

# International Paramedics Day 2023

## Video and Photography Guidance



The following pointers may help you to create your own video footage or photographs to support International Paramedics Day and our 2023 theme 'What Paramedics Do' on 8th July.

Please share your videos and photos with us so that we can use them to enhance the campaign. Details of how to do this are set out at the end of this document.

### **MAKING A VIDEO**

#### **Using a smart phone or camera**

If you don't have professional video equipment, we advise using a smart phone (rather than a tablet or laptop) or camera for making a video.

#### **Smart phone and camera settings**

Set your device to 'AUTO' mode. The camera will then automatically change its settings depending on your light situation and will do the focusing for you.

Then select Frames Per Second (fps) for recording. The following are ideal for our purposes:

- 4K at 30fps, 25fps or 24fps
- 1080p HD at 30fps, 25fps or 24fps
- 720p at 30fps, 25fps or 24fps

#### **Talking heads**

Content:

- Consider the theme #WhatParamedicsDo and how you can talk about or demonstrate your role and the setting in which you work.
- You may like to talk from your own experience. Film your colleagues talking about their experiences – individually or as a small group. Film family members and friends, encouraging them to talk about their impressions of the work that you do and what it means to them.
- Remember, it's all about educating and engaging people and giving them new insights into what it means to be a paramedic and the wide range of roles and settings that paramedics work in.

Portrait or Landscape Shooting:

Please try to shoot in portrait mode as many social media platforms are designed for portrait videos.



### Positioning:

If you would like to film yourself (or someone else) talking, then the camera should be positioned directly in front of them. If you're filming yourself, it's worth using a small tripod to ensure the camera stays still. Alternatively, you can make a stand out of books or by propping the phone up on a shelf or desk.

### Framing:

If you are filming a 'talking head' you only need to include the head and shoulders. Seeing only the head and shoulders is something that you should aim for, unless it is specifically required for more of the body to be seen - an interview of someone walking for example.

### Backgrounds:

White or grey backgrounds are good if you don't want anything distracting to be seen whilst the speaker is talking. Equally, you could choose an appropriate indoor or outdoor space to add visual interest, reinforce your message and illustrate what you are saying. Just be careful not to choose anything too distracting as viewers may not listen to what you are saying.

### Lighting:

Try to use natural lighting. Standing near a window would be ideal, but don't stand in the window with the camera pointing out the window as you will probably end up being a silhouette. Stand looking out of the window with the camera placed facing away from the window. This will cast a good light on you.

If you're not able to find a window, find some artificial lighting that isn't too harsh. An overhead light will do. Don't stand directly underneath it as it will cast strange shadows on your face. Stand to the side of the light.

### Length of Video:

Aim to get your message across in 30-60 seconds (maximum) to keep viewers' attention. Keep your video concise and to the point. Start on a really interesting fact or question. People love questions. Try and grab your audience from the start. They will then want to watch for longer.

## **Situational video**

### Content Parameters:

- Do not include patients. If you really want to include patients, make sure to get written permission to film them and to make the footage public.
- Don't film real-life incidents or accidents. If you are wanting to film a scenario, it will need to be staged, or taken from a training exercise with the permission of all parties involved. [ay social media channels](#), but please be aware that the photos featured on the case studies page of the website will be cropped to portrait.



## TAKING PHOTOS

The photo instructions are very similar to the video instructions.

Settings:

Either shoot a JPEG image or a RAW image to ensure that it is sufficiently high quality.

NOTE: RAW photographs tend to have rather large file sizes so if they are being uploaded to a platform, it might take a little while. JPEG images are smaller in size so won't take as long. JPEG images are usually compressed versions of a RAW image and are preferable, for our purposes.

Portrait or Landscape:

Landscape photographs and portrait photographs will work equally well for the International Paramedics Day social media channels, but please be aware that the photos featured on the case studies page of the website will be cropped to portrait.

Content Parameters:

Please see the video content parameters above – the same guidelines apply.

## HOW TO SUBMIT CONTENT

Please upload your case study photos and videos [here](#)

We will try to feature as many as possible on the International Paramedics Day case studies page and promote them via social media.

## REMEMBER TO SHARE YOUR CASE STUDY ON YOUR OWN COMMUNICATION CHANNELS

Please share your photos and videos as widely as possible on 8th July and remember to use the hashtags **#IPD2023** and **#WhatParamedicsDo** so they get as much engagement as possible.

**Thank you!**

