped you?

5. What would you say to someone thinking about applying to a PRIME work experience scheme?

6. What advice would you give someone about to go on a placement?

E.g. how to make the most out of their time on a PRIME placement. (Please make this answer come to a conclusion to end the film with)

To make your film a little more visually interesting, you could also film some 'cutaways' and/or provide photographs. Below are some ideas of things you could film:

- Landmarks in your home town e.g town centre, local parks, local scenery
- Scenes from your home – e.g Sunday lunch with family, playing with younger siblings etc
- Your school
- Your university – halls, central buildings, sports teams
- Transport – travelling on train/bus.



USER-GENERATED VIDEO – from the Firm

IDEA 1: TALKING HEAD STYLE

- For a 'talking head' style film, make sure you have a very quiet room available as background noise will distort the video.
- Film on the highest quality possible on your camera phone, ensuring it's fixed in the landscape position.
- Allow your subject to answer a series of 3-4 questions. Keep the full film to no longer than two minutes – we'd recommend capping the films at 60 seconds.
- Think about who students might like to hear from. You could include Partners, the person who runs the programme or lawyers from a similar background – It's all about breaking down barriers.



Film style example:

<https://bit.ly/2HEWyJ8>



USER-GENERATED VIDEO – from the Firm

IDEA 2: ROAMING SELFIES

- Film on the highest quality possible on your camera phone, ensuring it's in the landscape position.
- These sorts of films require the front facing camera of a smart phone.
- Centre the content of your film around a theme or question in different locations with 3-4 different contributors telling their story.
E.g. “The one reason why you should do PRIME work experience at *firm*...”
- Works best when the answer is filmed somewhere quiet.
- Take footage from around the firm and footage that relates to the story or topic that's being focused on – such as old photographs or video.
- Film style example – <https://bit.ly/2HeUjwD>

