

**DEVELOPING THE YOUNG WORKFORCE – CASE STUDY VIDEO GUIDANCE**

Please feel free to use this document as guidance for creating a video for DYW’s social channels.

When you have filmed your video please send it to [anna.ramsay@dyw-wl.com](mailto:anna.ramsay@dyw-wl.com) either as an attachment or via the free to use We Transfer service.

* Start by telling viewers a little bit about yourself: your name, your age and where you are from.
* Tell us what your job title is, what company you work for and how long you have been there.
* Talk about the job is like: What do you do day-to-day? Is there anything unusual about your role? Was there anything about the job that surprised you?
* What have you learned: have you learned any new skills or done any qualifications?
* What is your career goal?
* What attracted you to your role/industry? Was it something you always wanted to do? If not how did you decide to give it a go?
* How does it feel to be a Keyworker on the frontline, supporting the country’s fight against Covid-19? Tell us what makes you proud to be a Keyworker?
* Finally, what is your advice for young people who may be considering your industry as their future career?