

Social media filming guide – On-the-ground content

Top tips

- Record in vertical format (portrait mode) for social media platforms
- Use your phone's highest video quality — ideally 1080p or 4K, which can be adjusted in your phone settings
- Avoid noisy environments, especially where background music is playing. If the footage is noisy, consider recording a voiceover later
- Start the video by introducing yourself and stating whether you are a WorldSkills UK Skills Champion, competitor, or involved in another role.

Important notes

- Always ask permission before filming close-ups of individuals.
- Do not film under-18s unless prior consent has been confirmed.
- Avoid political content or anything that may be misinterpreted.
- If any footage feels unclear, uncomfortable, or unflattering, please do not share it. All content should be respectful, inclusive, and portray the event and individuals in a positive light
- Please remember to always refer to us as WorldSkills UK, not just WorldSkills

Have a structure in mind

Even spontaneous content works best with a loose plan:

1. Intro – What's happening? Where are you? Set the scene for viewers.
2. Action – Key moments (e.g. walking in, setting up, competing, reacting)
3. Wrap – A quick reflection or call to action to conclude your content.

Arrival / setting the scene

- Arriving at the venue
- Event signage, banners, and branded materials
- General atmosphere and crowd energy

Action Shots

- People in action (speaking, competing, creating, reacting)
- Close-ups of hands, tools, or faces (please ensure the person is happy to be filmed)
- Panning shots of group activities
- Candid team moments
- Time-lapse or quick montage clips

Sending your footage

Please send your footage to the Communications Manager via WhatsApp (07738 718905), including a brief description of what the footage shows and whether any partners should be tagged in the post. Please send this in ultra HD if possible (using the icon on WhatsApp prior to sending). We will then edit the content and share it on WorldSkills UK social media as, and when, appropriate.