

Volunteer Videographer for YHA



(This schedule meets requirements for the Bronze Duke of Edinburgh's Award volunteering section)

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| <p>Week 1</p> | <p>Find out about YHA Find out more about YHA. Utilise yha.org.uk and explore YHA's social media accounts (Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube). What about YHA interests you that you would like to spread the word about?</p> <p>Take a look at what YHA stands for, our culture and values and our history. Remember that whatever you put on social media in relation to YHA needs to reflect these values!</p> <p>Make sure you are using the internet and social media safely – take a look at the advice here. If you need to report anything or have any concerns please contact CEOP.</p> |
| <p>Week 2</p> | <p>Ideas Think of ideas for a topic for your video project. Also think about what a suitable length and style of video is, such as:</p> <ul style="list-style-type: none"> • A virtual walk video starting and ending at a YHA Hostel – maybe include captions with local information. • A 2 to 4 minute video about a topic that interests you – it can be fun or it can be informative or even both! • A short series of approx. 15 to 30 second videos following a theme <p>If a hostel is near you, you can visit and film footage, but please arrange your visit with us in advance. Due our response to the pandemic, we may not be able to give you access to the inside of the hostel and in some cases their grounds. We would still hugely value video taken of the hostel's outside, the local area, landmarks and/or walks.</p> <p>If you want to use any existing photos and video from YHA, then we can look at sending you the files, but this won't be possible for all our photos and videos due to permissions and copyright. So, make sure your idea is flexible in case we can't send you the exact video or photo you need.</p> <p>Social Media Milestone – Now that you have your idea, tell everyone online what you plan to do!</p> |
| <p>Week 3</p> | <p>Planning Have a rough plan of your video might look and think about what sort of footage you would like to film.</p> <p>Plan your visit to the hostel. Know your walking route or landmarks you intend film.</p> |

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| | <p>Make sure you have the equipment and software you need. For example, if you are using your phone to record video – make sure its video quality and battery life will be enough for what you need.</p> <p>Make sure you have suitable editing software – maybe use free editing software - such as Hitfilm Express or Lightworks.</p> <p>Ask YHA for what you need: We can send you YHA logos and branding. As explained above, provided we have permission, we will try to send you specific videos and images from our media resources.</p> |
| Week 4 | <p>Shoot Footage You have a plan, so now it is time to go and film the footage you need.</p> <p>Social Media Milestone – Take a quick break from shooting to tell people where you are and what you are doing.</p> |
| Week 5 | <p>Review Footage Spend a week to review your footage, and plan out how you will edit it together.</p> <p>Also consider if you want to do reshoots or record additional footage.</p> |
| Weeks 6 – 8 | <p>Editing A rule of thumb is that it takes an hour to edit roughly 1 minute of video. So, give yourself at least four weeks to edit a two to four minute video.</p> <p>If you are planning a longer video – like a virtual walk with a small number of long shots, focus on editing the walk together, then look at editing a short title and credits, and if you have time add captions with local information.</p> <p>Week 7 Social Media Milestone – Give everyone an update on your work – maybe a quick sneak peak of a few seconds of edited footage.</p> |
| Week 9 | <p>Finish editing and submit to YHA You don't need to have a perfect video at this point. Send to us at YHA and we will provide constructive feedback.</p> |
| Week 10 | <p>Final Editing and Re-submit to YHA With the feedback, you can finish your video project. Send it to YHA, so we can share it on our social media.</p> |
| Week 11 | <p>Upload This is your moment to celebrate your hard work and success. Upload your video to your social media. We can coordinate the release with you to give you maximum visibility.</p> |
| Week 12 | <p>Evaluate Look back at what you have achieved over the last few weeks. What worked well? What didn't work so well? If you were going to do this again would you do anything differently? Is there another approach that may have been more</p> |

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| | successful? Also think about what you have learnt? Don't forget to save any content you create to show your DofE assessor. |
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