

## Videography Guidelines for Grantees:

Video clips play a powerful role in helping us raise funds for the Order of Malta works that we support. They can give a vivid insight into the value of a project, the need it meets and the difference it makes to local people.

### What makes a great video for the Fund?

- A beneficiary, volunteer or member of staff describing their experience with the Order's work
- A joyful or meaningful moment that captures the spirit of the Order's work – *eg. children singing, elderly people enjoying time together, a summer camp activity...*
- Length: 30 seconds – 2 minutes
- Subtitled in English where possible
- Clear and well-lit

### Taking an interview:

Interview clips are a particularly powerful way to showcase your work, and can be filmed on any kind of camera. Some tips for recording an impactful interview clip:

- Record the interview in a quiet place with natural light
- Adjust your camera to record the subject's head and shoulders, with some space around them
- Explain to the subject what the interview is for, and what you will talk about
- Ask them to speak clearly and slowly
- Invite them to speak to you as if the camera is not there
- Never speak over the person you are interviewing
- Some example questions: *What is your name? What is your role at the Order's clinic? What is it like to come to the soup kitchen? Do you enjoy working here? What difference does this place make to your community? Is there anything else you would like to say?*
- If you have time, try to take a short film of the subject taking part in the work too

### Consent:

Clear information should be given to those being recorded explaining why and how the video will be used. As a video of an identifiable individual is considered personal data, national privacy regulations should be followed. Anyone living in a country covered by the General Data Protection Regulations can refer to the EU guidelines [here](#) and the UK explanation of the guidelines [here](#).

Those being photographed should:

- understand why their video, story and/or personal details are being taken
- be happy for their footage to be taken and used
- understand how and where it will be used and over what time period
- where possible, see how their footage was used

Written consent in the native language from those being recorded is recommended. Where this is not possible verbal consent can be noted instead. Extra care should be taken with children (under 16 years of age); no identifying information should be included and videographers require the consent of an adult carer or parent.

We advise including a notice at the project's location, explaining videos may be taken and used for fundraising. This should remind people to let organisers know if they do not want their image used.