

Team UK content capture guidelines

As part of promoting your journey across WorldSkills UK social media channels, and wider media activity, we'd really appreciate your support in capturing content from your training and day-to-day experiences.

This content may be used not only on social media, but also in press, media features, and promotional materials, so it's important we capture a range of authentic, high-quality moments that reflect your journey.

You don't need professional equipment your phone is fine. We are looking for real, natural content that tells your story.

We would prefer it if you wore your Team UK top with the Pearson logo on when filming any content.

1. What to capture

Please aim to capture a mix of the following:

Training in action

- Practice sessions
- Problem-solving and technical work
- Focused, hands-on activity
- Watching your training manager demonstrate a task to you

Behind-the-scenes

- Setting up your workspace or tools
- Preparing for training sessions
- Working with tutors, mentors, or colleagues
- Informal moments during training days (e.g. talking with your training manager, tutors, or colleagues at work)
- You could also show yourself relaxing outside of training. For example, if you're taking part in sport, like playing tennis or going for a walk, you

could take some footage of yourself doing that, or even catching up with friends (don't worry about being in your Team UK top for this)

Day-to-day moments

- Arriving at training/college/work
- Your working environment, for example if you need to set up equipment before you start work
- Routine moments that show your schedule and preparation (e.g. packing your bag, showing tools/equipment, or getting out your Team UK uniform)

Milestones & key moments

- Send-off events organised by your training provider, employer, friends, or family
- Progress updates and achievements

Speaking to camera (optional)

- Short reflections on your experience
- What you are working on
- Challenges or progress updates

2. How to film content

Format

- Film in portrait (vertical)

Length

- Short clips: 10–30 seconds ideal
- Longer training clips (1–2 minutes) are also useful when showing detailed work

Style

- Keep it natural, real, and unposed where possible
- Focus on authentic moments rather than staged filming
- Don't worry about perfection—real content works best

Camera setup

- Phone is perfect
- You can hold it or prop it up securely
- If possible, ask a tutor, training manager, or colleague to film you
- Ensure footage is steady and in focus

Lighting & sound

- Use natural light where possible
- Avoid dark or poorly lit spaces where you can
- You don't have to speak to the camera but if you feel comfortable doing this, please do, just make sure it is clear and we can hear you.
- Action-based footage does not need perfect sound
- Unless you are happy to, you don't need to put it together or edit it - we will do that

This helps us build a strong narrative of your journey.

4. Important note

Please be aware that any content submitted may be used across:

- WorldSkills UK social media channels
- Press and media coverage
- Promotional materials and campaigns

Please note we do not control or approve how content is used once shared with media partners.

Because of this, we ask that content is:

- Appropriate for public sharing
- Free from confidential or sensitive information
- Professional in environment and presentation where possible

5. Sending content

Please save the file name with what you were going in the video and share your content using the free WeTransfer option: <https://wetransfer.com/>

Send it to: **Harriet – hhunt@worldskillsuk.org**

If you have any issues, please reach out to Harriet and we can help resolve it.

6. Final note

We don't expect perfection—authentic, real moments are what matter most. If you're unsure whether something is useful, please capture it anyway and send it through.

Thanks for your support in, any questions please reach out to
hhunt@worldskillsuk.org