



author of the week



authorfy author of the week



IMPORTANT - PLEASE READ BEFORE FILMING: Once the camera is filming, please look into the lens, hold your book up, smile, and hold this position for around three seconds. This allows us to take a clean screenshot to use as your thumbnail. It should look something like the example below. *Note: as you can see, the 'play' button appears in the middle of the image, so if you can position yourself slightly to one side (just for this screenshot – not for your actual video) that would be great!*



HOW LONG SHOULD MY VIDEO BE? Around 5-6 minutes, including the short reading.

DO I HAVE TO FILM EVERYTHING IN ONE TAKE? Not at all. If you'd like to film your introduction first, then take a break, and film your reading / outro separately, that's absolutely fine! Just send the footage over and we can edit it together.

IS THERE ANYTHING I SHOULD AVOID? Yes . . .

- 1) Feel free to *briefly* mention any previous titles that children may recognise, but **focus on the book you're promoting** for the majority of the video.
- 2) **Avoid any salesy lines** like 'this book is coming out in December 2022' as it can 'date' the video and we'd like schools to be able to watch them for years to come.
- 3) **Don't mention your website or social media.** These videos are being used as an educational tool so they can't be seen to be too promotional.



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WHAT SHOULD MY VIDEO INCLUDE? An introduction to your book, a short reading and a takeaway . . .

1) **Introduce yourself and your book** (hold a copy up if you have one). Explain what the book is about and make it sound as exciting and appealing as possible. Tell us about the characters we're going to meet, the setting, what happens to them (without spoilers!) and why you wanted to write it / the inspiration behind it. If you've written a non-fiction book, give us a few examples of the information we can find inside the book, and show us some of the inside spreads if you can.

2) Next, give us a **short reading** (a couple of pages is normally about right). Make sure it's not too long - the whole video should be around five minutes long.

3) Include a **takeaway** of some kind. These videos will be watched in assemblies and classrooms across the UK, so it's a nice opportunity to give children something to think about, something to look out for, or something to discuss after they've watched the video. *For example, if your story is about time-travelling aliens, ask students to think about what year they'd like to time-travel to and why. Or if your story is about friendship, encourage students to think about what makes a good friend. Please avoid setting any writing challenges as students won't always have the opportunity to write after they've watched the video.*

IMPORTANT: Although this is your 'Author of the Week' video, the video will appear on Authorfy indefinitely and some teachers may use it for other purposes, so please avoid referring to yourself as the 'Author of the Week'.

NOTE: If you refer to Authorfy at all, Authorfy is pronounced 'Author-fi' (rhymes with 'hi')

