

WeCare.wales

Video case studies

2023

What we need:

- Interesting stories and people with passion for working in social care and early years
- A balance of gender, age and ethnicity
- Bilingual spokespeople – we like two separate case studies rather than the speaker switching languages
- Consent forms from everyone featured (even if they don't speak)
- Consent from companies/buildings/location the filming is taking place
- Films that are between one to two minutes long. No more than two minutes for the purpose of social
- Stills/photography from the day of filming (single portrait and landscape shots - see notes on images)
- Interesting backdrops/b-roll footage (e.g. colourful nursery, outdoor scenes)
- Variation of footage
- If possible try and include visually Welsh references to help give the case studies a sense of place while ensuring they are relevant to the story being told. This could range from filming close to a local landmark or Welsh language signs
- Capture the person talking into the camera
- Good and clear sound - check for background noise or if speaker sounds muffled
- No branded logos on clothing of those featured
- A transcript of the interview to ensure accessibility on our pages in English and Welsh
- Subtitles on all videos using font Arial, size 60. Please send this out externally to ensure there is consistency
- A written case study to accompany the film - Name, title, short description and three question and answer formats. See example:

Mair Aubrey

Service Manager

What Mair wants most out of her job is to ensure the people she works with can live life as best they can. Mair began her care journey as a support worker and has completed two qualifications while working. She now manages staff at a care home for disabled adults, making sure her tenants have the right care and support.

Question 1: What kind of person does it take to work in social care?

You've got to be a caring person, no one can teach you to care.

Question 2: Tell us the most important part of working in care.

Making sure the people have the best care and best life possible.

Question 3: What is the greatest misconception of working in care?

There's a lot more to it than just providing personal care, we even go on holidays with them and support them in every way.

Music

Finding the right music to overlay your videos can take time. The most important thing to consider is the usage, if they are online only, most music websites provide a blanket license for that.

A good site to use is Soundstripe, a subscription service, charges around £200 a year for unlimited use of their entire library.

Try to find tracks using keywords in the search bar like “upbeat, acoustic chill, emotive, cinematic, uplifting” Soundstripe have curated playlists too.

To ensure the viewer can hear any spoken audio in the videos, please make sure the background music is set to -12dB max.

Adding text overlays

To help emphasise some of the key points from the case study, you can overlay text as pictured below. Please use the WeCare Wales font and ensure you choose complimentary colours from the correct palette. Less is more when it comes to overlaying text, be mindful there will be subtitles too, so the correct placement is essential.



Subtitles

When adding subtitles to videos, please ensure there is a black translucent background to create maximum readability. Also keep the subtitles in Arial or a plain font, making sure there are not more than two lines of subtitle appearing on each frame.



Some of the common mistakes to avoid:

Capital letters

- Sentences start with capitals. Don't use them for no reason
- Ensure use of capitals for proper nouns such as Cardiff, Social Care Wales
- For job titles, use for specific job titles, e.g. "Susan Davies, Social Worker" but use lower case for general references, e.g. "the team of social workers"
- Use for official names of policies, bodies or committees, e.g. Children, Young People and Education Committee, but not for general references, e.g. local authorities
- Seasons of the year are lower case, e.g. summer and winter
- It's north, south, east and west unless a proper noun
- **DON'T WRITE IN CAPITALS: IT LOOKS LIKE YOU'RE SHOUTING!** Lower case is accessible for all
- Abbreviations and acronyms – try to avoid unless commonly used, like the NHS.

Numbers

- Use words for one to nine
- Use figures from 10 upwards, but write out in full if a number starts a sentence, e.g. "Twenty-seven social workers attended the day..."
- Remember commas for 1,000 and 100,000, and so on
- Dates: 6 January, not 6th January, January 6 or 06/01/16
- Percentages: per cent, not %, percent or pc
- Millions: £5 million, not five million pounds or £5m
- No apostrophes in years: 1950s, not 1950's
- 21st century (no capital 'c' and no hyphen)

Before going live, please check with the WeCare Wales team that you are using the correct:



font



size



color



tone of voice

Thank you

Please ensure, when creating materials for WeCare Wales, that everything is signed off by the WeCare Wales Programme Officer.

If you require additional support please email contact@wecare.wales

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