



## **VIDEO SUBMISSION INSTRUCTIONS**

### **What should the video cover?**

Applicants should be able to address the following questions:

- Please tell us something about yourself. What do you do?
- What organisation, club, network, community or group are you affiliated with?
- What do you find most gratifying from joining this group? The most difficult?
- What social problem do you see in your community that you would like to change?
- What have you done to address this?
- How do you think this will change things in your community?
- What is your motivation to attend the Camp? What do you want to achieve?

### **How long should the video be?**

The video must not be longer than two (2) minutes. We will not consider applicants whose videos are longer than those two minutes (+/- five seconds). Therefore it is important that your answers to the questions above are to the point.

One thing to keep in mind: the larger your video file is, the longer it will take to upload. Therefore we would suggest that you create it in a resolution no higher than 640x480; high-res results in very big file sizes. Most video editors allow you to choose a resolution for the video you're creating.

### **Does the video have to be well produced and edited?**

If you wish to edit your videos from more than one take, or if you'd want to add captions, photos or other materials, you are welcome to do so. Let your creativity shine!

However, a well delivered, single-take video of you speaking directly to the camera is just as likely to impress. Please remember that you are not addressing a camera, but a team of real people who are looking for leadership qualities.

Do note that **the sound on the video needs to be clear and audible** – if you wish to record your video outdoors, you may want to use a microphone or at least make sure that there isn't too much noise that makes it difficult for you to be understood.

### **Any tips on how to 'perform' in front of the camera?**

Rather than stopping the recording every time something goes wrong, you should keep going and perhaps answer the questions two or three times in a row; and then choose the best version. (Most computers nowadays have simple video editing software installed, e.g. Windows Movie Maker or iMovie, and these make it easy to choose the best take.)

### **I am having technical problems uploading the video. What can I do?**

Before you do anything else, please check the YouTube Help resources. If they are of no help, please get in touch with us through [changemaker@britishcouncil.org.ph](mailto:changemaker@britishcouncil.org.ph) and we'll help you resolve the problem or help find an alternative way of submitting your application video.



## Local Changes: Ideas to Impact A CSO-SEED Social Enterprise Ideation Camp

As there is always a risk of technical problems, please make sure not to leave shooting and uploading the application videos until the deadline (21 October 2017) expires, as this gives us very little time to solve the problem and as a result your application may not be considered. (Note that we can only provide technical support on business days.)

### **How do I share my video with British Council Philippines?**

When you upload your video, you can make it *Public* (which means that anyone can see it and search YouTube for it), *Unlisted* (the video doesn't show up in a search, but anyone who is given the link can view it) or *Private* (only YouTube users specified by you can view the video). It is up to you whether you want to make your video public so that anyone can see it; we would recommend that you make it unlisted. *We will not be able to view videos set to Private!*

When you fill in your application form, you will be asked to provide your video's direct link. This link will look as follows: <http://www.youtube.com/watch?v=xxxxxxxxxx> (the eleven digits at the end are different for every video.)

### **I cannot post my application video on YouTube. How can I make sure British Council gets it?**

If YouTube isn't accessible, you could try a different service, e.g. Vimeo ([www.vimeo.com](http://www.vimeo.com)) Alternatively, you should be able to send your video using a file-sharing service. We would recommend that you create a free account either at <http://www.wetransfer.com>, <http://www.yousendit.com>, or <http://dropsend.com>

Make sure to send the video to [changemaker@britishcouncil.org](mailto:changemaker@britishcouncil.org) However, please note that you cannot send the video as an e-mail attachment – our mail server will filter out any attachments that are too large!

You can also upload it on Facebook and tag or mention us @csoseed or hashtag your video #localchanges. Make sure your video is also public.

### **Once I have filled in my application and provided my video link, is that it? Have I completed my application?**

Yes. We will send notifications to applicants who have submitted a complete application (i.e. application form + video/video link); this can take up to three (3) business days.

Good luck with your application!