



Making Roads Safer

# Briefing note for preparing a pre-recorded video

While many of you will be comfortable and experienced in creating your own video – and have the software to do so – we are aware that some of you may appreciate some help and support.

This briefing note contains tips and advice about how to record a video presentation and how to send it to The Road Safety Trust.

If you have any further questions, please don't hesitate to contact the RST communications team at [media@roadsafetytrust.org.uk](mailto:media@roadsafetytrust.org.uk).

## Before you start

Here are some other general tips and hints that may be useful:

- Make sure you are positioned centrally on the screen and no further than 1 metre from the laptop/phone
- Headphones or a clip-on microphone will improve sound quality
- Minimise background noise
- Try sitting away from a window, or other bright light source
- Ensure that all other software on your computer/laptop is switched off (email notifications etc.)
- Think about the clothing you are wearing, and how this will work against the backdrop (avoid a clash of colours etc.)



# Recording your video

For those without recording equipment, there are a number of ways to record your video. You can use either your mobile, or laptop/computer.

## Laptop/computer

Our recommendation would be to use your laptop to record your video.

### Option one – using Zoom/Teams

Our suggestion is to use Zoom/Teams (or similar software) – by setting up an individual meeting and hitting the record button.

Here are the instructions on how to record a Zoom meeting:

<https://support.zoom.us/hc/en-us/articles/360059781332-Getting-started-with-recording#:~:text=After%20starting%20your%20meeting%2C%20you,or%20Record%20to%20the%20Cloud.>

Here are the instructions on how to record a Teams meeting:

<https://support.microsoft.com/en-us/office/record-a-meeting-in-microsoft-teams-34dfbe7f-b07d-4a27-b4c6-de62f1348c24>

### Option two - using your laptop's recording software

Most laptops come with internal recording software. On a Mac, this is called QuickTime – while on Windows, it will depend on the model.

This software can usually be located by opening up the start button.

## Mobile phone

Once you have chosen your location you need to find a way to set your smartphone so that it is steady and positioned in a way that it will film a clear 'mid shot' of you. The framing below is ideal. The camera should be positioned at roughly the same height as you – you don't want to be looking down or up at the camera. As the style below:



## Settings

Here are some other general tips and hints that may be useful:

- Please record your video in 'landscape' mode (i.e. so the phone is filming horizontally).
- Set your video recording settings to the highest possible quality. This is likely to be HD (1920 x 1080 pixels) or 4K (3840 x 2160 pixels).
- Set your camera to autofocus (most phones do this anyway).
- Turn off notifications while you're filming, otherwise your footage may be ruined by noises or vibrations.

## Look at your camera's lens

Throughout your recording, please try to keep your eyes fixed on the camera's lens. This will help hold the attention of your viewers.

# Submitting your video

To submit your video, please use *WeTransfer* (or similar file sharing service)

1. Visit [wetransfer.com](https://wetransfer.com)
2. Add file
3. Email to your Grant Manager at The Road Safety Trust and to [media@roadsafetytrust.org.uk](mailto:media@roadsafetytrust.org.uk)



When you send the video, please include confirmation that you give us full rights to use the video for publicity purposes including, but not limited, to X, LinkedIn, YouTube and the RST website. Please also confirm you have the consent of all identifiable persons that appear in the video.