



Volunteer Video Guide

Alumni videos are an invaluable tool to help students see first-hand what former students have been doing since leaving school. We are often asked to provide some more guidance and have created this short guide to help you make the best videos possible.

Equipment

The first thing to know is that you don't need any fancy equipment to produce a good video. You can use your smartphone. The key thing is to keep it stable throughout your video. If you are making a video make sure you prop your phone against something to keep it from moving around, or ask someone with a stable hand to film you.

Lighting

The second thing to consider is the lighting, make sure you are in a quiet, light space where you can be clearly seen.

Content

You will need to consider the content of your video before you start filming, so here are a few questions you may wish to consider:

1. What does the day to day of your job look like?

Many people say every day is different but this doesn't really tell students much about your job. Think about the common themes to your job. If you spend 50% of your time in the office, then talk a little bit about what your office time looks like and then talk about the other 50% of the time out of the office.

2. What skills do you need to do your job?

Talk about things like teamwork, resilience and communication. Feel free to use specific examples. For example, if you are an estate agent you need to communicate effectively in order to negotiate with clients.

3. What is your favourite part of your role?

Sell your career and sector to the next generation! Whether it be securing new clients, saving lives, or your team, we want to hear all about the best part of your role.

It is also worth keeping your video short to keep the attention of your audience, we recommend keeping it to about one minute.

Language

When you start your video you will need to introduce yourself. For data protection reasons, use only your first name. Make sure your language is easy to understand. Cut out any jargon - you know what it means but students may not. Even simple terms like admin may not be easily understood, so if you say it be prepared to explain what it means. For example, "I start my day with some admin. By that I mean I check and reply to my emails. I sort them into what needs to be done and place them in their folders. Then I check my calendar for the day".

Also be aware of abbreviations or acronyms. Terms like CEO or PA may not be obvious to students so do think about saying the full job title at least once in your video.

Body Language

Relax and smile throughout your video. Remember, you are really well placed to help students become more aware of the jobs available to them, and you are the expert at what you do.

What do I wear and location?

The best thing is to appear professional in both dress and environment. Aim to film your video at work, in a professional, quiet setting.

Watch our short example video to see these tips in practice.