

VIDEO GUIDELINES



Thank you for your interest in contributing to Exercise Right! We accept video submissions from Accredited ESSA Members. Video submissions are eligible for 1 CPD point each under the category Self-Education.

By providing video content for Exercise Right, you also have the opportunity to promote your profession and encourage the general public to engage with your profession.

Depending on the topic and format of your video content, it may be distributed across our Instagram, Facebook, TikTok, Youtube and/or our website. Your video will have the potential to reach up to more than 40,000 people across our social channels and more than 10,000 people on our website per month, so it's important that your video is of high quality and relevant to our audience.

Your video will be peer-reviewed by at least one Accredited ESSA staff member to ensure that all information is accurate and substantiated.

Our marketing team will also review and may edit your video to ensure it is suitable to our audience and adheres to the size and length requirements for social media.

Please liaise with our marketing team to discuss your video topic by emailing hello@exerciseright.com.au before starting your video. Once your idea is approved, we will provide you with a waiver that must be completed and submitted with your completed video.

VIDEO TOPIC AND SPEAKING GUIDELINES:

- Aim for a video length of 30-60 seconds. If needed, a maximum length of 90 seconds will be accepted.
- Introduce yourself, your profession and optionally your practice, clinic or place of work.
- The simpler and more concise the video topic, the better. Some examples include “how to correctly do a push-up” or “how to exercise right with type 2 diabetes.”
- Aim to choose a topic that our audience will be able to relate to. For example, “how to run a marathon” is both too broad a subject and isn't very relatable to the everyday person. A similar topic instead could be, “how to start running as a beginner” or “exercises to increase your cardiovascular fitness”.
- The tone of the video script and voiceover should be conversational and approachable. Aim to highlight the importance of your profession and how it can help the audience.
- Keep language simple, avoid jargon and use layman's terms that an everyday person will be able to understand.

VIDEO FILMING AND EDITING GUIDELINES:

- A mix of video clips is preferred. Try to include a range of clips demonstrating the exercise, movement or activity you're describing (see examples below).
- Videos must be filmed in portrait on your phone rather than landscape.

- You are free to edit your video on whatever platform you like. We recommend apps like InShot or CapCut which are free and user-friendly.
- If you choose to use voiceover in your videos, which is possible when using apps like those mentioned above, please include captions where possible and ensure that they do not cover important parts of the video, such as the demonstration of exercises.
- Alternatively, you can just use captions to describe the exercise rather than using a voiceover. Our marketing team will then include appropriate background music before posting.
- Please film in a light and open space where there is plenty of natural lighting, whether that's inside or outside. Please also ensure you have an appropriate and tidy backdrop behind you.
- If you're speaking in the clips you film (rather than using a voiceover), try to find a space where there is little to no background noise.

References:

- If any evidence is referenced in your videos, please include the correct reference citations in your email when you submit your video to us.
- Any evidence, research, statistics, studies or scientific information included in your video must be credible, reliable and come from an academic or scientific source.
- If you're unsure if a source is credible or if it should be used, please email hello@exerciseright.com.au. We will then confirm this resource with our team of exercise professionals and get back to you.

If you have any questions or aren't sure about how to film or edit your video, please reach out to hello@exerciseright.com.au.

Below are some great examples of the kinds of videos we are looking for in terms of topic, filming style, tone of voice and voiceover:

- <https://www.instagram.com/reel/CsSO9sfMJCQ/>
- <https://www.instagram.com/reel/CsnrnCHsB2B/>

VIDEO CHECKLIST:

Video topic has been approved by ESSA marketing team before commencing.

Mix of video shots (both facing the camera and demonstrating).

Script is understandable and conversational with no technical language.

You have signed the waiver provided by our marketing team and sent both the waiver form, any references used and your video to hello@exerciseright.com.au once completed.

If you have any Instagram, Facebook or TikTok accounts (including personal and business) that you'd like us to tag in the video when we post, please let us know by linking them when you send through your video.

Please forward any questions or concerns to hello@exerciseright.com.au