

# Filming guidelines

Your role in construction...real people



# Filming guidelines

**We're seeking diverse stories from a wide range of people from right across the industry.**

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From office-based to outdoor roles on the tools, and whether you sit in a boardroom, a crane tower, or a scaffold harness...we want to hear about your passion for what you do and how you are making a difference to the construction industry and society.

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The following slides provide some tips for getting footage that will help your content stand out on social media.

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## Be safe!

Check your environment to ensure you are adhering to all safety measures, especially if you are filming on site!

## Keep it short!

Focus on capturing unfiltered, first-hand insights into what it's like to work in construction. As a guide your film should be between 30 seconds and 3 minutes.

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## Consider your audience

Content should be suitable for young people considering their first step into a career – focus on what is most exciting and relatable to inspire this audience. And remember: no swearing please!

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## Filming is simple

A lack of access to expensive equipment needn't prevent you from getting involved. Some of the best footage comes from using the same tool that our audience uses: your mobile phone. Don't forget to turn off your notifications!

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## Consider orientation

For social media use, such as Instagram and Tik Tok, film shot in portrait works best to maximise the amount of space these mobile-native apps provide. If you're planning for your content to go out via YouTube, landscape is more appropriate.

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## Types of footage

You can film in many ways. You can talk directly to your phone camera about what you're doing, ask a colleague to film you performing tasks, and hold the phone in front of your face to capture your point of view (if it's safe to do so).

Think about how point of view filming can add drama to your footage – whether that's high up scaffolding, using high-spec machinery, or even at your desk working on a computer, these are all things that our audience would love to see through your eyes.

A Go-Pro is a great tool for gaining point of view shots.

Search "GoPro Hero 7 Black Beginners Guide | Getting Started" on YouTube for a beginners guide to getting started.

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## Further types of footage

Time-lapse is a good way to record the process of building/making something and many phones now have this feature. To set up a time-lapse, stand the phone at an appropriate distance from what you're building, making sure that it's in frame.

Search "How to shoot a Time-Lapse video on iPhone — Apple" on YouTube for a handy guide.

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If you have access to a drone, this can provide some truly epic footage of a construction site, whether this is a view shot from way up high seeing the expanse of the project, gliding gently by the side of the structure, or getting a closer look at the details and all the people working together.

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## Getting quality footage

When you are setting up your shot, check that what you're shooting is visible, in frame and with good lighting. Please also be aware of background noise when you are talking, as it can be picked up more loudly by your microphone – try to film when there is no heavy work going on or re-record segments if you're interrupted by drills, etc.

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## Editing

To capture enough footage to be edited down to a 3 minute film, we recommend capturing at least 1 hour's worth of raw footage. If you're not confident with film editing, Go Construct is also keen to receive raw footage which we can use in our own output. Alternatively, get in touch to plan a collaborative piece with Go Construct.

# Thank you

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**Any questions?**

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**Get in touch by emailing: [info@goconstruct.org](mailto:info@goconstruct.org)**

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**Using the subject "Go Construct content"**

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