




RCP Player

Top tips on how to make a great video from your phone

- > Film in **landscape**: not only is this aesthetically more pleasing, it allows you to capture more and makes better viewing on widescreen and TV.
- > Be aware of the **background**: avoid back-lit areas as smartphones tend to output footage with a light halo. Be aware of what is around you, avoid sensitive information and potentially awkward background passers-by. However, do embrace raw footage and try not to stage shots too much.
- > Turn your **flash off**: this will stop red eye and changes the colour temperature of your skin. If you are recording at night, try and find another light source, eg street lighting.
- > **Avoid zoom**: move closer to your subject for better quality.
- > **Lock your focus** in place by tapping and holding on the screen where you want the focus to be.
- > Please ensure that you are the only person featuring in your video. Unfortunately, we will not be able to use films which feature people who have not consented to filming, in accordance with GDPR legislation.

Social media tips

According to Twitter, videos are six times more likely to be retweeted than tweets with photos. We will create a preview of your video (no longer than 40 seconds) for Twitter. We will link this to the full-length video on the RCP Player.

- > **Share** to your networks – we want to spread the great work. If you need any guidance on this, please visit:
  
- > Make sure you **tag** us so we can share your content:
Twitter
@RCPLondon
Facebook
@RoyalCollegeofPhysicians
Instagram
rcphysicians
- > **Pin** your tweet, even for a week when the content is newly released. Twitter is a fast moving platform and pinning your tweet allows your top content to take pride of place at the top of your feed, regardless of when you tweeted it. Pinning a tweet is simple:
 - Go to your Twitter profile.
 - Find the Tweet you want to pin.
 - Click on the three dots.
 - Select 'Pin to your profile page.'
- > When you post, include the hashtag **#doctorsdiaries**. This is crucial so we can ensure your videos are categorised, increase engagement and teach our audience.