



# TELLING YOUR STORY

How to video your  
Football Team



 **BARCLAYS**



**Thanks for downloading our social media guide, which aims to help clubs like yours build their profiles using social media.**

The Barclays Community Football Fund promotes inclusion and access to football across a wide range of underrepresented groups, such as girls, young people from racially diverse communities, young people with disabilities, young people from the LGBTQ+ community, and those from lower socio-economic groups.

We want to hear a wide range of stories to show how football can bring us all

together, and as a valued recipient of the Barclays Community Football Fund, we need your help.

Within this pack you'll find a how-to video, full of handy tips for filming great looking footage on your phone that shows your club off in the best light.

You'll also see some examples to get your creative juices flowing and a step-by-step guide for submitting your footage.





# How to share your submissions

We want to hear your unique stories in your own voice, so here are the steps in sharing your footage and story with us:

## Step 1

Film your content

## Step 2

Submit your video/ content along with your completed permission form via <https://docsend.com/view/ypmhqd5pdk4wubbt>

## Step 3

Sported will be in touch directly with your club if Barclays choose to feature any footage across our social media or external channels





# Video guide

We'd love you to send us these two types of video footage:

## Interviews

With coaches, volunteers and players, hearing directly from those involved about the club and the role football plays in their lives.



## Action shots

From games or training sessions showing the team in action help to create a proper football film.



**You don't need to worry about filming everything in a particular order. Just capture anything you think is important and let your creativity take the lead. Then send us all your videos!**

**Submit videos in both portrait and landscape orientations to ensure our content creators can fully utilise all of your content. This allows us to accommodate various platforms and presentation formats, providing a seamless experience for all viewers.**



# Capturing interviews

We want to hear from you, your players, and anyone else involved in the club who gives up their valuable time to provide opportunities for others.

Remember to ensure you have the right parental or guardian approvals for sharing video content with Barclays, and be conscious of any safeguarding issues around featuring players in the footage.

Most modern smartphones can take high enough quality footage for our editors to work with, so don't worry about needing professional equipment.

**Be sure to watch our 2-minute how-to video** for a complete guide to filming on a mobile phone. Also, here are some top tips on the kind of shots we'd love you to send us, and some potential questions you can ask or use as inspiration to come up with your own interview questions.

**Remember:** keep the people you're filming in the middle of the shot, try not to film anywhere too noisy, and have fun! We want to hear about everything that makes your club so great.





# Example questions for players

- What do you love about football?
- What makes your team special?
- How has playing for your team helped you in other parts of your life? (Leadership, teamwork, confidence, for example?)
- What has been your top highlight of playing for your team so far?
- What do you want to achieve in your own football journey?
- What would you say to someone that was thinking about starting football?





# Example questions for coaches/ volunteers/parents

- Can you tell us about your team, does it have any specific focus?  
(e.g. racially diverse, LGBTQ+, young people from lower socio-economic backgrounds)
- How has the Barclays Community Football Fund helped you and helped the team?
- What are the challenges you face as a grassroots team?
- What does being part of the team mean to your players?
- Have you seen a difference in players' confidence and overall outlook since joining the team?
- Why do you think football is so effective in bringing people together?
- Why do you give up your time to help with the team?
- What are your hopes for the future of the team?  
Are you planning to reach more people in the future?
- Why did you become a coach?

These questions can guide your thinking, but feel free to use your own questions to tell us your club's unique story – **we want to hear it!** We're hoping to showcase the amazing work you're doing each day, in your own authentic voice.



# Action shots

This is where the fun begins. It wouldn't be a very good football video without some football in it! So, we want to see the best that you've got. Top bins screamers, fancy footwork, sharp training drills, the works.

Our editing team can then use these shots and combine them into one seamless highlights reel, telling your story and showcasing your skills. Remember that these don't have to all be captured in one video, as our editors can do the rest.





# Example action shots

- Match highlights including goals and general play
- Goal celebrations in matches
- Freestyle skills
- Crossbar challenges
- Penalty shootouts
- Keepy uppys
- Training session exercises, both football related and team building fun
- Your team socialising outside of football
- Supporters on match days (with permission)

This should act as a guide. Feel free to get creative with your action shots to give us the most authentic view of your club and help us tell your story.

At Barclays we believe that football opens doors to skills that last a lifetime, but it is only through your hard work and dedication that this can happen. So, we would like to take this opportunity to say **thank you**, not just for downloading our toolkit, but for everything you do to make the world a more inspired and inclusive place through football. **We can't wait to see your videos and stories.**