

Guidance on profiling through video-prospective adopters

Adding a video to your online profile gives you the opportunity to show a more varied and fuller picture of who you are and why you would make a good adoptive parent/s.

If done correctly, video content can complement your written profile, but it is important to stress some points for consideration even before you upload.

Before you begin filming

Before filming make sure you are shooting in 'Landscape' and not portrait mode. This is as simple as turning your mobile phone on its side as seen in the link here: <http://digitalcommunications.wp.st-andrews.ac.uk/files/2016/02/giphy1.gif>

This means that your video will fill the whole screen and there won't be black bars at the sides which can be off putting.

Dos and Don'ts

Do...

1. Keep the focus on you and what you want workers to know about you, your motivation to adopt, the skills and strengths you bring to meeting the needs of an adopted child.
2. Take the opportunity to highlight the qualities in yourself/each other which you feel will help you to parent an adopted child.
3. Keep it a 'live' video, try not to use pictures. If you want to include photos, please provide a voiceover to keep the viewer engaged.

Don't ...

1. Use music. This can be distracting, sound tinny and be overly emotive. Social workers are more interested in hearing your voice and what you are saying.
2. Feel the need to take the viewer on a full tour of your home or your local area.
3. Feel the need to add titles or flashy animations. Keep it simple and effective.
4. Focus exclusively on your pets or birth children, it is a short video, they want to hear about you!

Tips from an adoptive parent

1. **Show your family in action.**
2. **Don't be so concerned with making it "pretty" as much as being your true self.**
3. **Keep it short.** Three minutes at the max! You don't want people to lose interest and walk away. If they walk away, you are forgettable. Keeping the focus on adoption, talk about the things that are most important to you and why they are important.
4. **NO slideshows!** Videos show emotion, personality, and interaction. Videos create a sense of life as it really is, rather than just an online profile. You want people to connect with you and your story.
5. **Don't be afraid to show emotion, to open your heart and be vulnerable.** You can share what led you to adoption, keep your language positive. When you show vulnerability in your video you are sharing a very personal and private part of your life. A part of your life that you would normally not share with perfect strangers. When you share your emotions, it forms a connection with your viewers and they remember you.

Additional resource for tips on using your mobile phone to record a video.

<https://digitalcommunications.wp.st-andrews.ac.uk/2016/03/23/8-tips-on-recording-professional-video-with-a-smartphone/>

For further help or advice on profiling please contact us at sar@adoptionregister.scot