



MOBILE VIDEO FILMING GUIDANCE

PURPOSE

These videos put real people at the centre of the Prosthetics and Orthotics Awareness campaign. Every clip should feel human, credible, and part of one shared voice.

VIDEO FILMING GUIDANCE

STYLE

- Natural, warm and authentic
- Plain background or real-world setting
- Good light and clear sound
- No heavy editing or filters

LENGTH OF CLIP/FILM

30 second campaign videos. This is non-negotiable.

VERTICAL V HORIZONTAL

When creating video content on your mobile phone, think about what platform the clip is going to appear on – 94% of people watch videos vertically on their smartphone. For consistency and the purposes of the Prosthetics and Orthotics Awareness Campaign series, **please shoot ALL video clips vertically.**

FRAMING

Make sure your phone stays steady. This can be fiddly and require a bit of ingenuity on your behalf, but ensure the camera is propped up and doesn't move about, isn't too high, or too low. It should be about body height and level (not angled up, or down). This may mean stacking some books onto a table. No contraption is too silly for a good shot. If you have access to one, use a [flexible mobile phone holder](#) to get the perfect angle.

Framing is key! You may need a friend to stand in for you, or you may have to do a few test recordings but make sure the camera is in the right place, and you can see what you want to be shown? Does the image look strange? Are you cropped too high so you can't see the top of your head? If so, move the phone back. Watch out for headroom, this is the empty space above your head, **we want your head and shoulders to fill the frame as much as possible**, so play with the angles to ensure the shot looks natural.

Look at the camera! If you are giving instructions or explaining what you are doing, make sure you are looking at the camera. Put yourself in the middle of the frame - again this may take a bit of trial and error, but ensure you are not too far left, or too far right in the frame.

AUDIO

How the video sounds are as important as how it looks, and you need to ensure a few things to make it the best it can be. Find a quiet space. Traffic noise, fridges, washing machines, TVs all make noise that really puts viewers off. If you are indoors making sure the window is closed, and the TV is off. We want to be able to hear you, and only you. If you are going outside, make sure that it's not windy. Wind makes a terrible noise on microphones. Bear in mind a lot of sounds we don't really notice (traffic, engines, leaves rustling) can be almost unbearable. If you are unsure, do a quick test, and honestly ask yourself if it's good enough. If not, think of where else you can do it. Use wireless headphones with a microphone. This is ideal, and not everybody has them, but if they are available, and don't get in the way, then use them.

LIGHTING

Even if everything so far is perfect, bad lighting can ruin it all. Unlike professional cameras, phones don't give you control over exposure, so please avoid having bright and really dark bits in your frame. Try to have the window facing you and lighting you up. Make sure any windows are not behind you. Watch out for panda eyes which happens when the light is coming directly above you (think of the iconic Godfather film). Try turning off the light or moving away from it. We'd suggest filming during the day, so you can use natural light as much as possible. At night, even with all the lights on, the image can look murky and grainy. Feel free to experiment but be honest when looking at the video - if it does look grainy, you need more light or you'll have to do it at a better time. If you're outside and dark while the background is light have a look around you and see if there's anything dark in the background (a patch of trees, and shaded garden shed). If you are facing towards that, then the camera will see you as brighter than that.

TOP TIPS: [MOBILE FILMING](#)

- 1 Clean your camera lens.
 - 2 Charge your phone and carry a charger and battery pack.
 - 3 Airplane mode AND WIFI off.
 - 4 Autofocus.
 5. Make sure you have enough storage
 - 6 Locate your microphone.
 - 7 Be careful of earphones with microphones.
 - 8 Always do a test first so you know how it looks. If it looks weird, try and fix it rather than just going with it.
 - 9 Find an example of what looks good on YouTube and copy it!
- Make sure you have enough
- 10 Make sure that we can hear you clearly.
 - 11 Keep that camera steady at all costs!

NON-NEGOTIABLES

All videos must follow these standards

- All videos are a maximum of 30 seconds
- All videos are portrait (vertical) format
- All videos are head shots
- All videos are branded using the campaign graphics, these will be applied after filming by the BAPO secretariat
- All videos must end with the spoken line
“That is why I value Prosthetic and Orthotic Services”
or
“That is why we value Prosthetic and Orthotic Services”

WHO IS FILMING AND WHAT TO SAY

PATIENTS

Theme. Human stories

Focus on what prosthetic and orthotic services have made possible in real life. Keep it simple, emotional and true.

Examples of angles

- Thanks to my prosthetist I can pick my children up from school
- Thanks to my prosthetist I was able to walk down the aisle
- Thanks to my orthotist I can carry on doing the job I love
- Thanks to my orthotist I can ride my bike
- Thanks to my prosthetist I was able to walk my daughter down the aisle

Suggested structure

- Who you are
- What prosthetic or orthotic care has enabled
- End with the campaign line

Example

"I'm Tom.

Thanks to my prosthetist I was able to walk my daughter down the aisle.
That is why I value Prosthetic and Orthotic Services."

PROSTHETISTS AND ORTHOTISTS

Theme. Human impact

Focus on relationships, not just roles. This is about people, not procedures.

Key angles

- Working with patients from birth to end of life
- Building trust and long-term relationships
- Moments that show the difference your work makes

Suggested structure

- Who you are and your role
- One line about the impact of your work on patients' lives
- End with the campaign line

Example

"I'm James. I'm a prosthetist.

I work with people from childhood through to later life, supporting them through every stage of their life. That is why I value Prosthetic and Orthotic Services."

TECHNICIANS AND SUPPORT WORKERS

Theme. Human impact

Shine a light on the craft and the connection behind the scenes.

Key angles

- Working with patients across their lives
- Seeing how your skill shapes confidence and independence
- Being part of a team that changes outcomes

Suggested structure

- Who you are and your role
- One line about how your work affects patients
- End with the campaign line

Example

“I’m Aisha. I’m an orthotic technician.

Every day I help create something that lets someone move with confidence again.

That is why I value Prosthetic and Orthotic Services.”

Charities

Theme. Partnership and purpose

Each charity explains what they do, then connects it clearly to prosthetic and orthotic services.

Key angles

- Who you support
- What independence means for the people you work with
- Why your mission depends on strong prosthetic and orthotic services

Suggested structure

- Who you are and your organisation
 - What your charity exists to do
 - Why you cannot achieve that without prosthetic and orthotic services
- End with the campaign line

Example

“I’m Brian from Blesma

We help veterans rebuild independent lives after injury.

We cannot achieve that without the support of prosthetic and orthotic services.

That is why we value Prosthetic and Orthotic Services.”

FINAL CHECKLIST BEFORE SENDING

Is the video under 30 seconds?

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Is it portrait and a head shot?

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Is the message human and clear?

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Does it end with the agreed campaign line?

☐

Has it been sent to the BAPO secretariat for branding?

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