

# Content Creation

## 0. Purpose of the Document

Social media is an essential part of modern brand communication. It allows companies to build reach, interact with their target audience, and create trust in the brand. A structured approach to content creation helps to develop effective content, achieve strategic goals, and thereby directly and indirectly contribute to overall business objectives (e.g., brand awareness, customer loyalty, sales). To implement this successfully, it is crucial to have a deep understanding of the target audience and their needs. [Status: 04.08.2025]

## 1. Find Your Suitable Content

### 1.1 Campaigns

Campaigns are targeted communication activities designed for specific events or objectives. Examples include:

- **Awareness Campaigns:** Increasing brand awareness.
- **Seasonal Campaigns:** Content tailored to specific seasons (e.g., Spring Campaign) or sporting events (e.g., the Olympics).
- **Thematic Campaigns:** Focusing on Bauerfeind's key topics such as knee health, osteoarthritis, chronic conditions, or specific sports.

### 1.2 Product Launches

Product launches are an excellent opportunity to draw attention to new products. Suitable approaches include:

- **Teaser Posts:** Initial hints about the new product (e.g., "Coming Soon," "Stay Tuned").
- **Behind-the-Scenes Content:** Insights into the product development process or the production of campaign materials.
- **Customer Opinions:** Testimonials and feedback from the community.
- **Product Benefits:** Carousel posts or information posts explaining the key features and advantages of the product.
- **Other Options:** Unboxings, try-on videos, FAQs, and more.

### 1.3 Key Topics, Focus Products, Always-On Content

Long-term communication priorities strengthen the brand profile.

- **Health Topics:** Tips for prevention or rehabilitation (e.g., reworking website articles), patient stories, info posts about conditions/injuries or products, and statistics.
- **Sports Achievements:** Success stories from athletes, new challenges, and personal bests, as well as community challenges.
- **Focus Products:** Presenting products that remain in focus year-round and generate strong sales.
- **Always-On Content:** Content independent of campaigns or focus products that strengthens brand presence and provides value to the community (e.g., story formats like quizzes, polls, motivational posts, quotes).

### 1.4 User-Generated Content (UGC) & Influencer Collaborations

User-generated content (UGC) is more than just a nice add-on – it is a central pillar of any successful social media strategy. When real users share their experiences, it creates an authentic, credible connection with the brand. This builds trust, strengthens community engagement, and gives products or topics far greater relevance than traditional advertising messages.

Whether as an unboxing clip, how-to reel, testimonial, or tutorial: UGC brings valuable outside perspectives, creates social proof, and fosters peer-level engagement – making it an essential part of any well-thought-out content mix.

Influencer collaborations also play a decisive role in the content strategy: They combine reach with credibility, deliver high-quality content in the language of the target audience, and can draw targeted attention to specific products or topics. Together, UGC and influencer content bring the brand closer to its audience – in ways that traditional advertising cannot achieve.

## 2. Step-by-Step Guide: From Idea to Post

### Idea Generation:

- Research trends and topics that align with our brand and that we can represent authentically.
- Gather inspiration from the community or other brands or influencers.
- Check which campaigns or product launches are upcoming and how you can integrate the identified trends and topics into your content.
- Use generative AI tools like ChatGPT or Google's Gemini for creative brainstorming.

### Editorial Planning:

Create an editorial plan and define the following:

- Channel (Instagram, TikTok, Pinterest)
- Campaign/Topic/Focus product of the post
- Planned publication date
- Status of content creation (e.g., in progress, planned, published)
- Format (reel, story, carousel, image, TikTok, Pinterest pin)  
Account on which the content will be published (and note co-author accounts if applicable)
- Title of the post
- Caption of the post
- Storage link for assets
- Notes
- Expiration date of the asset usage rights

Here you can find our editorial plan for inspiration: [editorial-plan-international](#)

### Content Creation:

- **Select content format:** Decide whether you want to create a video, image post, carousel, or story.
- **Text:** Keep the message clear, understandable, and concise. Integrate relevant keywords in the caption, subtitles, and spoken text for better visibility. Ensure that the text matches the content.

You can find suitable keywords using tools like Instagram search, the TikTok search bar, or keyword tools (e.g., AnswerThePublic). If you enter a relevant word (e.g., "fitness") into the search bar on Instagram or TikTok, you'll automatically see additional suggestions. These are frequently searched

terms and show you directly what users are actively searching for. You can identify relevant hashtags by looking at trending hashtags in your niche and by analyzing your competitors and target audience. If you click on a hashtag, you'll also see how many posts have been tagged with it and which related hashtags are suggested—this helps you find suitable keywords and hashtags for your captions.

- **Images and Videos:** Ensure visually appealing content that aligns with the brand style. Use existing Canva templates and design guidelines <https://design.bauerfeind.de/en/bauerfeind-brand-guide-english/>. Observe music licensing rights. Follow the current safe zones of each platform.

### Usage Rights:

- **Images & Videos:** Use only your own material, licensed stock content (e.g., Adobe Stock, Unsplash, Pexels), or content with explicit permission. Do not use material from Google, social media, or Pinterest. For UGC, written consent from the creators is required.
- **Music:** Use only commercially licensed music – e.g., via Artlist, Epidemic Sound, Canva, or Pixabay Music. Private music from Spotify or popular tracks from social media platforms without licenses are prohibited – even in the background.
- **Copyright & Personality Rights:** Do not use third-party content such as logos, designs, or voices without permission. If people are recognizable in images or videos, their explicit consent is required – especially for promotional use or paid content.

### Approval Process:

- If necessary, get the content approved internally and coordinate with relevant teams.
- **Text Approval:** Check for spelling, tone, and brand messaging, using AI if needed.
- **Image Approval:** Ensure all graphic guidelines are met and all usage rights are respected. The usage rights of the assets made available in the DAM or in Canva are stored directly in the DAM or Canva and must be observed. Assets whose usage rights have expired must be actively deleted from the profiles by the profile manager.
- **Content Approval:** Content from campaigns or product shoots does not require approval. UGC and influencer content must always be approved if products are visible or discussed. The material is sent to the responsible

product manager for approval. Ensure that products are shown correctly, no false promises are made, and the communication style fits the brand.

### Posting & Monitoring:

- Post at the optimal time (suggested by the platform's AI in the Business Planner) and monitor performance.
- Respond to community comments promptly if needed.
- If your post performs well, you can boost it with a media budget.

## 3. Graphic Do's and Don'ts

### 3.1 Do's

- **Colors and Typography:** Use the defined brand colors and fonts of Bauerfeind and the respective departments.
- **Logo:** For new product images, the Bauerfeind logo must be placed in a corner of the image before publication.
- **Safe Zones:** Ensure that text and logos are not pushed to the edges and follow the safe zones for various platforms and formats (see Chapter 5).
- **Quality:** Use high-resolution images and videos with good sound quality.
- **Accessibility:** Always include subtitles to improve accessibility.
- **Style:** Authentic, natural, emotional, humorous, energetic, positive, and modern.
- **Brand Guidelines:** Follow the Bauerfeind Brand Guideline: <https://design.bauerfeind.de/en/bauerfeind-brand-guide-english/>

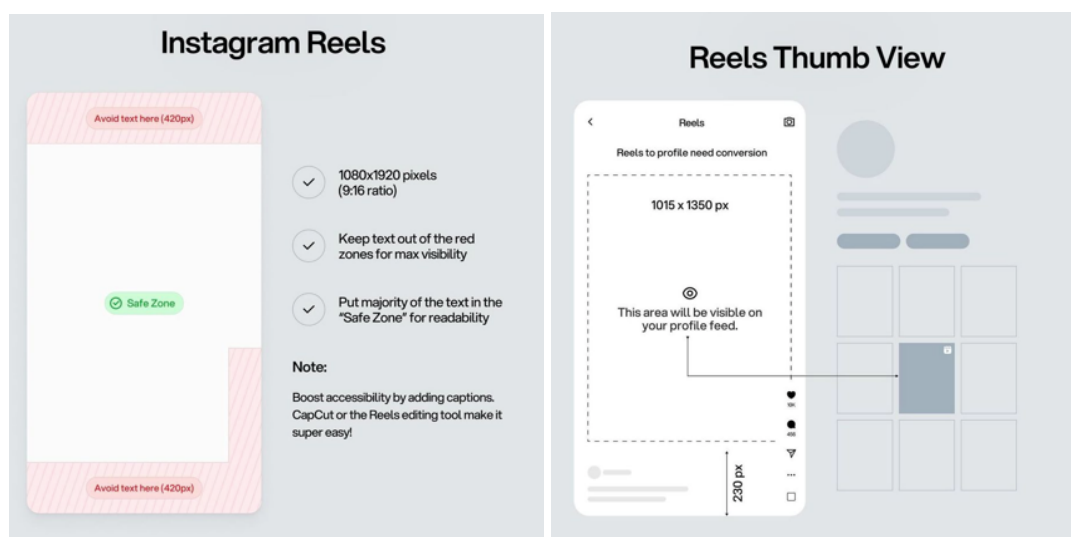
### 3.2 Don'ts

- Avoid illegible fonts or colors. Avoid the color black.
- Do not overload the design with too many elements.
- Do not use outdated or low-quality assets.
- Do not use trending music if you do not have the appropriate license – we are not allowed to use well-known music, third-party music, or music from the Instagram/TikTok library in our social media videos! (This also applies to influencer or content creator videos.)

## 4. Specifications for Image and Video Content

### 4.1 Reels

- **Format:** Vertical (9:16)
- **Resolution:** Minimum 1080 x 1920 pixels
- **File format:** MP4 or MOV
- **Length:** 15 to 90 seconds
- **Special notes:** Use dynamic and engaging content. Add subtitles for better comprehension. Use music and sound effects suitable for the platform (royalty-free).



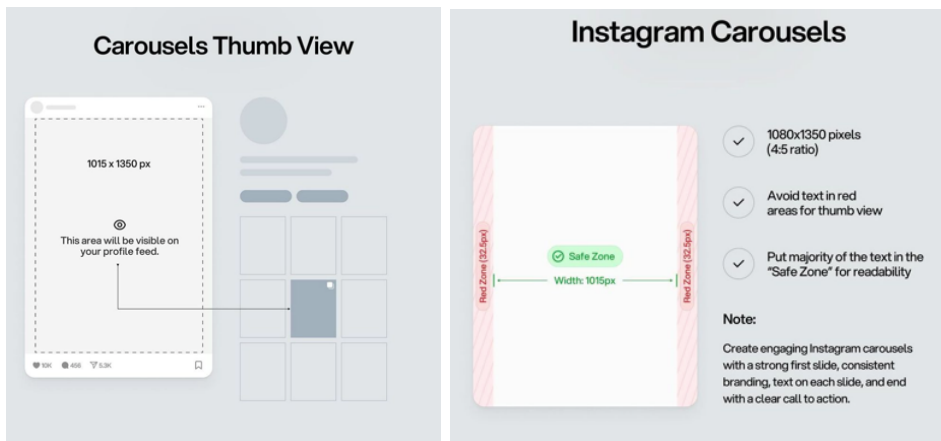
### 4.2 Image Post

- **Format:** Recommended: Portrait 1080 x 1350 (4:5) or Landscape (16:9)
- **Resolution:** Portrait: 1080 x 1350 pixels, Landscape: 1080 x 608 pixels
- **File format:** JPEG or PNG
- **Special notes:** Focus on high-quality, clear, and aesthetic images. Keep the amount of text in the image minimal to ensure readability.
- **Feed visibility:** The middle area of the image post (1015 x 1350 px) will be visible in the feed.

### 4.3 Carousel Post

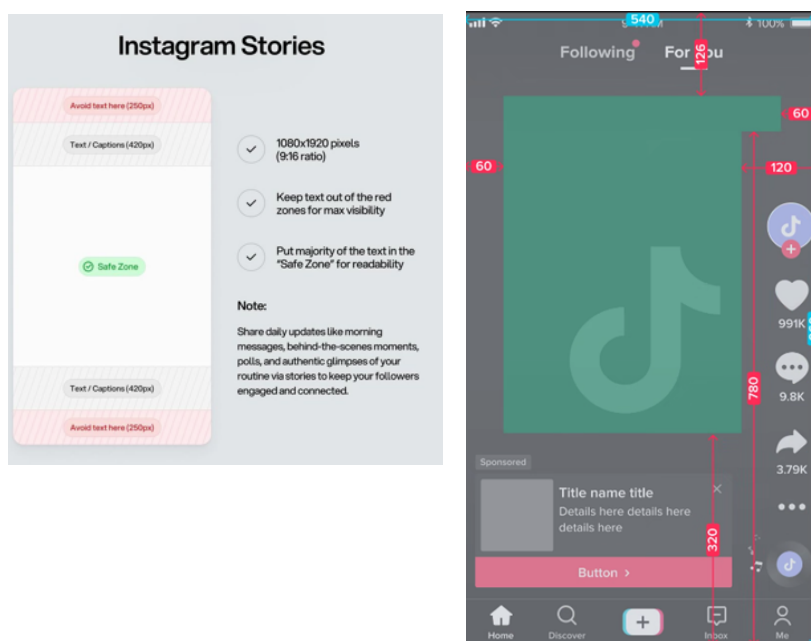
- **Recommended Format:** Portrait (4:5), consistent format required for all images/videos in the carousel
- **Resolution:** Portrait: 1080 x 1350 pixels
- **File format:** JPEG, PNG (images), MP4, MOV (videos)
- **Maximum number of slides:** 10 per carousel

- **Special notes:** Use storytelling across multiple slides, convey information effectively, and maintain a consistent visual style for coherence.



## 4.4 Story

- **Format:** Vertical (9:16)
- **Resolution:** Minimum 1080 x 1920 pixels
- **File format:** JPEG, PNG (for images), MP4, MOV (for videos)
- **Length:** Maximum 15 seconds per story frame (multiple story frames can be strung together)
- **Special notes:** Observe safe zones for text and stickers (at least 250 px margin at the top and bottom). Integrate interactive elements such as polls, links, or quizzes.



## 4.5 TikTok

- **Format:** Vertical (9:16)
- **Resolution:** Minimum 1080 x 1920 pixels
- **File format:** MP4 or MOV
- **Length:** Maximum 10 minutes (recommended: 15 to 90 seconds)
- **Special notes:** Authentic and creative content with a strong focus on trends. Use platform tools such as effects, stickers, and sounds. Ensure high-quality lighting and sound.

## 5. Accessible Communication

### 5.1 Clear and Simple Language

**Why:** Not all users speak the same language or have the same level of understanding.

**Tips:**

- Avoid technical jargon and use simple, short sentences.
- Use clear calls to action (e.g., “Click here,” “Learn more”).
- Use short paragraphs and simple sentence structures.

### 5.2 Alternative Text for Images

**Why:** People with visual impairments use screen readers that read alternative text aloud.

**Tips:**

- Describe the image content briefly and concisely.
- Focus on essential information (e.g., “Woman jogging through a forest at sunrise”).
- Avoid sentences like “Image shows ...” – the alternative text already makes that clear.
- Use platform-specific features:
  - Instagram: Manually add alternative text in “Advanced Settings.”
  - TikTok: Use the integrated text-to-speech function and captions.
  -

## 5.3 Subtitles for Videos

**Why:** Subtitles help people with hearing impairments and users who watch without sound.

**Tips:**

- Review and adjust automatic subtitles.
- Use high-contrast text and easily readable font sizes.
- Also describe relevant sounds (“Applause,” “Music playing”).

## 5.4 High-Contrast Colors

**Why:** People with visual impairments or color blindness struggle with low-contrast visuals.

**Tips:**

- Ensure that text clearly stands out from the background.
- Use tools like Contrast Checker to verify contrast levels.
- Avoid relying solely on color coding (e.g., “Click the green button”).

## 5.5 Use Emojis Sparingly in Captions (Avoid in Subtitles)

**Why:** Screen readers read emojis as text, which can be confusing.

**Tips:**

- Use emojis sparingly. If you use them, place them at the end of a sentence.
- Avoid long emoji strings, as they disrupt text flow.

## 5.6 Accessible Hashtags

**Why:** Screen readers read hashtags word by word.

**Tips:**

- Use CamelCase (e.g., #AccessiblePosting instead of #accessibleposting).
- Avoid overly long or complex hashtags.

## 6. Stylistic Devices

Depending on the content theme, targeted stylistic devices such as changes in perspective, effects, or audio can be incorporated. This is especially recommended for movement-focused topics, such as sports, to bring more dynamism into the content.

### 6.1 Perspectives

- **POV:** Film from the user's/athlete's perspective using a GoPro or action cam mounted on the chest, helmet, or foot.
- **Headtrack:** The head remains focused/stabilized/fixed while the surroundings are in motion.
- **Feet to Head:** Use of a GoPro or action cam mounted on the chest, helmet, or foot – view of the person's face.
- **360° Rotation:** Camera rotates around the subject – dynamic for dribbling, jumps, or intense moments. Achievable with a stabilized gimbal or a special 360° rig.
- **Extreme Close-Ups:** Detail shots: close-ups of the product during ball contact, sweat on the forehead, focus on the shoes.
- **Low Angle:** Filming from below: plays with perception and makes the athlete appear more powerful.
- **Over-the-Shoulder:** Shoulder perspective, creating closeness to the action, e.g., when shooting at a goal or during teamwork.
- **Follow Shot:** Following the athlete in motion, e.g., with a stabilized gimbal or drone.
- **First Touch (ball or object perspective):** Camera attached to the ball or equipment, e.g., a camera on the ball filming its flight toward the goal.
- **Bird's-Eye View (drone or top-down):** Filming from above to show movements on the field or group dynamics.
- **Impact Shake:** A slight camera shake to enhance moments like ball contact, blocks, or goal celebrations.

### 6.2 Editing and Rhythm

- **Loop Video:** Ensures that the end transitions seamlessly back to the beginning, making viewers watch the video multiple times subconsciously.  
*Tips for the hook:* The beginning should be a question or statement that logically repeats at the end. Visual or auditory elements should overlap (e.g., a sentence at the end pointing to the next loop). Scenes can be cut so that the last frame transitions seamlessly into the first frame.

- **Tactical Cuts:** Cut scenes to the rhythm of the music, especially for energetic beats.
- **High-Tempo Changes:** Alternate between close-ups (e.g., shooting motion, product focus) and wide-angle shots (athlete in action).
- **Match Cuts:** Seamless scene transitions that connect movements, e.g., a player shoots, and the next cut shows the ball hitting the goal.

### 6.3 Effects

- **Zoom In/Out:** Quick digital zoom to emphasize the product or an action.
- **Motion Blur:** Light motion blur effect in fast scenes to enhance the sense of speed (slow shutter effect).
- **Speed Ramping:** Speeding up or slowing down short sequences, e.g., slow motion during a perfect move, then a sudden boost to real-time for a goal celebration.
- **Reverse Motion:** Reversed sequence showing an action first, then a flashback to preparation or the product.
- **Product Highlights:** Motion graphics or glow effects to briefly highlight the product.
- **Overlays:** Insert keywords such as “Power,” “Stability,” or “Game On” in a modern, stylish font (can be animated).
- **Split Screen:** Show side-by-side performance with and without the product – e.g., comparing stability and speed.

### 6.4 Sound Design

- **Power Music:** Driving beats or electronic music with powerful drops.
- **Sound Effects:** Enhance moments such as ball contact, cheering, footsteps, breathing, or even the “snap” of a support brace.

### 6.5 Storytelling

- **Fast, action-packed intro** (ball, shot, celebration) – #HookMatters.
- **Integrate the product smartly** without making it the main focus (close-up).
- **End with a powerful message and logo.**

- **Hero Moment:** The athlete masters a special scene thanks to the product's support.

## 6.6 Color Grading & Look

- The product is the hero – colors must look natural and vibrant.
- Use strong colors and contrasts to make the video more lively.
- A cinematic look with slight “crunch” and saturation enhances the overall dynamism.

## 7. Content Structure

- **Hook:** Capture attention within the first 3 seconds.
- **Story:** Deliver value or an experience.
- **CTA:** Provide a clear call to action.
- **Voiceover & Captions:** Make them dynamic and easy to read.
- **Use movement, trends & authenticity** to increase reach.

### 7.1 The Perfect Hook

The first three seconds are crucial. Use a compelling hook to grab the audience's attention. It must immediately spark interest – otherwise, people will keep scrolling! (0–3 seconds).

#### **Provocative Questions:**

- “Do you have what it takes to push your limits?”
- “Why do 90% of athletes train the wrong way?”
- “Do you really believe your knee can keep up with your active lifestyle – without support?”
- “Why do 80% of people ignore their back pain until it's too late?”

#### **Challenges:**

- “Can you complete this workout?”
- “This is the ultimate mobility test for your knee health!”

#### **Emotional Appeal:**

- “Are you ready to change your life through sports?”

- “Are you ready to reclaim your freedom of movement?”
- “How does it feel to finally reach your goal after months of training?”
- “How does it feel to finally be free from swollen legs after months?”

#### **Surprise Element:**

- “This one tool completely revolutionized my training!”
- “I never expected this to happen in sports ...”
- “I had no idea this brace would make my pregnancy easier!”

#### **Statistics or Facts:**

- “80% of athletes get injured because of this mistake. Are you making it too?”
- “Did you know that 70% of knee pain is caused by muscular imbalances?”

#### **Transformation Stories:**

- “Before: No confidence. After: Nothing could stop us!”
- “How this one little trick completely changed my training.”
- “How the Venotrain Curaflow compression stocking finally got my lymphedema symptoms under control.”

#### **Performance Boost:**

- “The upgrade that makes you faster, stronger, better!”
- “Train more stable, more targeted, safer – with the right support.”

#### **Community & Identification:**

- “You are not alone – we all struggle, but we don’t give up!”
- “You are not alone – millions wear compression stockings every day to relieve discomfort.”
- “Together against pain: Let’s rethink movement!”

#### **Performance Focus:**

- “Get more out of every training session – with this product!”
- “Become more active in everyday life – with this product!”
- “How to last 30% longer with the right support.”
- “Back training with a brace: more strength, better posture, less pain!”

#### **Solution-Oriented:**

- “Never again sore legs after a long workday – thanks to compression!”
- “The secret to pain-free workouts lies here.”

### Real-Life Scenarios:

- “What happens when you train with the wrong socks?”
- “Have you ever experienced this while skiing? We have the solution.”
- “Do you know this: sitting for too long, standing up – and your back immediately hurts?”
- “Twisted your ankle while hiking? This brace could have helped.”

## 7.2 Contents, Story, Added Value – The Why and How

This is where you show how your product, add value or deliver information that helps the viewer. (4–15 seconds)

- **Before-and-After Story:** “I used to have knee problems while running. Now I can train without worries.”
- **Application Scenario:** “This is how I use the Outdoor Knee Support on my trail runs.”
- **Comparison:** “Without LumboTrain vs. with LumboTrain – can you feel the difference?”
- **Behind-the-Scenes:** “This is what my recovery routine looks like after a long day of skiing.”
- **Quick Tips:** “3 things you need for more stability while skiing.”

## 7.3 Call-to-Action (CTA)

### For Engagement and Interaction:

- “Show us how you train – tag us in your next post!”
- “How do you handle back pain? Share your tips in the comments!”
- “Take on the challenge – comment 🏋️ if you’re in!”
- “What’s your biggest goal? Share it with us in the comments!”
- “Save this post for later!”
- “Tag a friend who needs to see this!”
- “What helps you get through long workdays with heavy legs? Tell us in the comments!”

### For Product Promotion:

- “Test the best support for your training – now in our shop!”
- “Stabilize instead of pausing: Find the right brace now.”
- “Bring balance back to your day – with medical support.”

- “Secure your performance benefits – click here!”
- “Still unsure? Check out the testimonials!”
- “Take the first step: Try it now and feel the difference!”
- “Upgrade your training – click the link to learn more!”

#### **For Motivation and Inspiration:**

- “Are you ready to reach the next level? Start today!”
- “Keep moving, even when it hurts – you’re stronger than you think.”
- “Make 2025 your most athletic year – start now!”
- “Your story begins when you stop accepting pain.”
- “Get inspired: Our community lives actively – despite discomfort.”
  
- “Get inspired: Follow us for weekly training tips!”
- “Be part of our community – follow us for more motivation!”
- “Your goal is our goal – together we can do it!”

#### **For Limited Offers:**

- “Today only: Get 20% off your new gear!”
- “Don’t miss out – the best deals for athletes are waiting for you!”
- “Available for a limited time – secure your upgrade now!”
- “The offer ends soon – grab it before it’s too late!”
- “The clock is ticking – get your gear and get started!”
- “Act now: Secure your support against pain!”

#### **For Challenges and Activities:**

- “Join our 7-day fitness challenge – sign up now!”
- “Train with us – we’ll show you a new exercise for osteoarthritis every day!”
- “Are you ready to test yourself? Start now!”
- “Share your comeback moment after an injury – inspire others!”
- “Download the training plan and get started right away!”
- “Join the team: Show us your training and inspire others!”  
“How many reps can you do? Show us!”

#### **To Discover Products Without Directly Promoting Them:**

- “Your new favorite gear? Discover what makes it so special.”
- “Feel stability without even thinking about it – that’s the difference.”
- “You train – and your joint keeps up. Find out why soon.”
- “There’s a reason pros swear by it. See for yourself.”
- “Sometimes the smallest detail makes the biggest difference.”
- “Do you feel like you’re getting everything out of your training? Maybe not yet.”

- “Discover the secret to more performance and comfort.”

### **Appealing to Experiences and Emotions:**

- “The feeling when everything just fits – experience it now.”
- “Ready to take your training to the next level? The answer is here.”
- “It’s not just about support – it’s about quality of life.”
- “A step you can feel – yet you forget you’re even wearing a brace.”
- “Because you deserve more than just ‘good enough.’”
- “It’s not just about training – it’s about how you feel doing it.”
- “Sometimes you only feel the difference once you try it.”

### **Motivating and Creating Curiosity:**

- “Your mobility isn’t lost – you just need to rediscover it.”
- “Don’t wait until it gets worse – find out what can help you now.”
- “Joint protection can be simple – you just need to try it.”
- “Movement that doesn’t hold you back? We’ll show you how.”
- “Why train if it could be easier and better?”
- “The question isn’t whether you need it – but how you managed without it.”
- “Get more out of your potential – without compromise.”
- “Experience the difference that helps you progress.”  
“When every step counts, why not take it with the best support?”

### **Lifestyle and Community Incentives:**

- “It starts here – the rest is your story.”
- “We’ve tested it. Now it’s your turn.”
- “Feel free – even with compression. You’re not alone.”
- “Don’t let pain define you – we’re here to support you.”
- “Hiking with your family again – despite osteoarthritis? Our community shows you how.”
- “Feel like a pro – no matter what your goal is.”
- “Join the team: Because better training starts with the right support.”
- “Your training, your style, your product.”

## 7.4 Other Important Elements

### Voiceover – Bring storytelling to the point:

- **Natural & relatable:** Should sound like a friend, not like a commercial voice-over.
- **Dynamic & emotional:** Build tension, vary the pace.
- **Short, clear sentences:** “Running in -5°C? No problem with the right socks!”
- **Avoid monotone voices:** Sound design and emphasis make the difference!

### Subtitles – Essential for better reach!

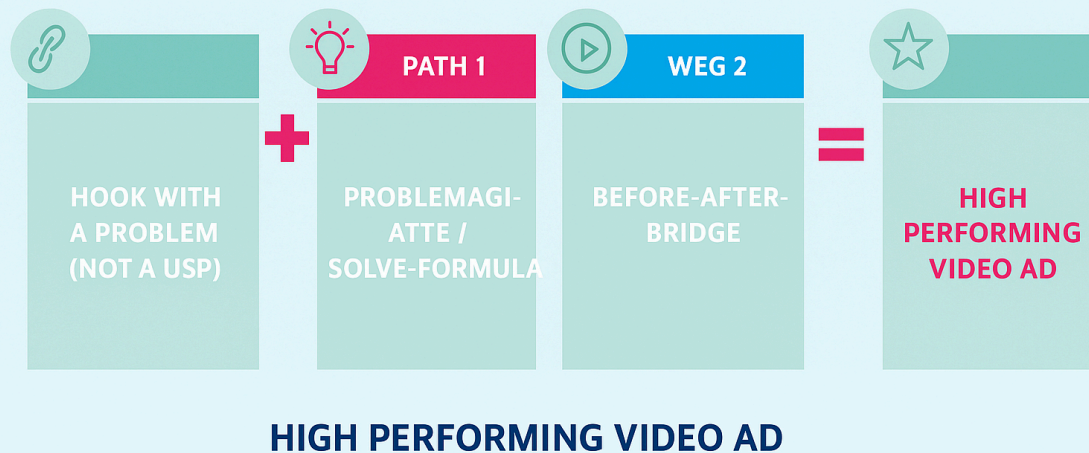
- 85% of people watch Reels & TikToks without sound.
- Subtitles make the content more inclusive & understandable.
- More attention through animated text.
- Highlight key words (“STABILITY. PROTECTION. PERFORMANCE.”).
- Use dynamic animations (light fade-ins, avoid overloading).
- Keep it simple but readable (bold fonts, clear colors).

## 7.5 High-Performing Video Formula

High-performing videos are designed using a storytelling formula. This structure helps users better understand products and solutions:

- **The first step:** The users have a problem, which is stated at the beginning of the video (hook).
- **The second step:** The problem is either emphasized or shown in contrast with how users’ lives could look if the problem is solved.
- **The third step:** The product or service is presented as the solution. The USPs are clearly highlighted.
- **The final step:** Always end with a CTA encouraging users to convert (e.g., click the link to visit the website) or interact (e.g., save/ comment/ share this post).

## VIDEOFORMULA – GUIDE TO CREATE HIGH PERFORMANCE VIDEO ADS



## 8. Tips for Content Optimization

- **Hashtags:** Research relevant hashtags to increase the visibility of your posts. Always include brand hashtags (and campaign/product-specific hashtags if applicable).
- **Emojis:** Use them sparingly to structure content and convey emotions.
- **A/B Testing:** Try different variations of a post to see what resonates best with your community.
- **Storytelling first, product second:** Capture the viewer's attention first, then show the benefits – don't immediately jump to "Here's the product."
- **Include UGC & real talk:** Authentic creators showcasing the product from their perspective (trust factor!).

## 9. Tools and Resources

- **Editorial planning:** [editorial-plan-international](#)
- **Design:** Canva, Adobe Creative Cloud, Figma, CapCut, MixCaptions, Unfold, Veet, Filmora
- **Inspiration:** Social platforms (Instagram, TikTok, Pinterest), competitive analysis, ChatGPT

## 10. Planning Internal Video Shoots: Step by Step

1. Choose the topic of your content (campaign, product launch, etc.).
2. Research trends and find a suitable idea.
3. Select the appropriate content format (reel, carousel, etc.).
4. Find suitable people to participate in the shoot (e.g., product managers, patients, athletes) and contact them.
5. Agree on a date for the shoot.
6. Sign an appropriate contract (preferably granting unlimited usage rights).
7. Write a storyboard and send it to all participants so everyone knows their role on shoot day.
8. Schedule the shoot and find a suitable, quiet and undisturbed location.
9. On the day of the shoot, prepare: printed and signed contracts, access card (if needed), printed storyboard as a guide, charged microphones and phones, tripod.
10. Dynamism and humor: Help participants be relaxed on camera – as if they were talking to a friend.
11. Sound quality: Make sure there are no distracting background noises or breathing sounds.
12. Setting: Choose a simple background without distractions and ensure good lighting that doesn't cast shadows on faces.
13. Videos: Film in vertical format. Each sequence (hook, questions, etc.) should be a separate video. Use short, concise answers and simple sentences. If possible, film with more than one camera/phone to make the material more varied.