

Content Creation Guidelines

March 2023

Digital Strategy &
Engagement, E&E



For content to stand out, we always ask ourselves:
***“is it impactful, unique, entertaining
or interactive?”***



What makes good content?

- Educational
- Honest, raw, real
- Good news story
- People-based stories
- Real-time updates
- Behind the scenes
- Trending/newsworthy topics

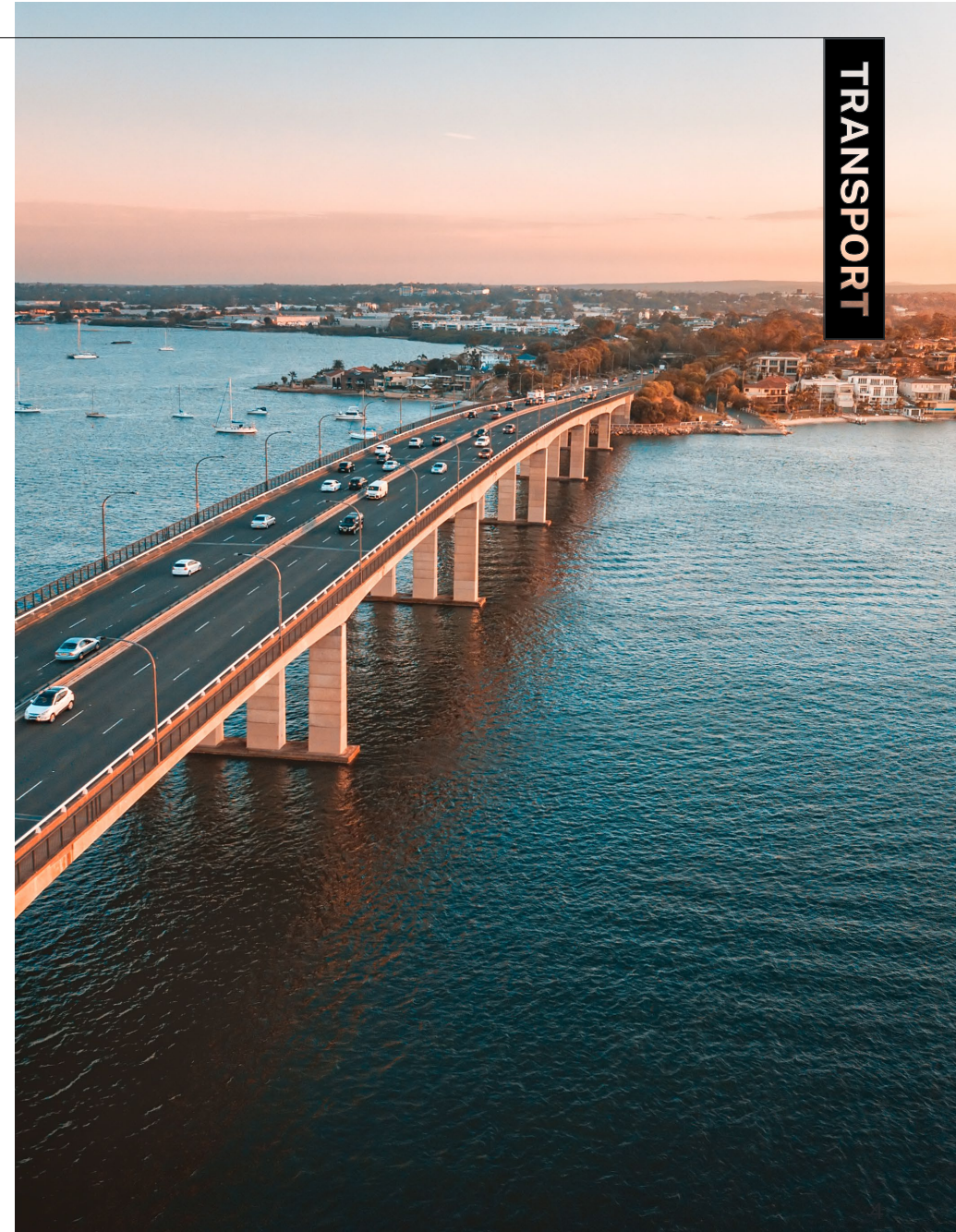
Image & video best practice

Image:

- Think mobile viewing e.g. square ratio 1080x1080px for Facebook/Instagram
- Eye catching as people scroll quickly
- Dynamic – lots of colour and action
- Striking colours and stunning landscapes
- Natural – not photoshopped

Video:

- Grab attention in the first 3 seconds
- Think mobile viewing e.g. vertical ratio 1080x1920px for Instagram stories
- Keep short with key message up front
- Add captions as people watch without sound (burnt in for Facebook, srt. file for YouTube)
- Strong CTA





Tone of voice

- Plain and simple English
- Short and to the point
- Conversational
- Entertaining or informative
- Has a strong personality

Before you start

Consider:

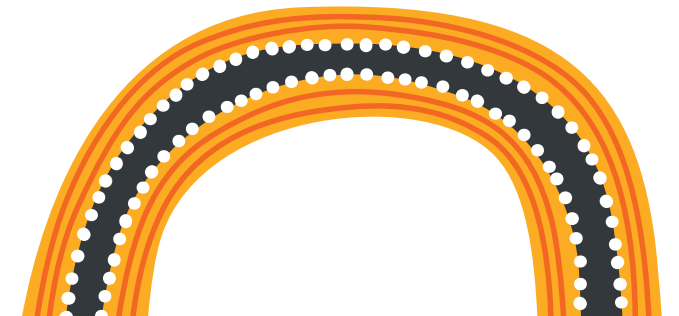
- **Why** make this piece of content? What do you want to say? Will people watch it?
- **What** research supports it? e.g. road crash statistics, common questions
- **Who** is the content for? Who is your audience? e.g. younger drivers
- **Where** will the content be used? e.g. social media, website
- What is your **budget**?
- If filming, who are you filming and are they best placed to deliver the message? (see 'key messages' slide 8)
- What are you filming?
- Where are you filming? (see 'filming tips' slide 9)

With each of these questions you need to consider the most effective way to tell this story in a visually engaging and meaningful way.

Be prepared

Once you've asked yourself those questions:

- Write your script, create a storyboard and/or draft your interview questions (*see slide 10*)
- Ensure key road safety messaging (*see slide 8*) and visuals (*see slide 11*) are correct and consistent with Transport principles and guidelines
- Complete a police check and driving record check for your talent (if required).



Key road safety messages

Towards Zero: Too many lives lost on NSW roads. Our goal is zero. towardszero.nsw.gov.au

Speeding: Speeding is the biggest killer on our roads. Please slow down.

Casual Speeding: Casual speeding is the biggest cause of deaths and serious injuries on NSW roads. Every K counts.

Fatigue: Get enough sleep before you drive. Take regular rest breaks or pull over in a safe place if you're tired. Don't trust your tired self. testyourtiredself.com.au

Drink driving: What's your Plan B? If you're drinking, don't drive.

Seatbelts: Buckle up. Seatbelts save lives.

Bring the Mob Home Safely

Motorcycle riders: Every time you ride. Ride to live. ridetolive.nsw.gov.au

Motorcycle gear: Choose the safest gear for your ride. www.motocap.com.au

Bicycle riders: Let's all look out for each other on our roads.

Pedestrians: Look out before you step out.

Safer Vehicles: Buy the safest car in your budget. howsafeisyourcar.com.au

Safe System: Road safety is a shared responsibility.

Safer Roads: Safe roads save lives.

Filming tips

Setup:

- Turn to landscape (sideways) for all shots
- Make sure the camera lens is clean

Location:

- Avoid loud background noise or distractions
- Well-lit area
- Ideally with background relevant to story

Framing:

- Hold camera eye level with interviewee
- Have an interviewee look across frame (if on the left, they look right, and vice versa – have one person holding the camera, and the other asking the questions so the talent has somewhere to look)
- Focus lock on the interviewee

Lighting:

- Make sure you shoot in a well-lit area
- Avoid shadow over faces
- Try to find even lighting. If it's too sunny, try and go in the shade

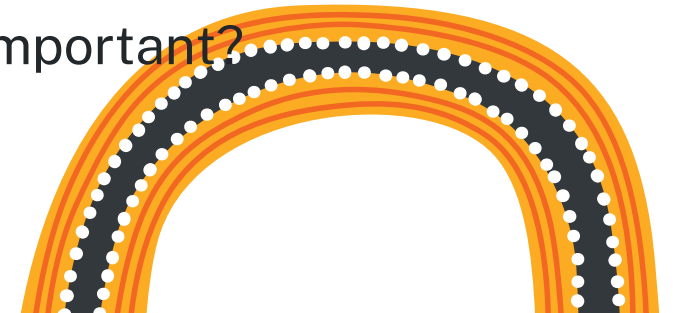
Audio:

- Attach lapel mic and clip onto interviewee below collar.
- If no lapel, hold camera no further away than one metre and consider an indoor setting without background noise

During the interview – don't talk while talent is talking. Wait for them to finish their point then ask the next question. (If you feel the need to interact, nod instead)

Example interview questions

1. How do you stay safe on the road?
2. What is your advice to drive/ride/walk safely?
3. What does 'Towards Zero' mean to you?
4. Do you have a safety message for young drivers?
5. What advice would you give a young driver buying their first car?
6. Have you (or someone you know) been involved in a crash?
7. Why is staying under the speed limit (and driving to conditions) important?



Road safety requirements for visual content

- **Child must be holding a guardian's hand** when crossing the road/walking on footpath if 10 years old or younger
- **Mobile phone** can be secured in a holder (full licence only) or away in glovebox. No phone showing for Learners/P plate
- Cars should be travelling a **safe distance behind** other cars
- Children 12 years or younger should be in an **Australian approved child car seat** and not in the front seat
- Bicycle/motorcycle riders should always be **wearing a helmet** correctly fitted and bicycle should have correct lights and bell
- Motorcycle/scooter riders should always be **wearing protective motorcycle clothing**
- Pedestrians and riders should be **wearing light coloured clothing** so they're more visible
- Cars should be **5-star ANCAP rated** where possible and light/white colour
- **Seatbelt must always be worn**
- Road **signage must be from NSW** and vehicle must be on the correct side of the road
- Drivers must be passing a bicycle rider with **at least a 1 metre gap**
- Road users should be **watching the road** in front of them
- **Road should be in good condition** e.g. line markings not worn, no potholes and have road safety treatments where possible e.g flexible barriers, wide centre lines and/or rumble strips

Resources

Centre for Road Safety website:

roadsafety.transport.nsw.gov.au

Transport for NSW Creative Assets Library:

<https://creativeassets.transport.nsw.gov.au/>

NSW Government social media guidelines:

<https://www.nsw.gov.au/nsw-government-communications/social-media-guidelines>

NSW Government branding guidelines:

<https://www.nsw.gov.au/branding>