



User Generated Content

Objective

We want you to help us create some amazing authentic content that will fit nicely into an upcoming ad campaign with Scottish Care.

What we want to see

Genuine reactions to outings, trips and events from residents and staff that we simply can't capture on our standard shoot day.

How you will do this

Simply using your phone to capture short video clips or pictures that will be passed to the team at a later date.

Technical stuff

- for video clips keep your mobile device in the landscape orientation
- Press record and count to 10 before you stop your video clip (longer is always better)

- The camera on the back of your phone is much better quality so use that where possible (we love selfies too though)