



Video Competition

Live and Work in Rural WA Program Tips and Tricks

Please see below some helpful tips and tricks for creating your content. But remember – be unique and use your own creativity! Whether you're highlighting the beauty of rural WA, showing a day in your life, or sharing the challenges and rewards of your work, the best videos come from the heart. Let your personality shine through!

1. Crafting Creative and Engaging Content

- **Hook Your Audience in the First 3 Seconds:** Grab attention immediately. Start with an exciting or visually interesting clip that makes people want to keep watching.
- **Vlog Your Day:** Share a “day in the life” working or living in rural WA. Show key moments like starting your day, unique work tasks, your interactions with the community, or activities you get up to on the weekend.
- **Show a Before and After:** Whether it's arriving at a rural location or finishing a day's work, “before and after” transitions add a nice narrative arc to your video.
- **Use Trends and Memes:** Incorporate popular TikTok/Reel trends, sounds, or memes to make your content relatable and engaging for social media users.
- **Tell a Story:** Make sure your video has a flow. This could be "Why I Love Working in Rural WA" or "The Hidden Gems of Rural Life."

2. Unique Transitions to Keep It Dynamic

- **Smooth Transitions:** Add transitions between scenes to keep the video engaging and create flow. Use a variety of techniques to move from one clip to the next smoothly.
- **Creative Cuts:** Make use of fun and unexpected transitions to keep your video dynamic and exciting. Cutting between different scenes quickly can add energy and variety.
- **Show Change:** Use transitions to highlight shifts in location, time, or activities. These help keep the story moving while engaging your audience.

3. Sound and Music to Amplify the Impact

- **Trending Sounds:** Use a trending sound or song on TikTok/Reels to increase engagement. Check what's popular and think about how it fits with your content.
- **Voiceovers:** Record a voiceover to narrate your story or provide commentary about your day. This can give your video a more personal and vlog-like feel.
- **Music for Energy:** Choose upbeat, energetic music for fun moments, or softer, relaxing music for peaceful or reflective scenes. Most editing apps (like CapCut and InShot) have built-in royalty-free music.

- **Sync Transitions to the Beat:** Cut your scenes and transitions to match the beat of the music. This adds a polished, professional feel to your video.

4. Creative Concepts to Stand Out

- **"A Day in My Life" Vlog:** Capture different aspects of your workday, from arriving at the office to interacting with colleagues or the community. Use a mix of talking directly to the camera and capturing natural scenes.
- **"What I Love About Rural WA":** Highlight the best parts of living and working in rural WA. Show your favourite spots, activities, or moments that make it special.
- **"Challenges and Rewards of Rural Life":** Balance the tough and rewarding aspects of rural work. This is a great way to showcase the real, human side of living in rural areas.
- **Quick Q&A:** Answer commonly asked questions about rural life or your profession, such as "What's it like to live here?" or "What advice would you give to someone considering rural work?"
- **Behind the Scenes:** Show off what goes into your work—whether it's setting up for an event, meeting with clients, or navigating rural landscapes.

5. Editing Like a Pro

- **Keep It Short & Snappy:** Attention spans on social media are short. Aim for quick edits, fast-paced cuts, and high energy to keep viewers hooked.
- **Text Overlays:** Use on-screen text to emphasize key points, ask questions, or highlight fun facts. Make sure it's easy to read and matches the vibe of your video.
- **Add Fun Effects:** Most editing apps let you add filters, stickers, and text effects. Use them sparingly to enhance your story, but don't overdo it.
- **Use the Right Apps:**
 - **InShot** (iOS/Android): Great for trimming, adding music, and effects.
 - **CapCut** (iOS/Android): Excellent for filters, transitions, and syncing with music.
 - **VN Editor** (iOS/Android): Easy-to-use with creative effects and transitions.
 - **iMovie** (iOS): Perfect for iPhone users who want simple and powerful editing options.
 - **Social media apps:** some social media apps have in built video editing; including automatic syncing, trending sounds, transitions and effects.

6. Final Checklist

Before submitting, double-check:

- Is your video **90 seconds or less**?
- Did you include **engaging transitions** and **creative concepts**?
- Have you added **trending music or sound effects**?
- Is your video ready to be uploaded to **Dropbox**?

More information

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