

How To Submit Your Films & What You Need to do to Showcase your School in GSA's 'Pupils' Prospectus'

Some Rules & Tips

Remember, we want to hear and see your experience of being at your school, it can be funny or moving, artistic or stop-animation, dance or mime, documentary or Bridgerton costume drama; it's your film short so make it how you want. It's about giving you voice as film makers and story tellers.

An insider's peek into your lives, it will help new families know why they should choose your school. What would you have liked to see and know about when you chose your school? What's unique and interesting at your school, what do you love about it?

Remember to get permission to film at school from your teachers and anybody featured in your film, you must explain that the film will be shown on GSA's website and across social media. We will ask you to confirm this in our form. We're sorry but without permissions we won't be able to feature your film or school.

Making the films

You have to make one main film for hosting on GSA's website, and at least one smaller social media edit or film (for any social media channel of your choice) but you can make as many as you like for different social media platforms.

GSA will host the main film on its website.

GSA will host the social media posts on: Twitter, Facebook, Instagram, and LinkedIn.

You can host the films on all of your own school's accounts and on your personal ones too, so that can include TikTok, Snap, and more ... !

The more films you make the more channels and exposure and fame you get for your school 😊

We promise to credit all of the films and film makers.

Film Formats and Length

For the GSA website

Please submit one main film short (a maximum of three minutes long) hosted via Vimeo or You Tube for us to host on GSA's website.

FOR INSTAGRAM

1. In Feed Videos (on the Grid)

Instagram crafted videos formats to allow three different styles: landscape, square and vertical. The predominantly-mobile social network is perfect to share videos of any size.

Video Guidelines

- Minimum resolution for all formats is 1080 x 1080
- Recommended horizontal pixel resolution is 1920

- Multiple aspect ratios are supported: Landscape aspect ratio is 16:9, square aspect ratio is 1:1, vertical aspect ratio is 4:5.
- Max file size for all formats is 4GB
- Recommended video formats are .MP4 and .MOV.
- Video length is 3 to 60 seconds.
- Recommended frame rate is 23 to 60 FPS.

Character Limits

- Primary text recommendation: 125 characters.
- Maximum number of hashtags: 30

2. Stories

Much like Snapchat, it's smart to make these videos more raw and in-the-moment to avoid drastically standing out as promotion, especially since users can immediately swipe to leave.

Video Guidelines

- Recommended resolution is 1080×1080.
- Aspect ratio is 9:16.
- Max file size is 4GB.
- Recommended video formats are .MP4 and .MOV.
- Video length max is 2 minutes for ads and 15 seconds for organic. If you upload a longer video on organic, it will be clipped into multiple Stories 'slides.'

3. Reels

As Instagram has started to add separate tabs for different content types, thumbnails will be cropped differently on each view. If the viewer is on the first tab that has all content types, the thumbnail will be cropped to the traditional square post size of 1:1 – so centre your subjects and plan to avoid undesirable vertical cropping.

Video Guidelines

- Recommended resolution is 1080×1080.
- Aspect ratio is 9:16.
- Videos can be either 15 or 30 seconds long.
- Max file size is 4GB.
- Recommended video formats are .MP4 and .MOV.
- Reels will display in the feed in slightly cropped portrait dimensions (4:5 or 1080×1350).

4. IGTV

Instagram TV (aka IGTV) is full-screen vertical video content shared on Instagram that can be up to an hour long.

Video Guidelines

- Recommended resolution is 1080 x 1920.
- Minimum resolution is 720.
- Aspect ratio is 9:16 (recommended), or 16:9 is also supported. In-feed previews show at 4:5.
- Videos are minimum 1 minute and maximum 15 minutes long when uploading from mobile. You can upload a video up to 1 hour using desktop.
- Max file size for videos less than 10 minutes is 650MB. For videos up to 60 minutes, it's 3.6 GB
- The required file format is MP4

FOR TWITTER

Twitter provides two formats of in-feed video content to share: landscape and portrait. These specific formats are only available for uploading video directly to Twitter, rather than sharing YouTube or Vimeo links. Luckily, Twitter makes it easy to share organic content, but the dimensions do change as the video bitrate alters.

Video Guidelines

- Recommended resolutions are 1280×720 (landscape), 720×1280 (portrait), 720×720 (square).
- Aspect ratios recommended at 16:9 (landscape or portrait), 1:1 (square). 1:1 is recommended as the best route for rendering across devices with the best output.
- Max file size is 512MB.
- Recommended video formats are .MP4 for web and .MOV for mobile.
- Video length max is 140 seconds.
- Recommended frame rates are 30 or 60 fps.
- Character Limits

Maximum count: 280 characters.

FOR FACEBOOK

Easily the most common type of video on Facebook comes from shared posts. This type of video lives in your Facebook feed. While it's not as easy to get organic reach on Facebook, it's still a viable way to share video. You can choose between two video orientations: Landscape and Portrait. Here's a look at the video specs for both.

Video Guidelines

- Recommended video dimensions 1280 x 720 for Landscape and Portrait.
- Minimum width is 1200 pixels (length depends on aspect ratio) for Landscape and Portrait.
- Landscape aspect ratio is 16:9.
- Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9).

- Mobile renders both video types to aspect ratio 2:3.
- Max file size is 4GB
- Recommended video formats are .MP4 and .MOV.
- Video length max is 240 minutes
- Video max frames 30fps.

Facebook has also added the Stories feature, disappearing short photo or video updates that are only available for 24 hours.

Video Guidelines

Recommended resolution 1080×1080

- Aspect ratios: 1.91 to 9:16, with colored gradient bars rendered above and below videos under 9:16. The text field will also be placed under below videos smaller than this aspect ratio.
- Max video file size is 4GB
- Duration is 1 second to 2 minutes
- Recommended video formats are .MP4 and .MOV.
- Character Limits

Primary text: 125 characters, Headline: 40 characters

FOR LINKEDIN

The only video format you can upload is through a shared video. While there are options to share YouTube links in shared posts and in LinkedIn Pulse articles, there's still just one way to upload your own video.

Video Guidelines

- Aspect ratio is 1:2.4 to 2.4:1.
- Max file size is 5GB.
- Accepted video formats are .ASF, .AVI, .FLV, .MOV, .MPEG-1, .MPEG-4, .MP4, .MKV, and .WebM.
- Video length minimum is 3 seconds, max is 10 minutes.
- Video max frames 60fps.