Video abstract guidance for academics

This document provides some tips on producing clear and professional video abstracts, which some journals are encouraging authors to submit alongside journal articles.

Video abstracts give you an opportunity to tell people about your article in your own words, explaining to them why they should read about your research, and helping to make it more accessible.

These can be produced relatively easily in a single take using a smartphone camera, a microphone and a tripod. If you would like to borrow any equipment, please contact the digital communications team: webcomms@leeds.ac.uk

Staff members can upload and share content using VideoLeeds, or sign up to YouTube and use this guide on how to upload.

**Top tips**

- Think about your messages and your audience. Bullet point your ideas, or write a full script. Tell people the purpose of your research, the methods you used, what you found out, and its implications.

- Keep it short – consider how long your audience is likely to want to watch for – probably 3 to 4 minutes at the most.

- Practice what you are going to say – ideally to someone who is new to the topic.

- Choose your location carefully – your office may not be the best solution. What is the sound quality like? Do a sound test.

- Consider the background for your shot – is it interesting, professional, distracting? Make sure the camera is close to eye level.

- Think about lighting – if you sit in front of a window you will become a silhouette. Try and use the natural light from a window to your side.

- Consider what you are wearing – and how it looks on camera. Wear what you would normally in your working environment.

- Include a call to action – end by asking people to go and read your article, not just to watch your video abstract.

**Best practice examples**