



EONS Video Guidelines¹

Introduction

Many people are now using video rather than text to share views and information. This is a direct and quick way to communicate thoughts and activities. EONS would like to encourage cancer nurses and cancer nursing societies to use this powerful tool to help us move our profession forward, share knowledge and develop our practice. Why not make a short video about a subject you feel is important and that you would like to share with other cancer nurses worldwide. We will upload it on YouTube and put a link to it on the EONS website for the benefit of others.

Subjects for your video

You may wish to inform fellow cancer nurses about educational and professional themes, your current research, best practice, the nature of your work, your professional experiences, the priorities of your EONS Working Group, or talk about why others should get involved in EONS or attend a conference or Masterclass etc.

Making the video – some equipment tips

- Use a webcam for convenience. As with smartphones, most **laptops** made within the last five years come with an integrated webcam (usually just above the monitor).
- Use a **smartphone** for mobility. Most smartphones on the market come with three video-making essentials: A video camera feature to record videos, a microphone to record audio, and a large hard drive on which to store everything. While smartphones are portable, the audio and visual quality can be inferior to that of a dedicated video camera.
- Use a **video camera** for high-quality filming.
- Consider purchasing a dedicated **microphone**. While not essential, good sound quality can make or break a video; to this end, relying on your recording item's built-in microphone may not be ideal. If you can find a reasonably priced microphone that is compatible with your recording item, your videos' overall quality will improve immensely.
- Please record the video in as **high resolution** as possible. (Bear in mind that videos take up a lot of **storage** space. You may want to transfer your videos off of your phone after recording.)
- When recording, be sure that both the audio and video are properly being recorded by first making a **test** clip and viewing it.
- You can download a video **editing** tool free from the internet – with this you can edit the video, add music and create effects. **But remember – keep it simple.**

¹ This document was produced by an EONS Communications WG task group: Helen Oswald, Joanna Tsatsou, Mary Tanay, Carlos Cargaleiro.



Recording the video itself – helpful hints

1. Make sure you have plenty of **light**. If possible, film during the day, using natural daylight. If you're recording yourself, you should sit facing the light, and the camera should point toward you.
2. Choose your **clothing** carefully. If you have a specific-coloured background, don't wear that colour because you won't stand out clearly.
3. Keep your **background** tidy and uncluttered. A clean, professional-looking background is more pleasant to look at than is an untidy one.
4. Think carefully about what you want to say and **plan** your key messages. Make some notes – this can help you clarify your thoughts and speak with more fluency.
5. Keep your recording as **short** as possible. If you have a lot to say, consider making more than one video rather than packing it all into one.
6. **Speak** loudly and **clearly using simple language**. This serves the dual purpose of both ensuring that you make the most of your audio quality and capturing your audience's attention. If you're using a microphone, speak directly into it. This is especially important when you're using a recording item with a built-in mic.
7. **Explain** any unusual medical terms.
8. Be **cautious** about what information you give out. You might not want to give your full name, and certainly not your number, address or other personal information.
9. **Stop** recording when you've finished. Press the Stop button and this will usually save your recording automatically.
10. Check that you are happy with your video and then send it to EONS Communication WG (eons.communications@cancernurse.eu) for **approval**. If the file is too big for email you may need to use another transfer tool, such as WeTransfer. Once EONS has approved the video content it will be uploaded to YouTube, and promoted via our social media channels.

Adhering to EONS' ethics and values

*Please see EONS' Social Media guidelines (also on this page) for EONS' values. The same advice applies to all social media.

Other key points:

1. Obtain permission from your place of work if filming there.
2. Do **not** use the video to promote any commercial product
3. Always be aware of the necessity to respect copyright and to credit other sources if referencing others' information.
4. Create high quality videos (HD Definition)
5. Share webinars, interviews, and video responses
6. Tag your videos with relevant keywords
7. Collaborate with other YouTubers around your size and similar content
8. Engage and respond.



When you send your video to EONS:

You will also need to give us some specific information:

- Title – in less than 30 characters (this includes spaces)
- Short description – in less than 50 words
- Longer description – keep it relatively short; 75-100 words
- Suggest 10-15 keywords/tags (see below).

Tags

A tag is a keyword that you are adding to your video. These keywords should highlight and accurately describe the content of your video. The more relevant your keywords the more views it will receive.

- Try and think what words someone searching for your video might use. Think like a viewer.
- Put your most relevant and important keyword first.
- Use as many keywords as possible.
- If you are having trouble thinking of tags, look at tags that others are using.

Examples: #cancernurse, cancernurses, cancercare,

Examples of some EONS-related videos of different lengths

Lena Sharp on ECND2019

https://www.youtube.com/watch?time_continue=6&v=HkMLnKZCLjo

Sara Parreira on how it is important for young nurses to have their voices heard and for oncology nursing to be recognised as a speciality across Europe.

<https://www.youtube.com/watch?v=chKCeDIdNgU>

Prof Krishnasamy talks to ecancertv at EONS 10 about how we can offer a better quality of life for patients with inoperable lung cancer

<https://bit.ly/2JxWfjp>