

Women in Business Video Brief

Get in front of the camera to raise your profile across the WIB Network and beyond!

We know that video content creation can be time consuming and not everyone's preferred style of communication, but we also know that it is totally worth it for an **increase in engagement and awareness** of your **personal and professional brand!**

In support of a written profile, introduce **yourself** and **your business/ organisation** to our **+ 5500 members** and **growing 50,000 social media audience** across **Instagram, LinkedIn, Facebook** and **Twitter**. As the leading network for women in the workplace across Northern Ireland, the Women in Business website also offers **high quality link opportunities**, which will **support the SEO of your own website!**

If this is of interest, we would suggest using the following topics/key messages in the video:

Suggested Topics	Key messages
Introduction – outline your present business/ organisation and what your role entails	Brief background on your organisation/business – its purpose and aims; your role within it
How did your career path/ business journey begin?	Note any experience/skills/qualifications in an area related to your career. What/ who inspired you to choose this path?
What is the best part of your job or has there been a proud moment so far in your career?	It is great to hear of any lighted hearted or personal touches that can be included within this answer such as an achievement or support for others – don't be afraid to highlight your success!
When did you join Women in Business?	A general timeline of membership. Why did you join and what do hope to gain from membership? E.g. new connections, professional development, business growth
Why should we read your profile?	Use this as an opportunity to encourage the audience to learn more about you in your written profile - highlight a key point of interest in your profile and welcome your fellow women in business to connect with you

Video Recording Guidelines

- Video content will be made available to the general public using external media channels, including the Women in Business website/ social media platforms.
- We would like you to record your answers to the questions that are contained in the brief
- You may like to film in front of something that displays the name or branding of your job/ business, and we will also include text on your name/ role/ business/ organisation
- Please try to have the recording no more than 30 – 60 seconds long
- The video option on your phone's camera is the most straightforward way to record your video clip
- Ensure that you are centred and facing the camera in an environment that makes you feel comfortable
- Place your phone/camera into a portrait format and ensure that it is secure on a worktop so that it remains still throughout the recording
- Please feel free to read from a script if that is more comfortable for you, however please try to have the page/screen you are reading from out of view of the camera. Try to speak slowly and leave space between sentences and also between your answers. This will make it much easier for us to make any necessary edits, and also easier for viewers to follow
- Please ensure that there are no identifiable people in the background of your video, as we cannot publish without specific consent, or sensitive material such as readable screens or documents in the picture
- If you have any questions, or are not sure about any aspect of making the recording please do not hesitate to contact us
- Please send your video content to membership@womeninbusinessni.com (we also accept WeTransfer files) approx. 2 weeks before the publishing date