

‘Young women in tech’ role model videos

Inspiring the next generation

Thank you for sharing your story of how you came to work in technology and what you do in your role. Hearing from young women like you about what you love about your role working in tech, and how you got there, will really help encourage more girls and young women to consider a career in technology.

Filming guide

Please film **two videos** - one for children aged 8-14 years, using language you would use to speak to a child to tell them about what you do, and one for young people aged 15 and above. Different prompts are provided below for each video.

Please watch these [guidance videos](#) to help you with the style and content before filming which include:

- 1) example role model videos aimed at the different age groups: 8-14yrs and 15yrs+
- 2) a short instructional video with guidance on language for the different age groups
- 3) an example video from our video editor (to show you how we'll edit in any illustrative footage)

Tone

Please use a conversational, friendly and relaxed tone when telling your story and avoid using any jargon where possible. Please speak clearly and succinctly.

Length

Please aim to keep your videos to 60-90 seconds in length.

Some guidance to help you film your videos

Before you shoot

- **Please ensure you shoot in landscape (horizontal)** and in 30fps, 1080p or 4K resolution on your phone – you can find this option in your settings menu. Please note we can't accept videos shot in portrait.
- Please disable portrait mode or any video effects.
- If possible, use the newest phone model you can. It'll have a much higher quality camera than an old tablet or point-and-shoot camera.

While you're shooting

- Think about what's in the background and try to keep it interesting - ideally we'd like to see your workplace (even if you work from home), rather than a plain wall.
- Holding your phone to shoot your video is recommended as it gives a more informal, friendly feel to your video. Or ask a friend to help so you can avoid filming with your phone balanced on a table in front of you.
- Try to keep the camera at about eye level - whether you're sitting or standing up.
- Remember to smile - and give your speech a good amount of energy. It'll come across really well, even if it feels exaggerated to you.
- Look directly into the lens while speaking. Don't try to look at notes or a cue card off-camera

(the audience will notice!)

- We're aware there are quite a few questions to answer so if you'd prefer to record your video in sections, that's fine - we can edit out the pauses later
- Watch your video back to ensure you're happy with the sound and messaging before submitting it. Don't be afraid to do another take if you're not happy!

Content to capture in your videos

Please start each video with the following:

- Your name
- Your job title
- Where you work

Questions to answer in your video for audience aged 15+

- What does your job entail (i.e. what do you actually do?)
- What inspired you to get into tech?
- What's the most rewarding part of your role/career?
- Please describe your first/a key work experience, and how you sourced it? What did you learn / what were the key takeaways from the experience?
- What advice would you give to school-leavers/young adults who would like to follow a similar career to you in the future?

Questions to answer in your video for younger audience 8 - 14

- What does your job title mean? / What do you actually do?
- What inspired you to get into tech?
- What subjects/activities did you enjoy at school that helped you get into tech?
- What's the most fun part of your job?
- What top tips would you give to school-age children who would like a similar job in the future?

Additional footage to film

To bring your video to life and give the audience a better feel for who you are and what your job is actually like, we'll need some video footage of where you work, please - even if it's at home. For example, you could show the entrance to your building as you arrive for the day, where you sit at work, and even an action shot of you doing your job. We'll edit this footage into your video for you, so please feel free to provide it as a separate file(s).

How to submit your videos

Once you've filmed your videos, please rename the files so they include your name in the title.

Please upload your video files directly to our Dropbox account -

<https://www.dropbox.com/request/oY4zGzW3gejytVmNBbD>

Questions?

If you have any questions, please get in touch with us at info@techshecan.org

NB All submissions will be reviewed by our team against our campaign criteria to determine their suitability for inclusion in this video collection. A list of the types of tech roles we're looking to profile in this video collection can be found [here](#).