

Blog writing and video creation

This first page features a guide to blog writing and the second is for video creation. Each guide is broken down into before, during and after steps.

1. Blog writing

Tune into your personal and professional experience and share your passion for a particular aspect of Emergency Medicine. See [A Brief\(ish\) Guide to Blogging for RCEMLearning](#) for more information.

- Before writing:

Research: Even if you're the expert, a little extra knowledge never goes amiss.

Roadmap: Outline what your blog will cover - introduction, main points and conclusion. Think about who in Emergency Medicine will find your knowledge interesting and what would compel them to share what they have discovered from you. Write with this in mind.

Experience: Think about your unique perspective and what will be most interesting to RCEM members.

- During writing:

Explain: Include the **who, what, why, where and how** of important points. Not everyone will understand technical knowledge. Try to briefly explain any complex subject matters. Write acronyms in full when first using them and include the acronym afterwards.

Length: Preferred blog length is **500 words**. You may go over by a hundred words or so as we may have to edit the blog for clarity, and this will reduce its length. We can create two separate blogs if you want to write more.

Separate topics: Use **short subheadings** of around one to five words for each part of your blog. Try to include three to four subheadings throughout the entire blog.

Tone: Be authentic. If you're funny, let it show at points, but stay professional.

Link and reference: Sources of statistics or information that are not your own.

- After writing:

Titles: Please suggest a **blog title** of up to 10 words and include how you would like to be introduced at the start of the blog with your **name and professional title**.

Images: Please also include the **highest possible quality headshot image** of yourself and any other images to help illustrate what you're explaining and highlight where you would like them included. Please also make sure you have the right to use them or can credit the original source/creator. Email laurence.doe@rcem.ac.uk and I will support your next steps.

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2. Video creation

Aim to create videos of around two minutes in length. This is good for keeping viewers' concentration, especially if videos are featured on socials. If this is not enough time to explain the subject matter, create a longer video, but it may be cut down in editing or turned into separate videos depending on how many topics are covered.

Filming can be done with just a smart phone, so don't worry if you don't have any extra equipment – just follow the steps below. Here is a helpful video if you need any additional help: [Film YouTube Videos On Your Smartphone By Yourself](#).

- Before filming:

Script: It may help if you write what you're going to say down or create bullet point prompts in a large font that can be read from a distance behind the camera to keep on track.

Environment: Choose a place to film that is **quiet**, with **limited background noise** and has good **lighting**. Place your phone on a surface that is steady and still. If you want to film in a workplace or on premises that you are not in charge of then ensure you are given **permission** from the relevant person(s) who can clear you for filming in that area. Be aware of any **sensitive information or objects** that may need to be removed. Ensure that people who may be in the background of the shot are aware of how the video is being used and have given their permission to be filmed.

Test: Once your final setup is complete, do a filmed test run and watch back the recording with the volume on to check the sound and visual elements of the video are easy to hear and watch. Filming outside is trickiest and may require a good wind-proof microphone. Be aware of wind, background noise from people or the environment around you and any signage or branding that may be in shot.

Position: Please position yourself in the frame to allow for: 1. RCEM branding in the top left corner, 2. A title slide to appear in from the side of the frame and 3. Captions in the bottom middle of the shot. Here is an example of [an RCEM video with good spacing](#). Here is a guide that can give you more detail about [shot composition and framing](#).

- While filming:

Clarity: Speak at a pace and volume that makes what you're saying clear.

Errors: The video will be edited by us, and we can cut out any mistakes. If you make an error, simply redo and do not pause recording and start again. Repeat any lines you may not get correct until you do and move on to the next part.

Movement: Stand or sit in the same spot, try not to move your body too much and instead use hand movements while speaking to express certain points.

Technology setup: Film in **landscape mode**. This is the most versatile and interesting way to shoot video. Stand in the middle of the frame and focus the camera on you. If you have lighting, then point it at yourself from behind the camera. If you don't have a microphone to put on yourself or speak into then stand closer to your recording device.

- **After filming:** Email laurence.doe@rcem.ac.uk and I will support your next steps.

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