

How to join in with #WHATIKNOWIS

Posting your own video checklist

To record your own piece of career advice:

- Place camera/mobile phone on eye level (not looking downwards or upwards)
- Stabilize your camera/ mobile phone, Make the image steady, avoid moving or shaking it. Use a tripod if you can.
- Find a spot with good light and avoid having a shadow on your face. Make sure you have plenty of front light.
- Have less of back light. Don't let any bright light shine from behind
- Choose the right orientation, record in landscape rather than portrait
- Check background to make sure it is professional
- Press record and give your tip (20-30 seconds)
- Look at the camera
- Smile!
- Open with your name
- Speak clearly and not too fast
- Use the phrase "What I Know is"
- Submit your video (use www.wetransfer.com if the file is too large) to marketing@cfauk.org