

# JOURNAL TOOLKIT HOW TO CREATE A VIDEO ABSTRACT

All LWW journal authors are encouraged to create a video abstract for their article. We highly recommend this, as it will help to **increase the visibility and profile of your article**, drive interest in your article and engage with readers particularly in the iPad® and online versions of the journal.

A video abstract is a short video introduction to your article, outlining **what your article covers, the issues raised, and reasons why it matters**. The aim is to give the reader a short teaser that will entice them to read the full article. You should not simply read your abstract out; rather, we ask you to answer important questions about your article and highlight points of interest.

## Key Tips for Creating your Video Abstract

1. Your video abstract should be about 1.5 to 2 minutes long. Strive for no longer than 1.5 minutes. Some authors like to address the camera directly, while others prefer to sync PowerPoint slides with some audio commentary. You also can include a series of still photos with narrative. However, the format is very flexible and could even involve an interview or a report from the field. Ask yourself – what would capture your readers’ imaginations and intrigue them?
2. Do not read from a script or read out your text abstract – rather, write **a few key points** on a piece of paper in front of you and **talk naturally** around those. Remember readers already have access to your text abstract – the goal here is to provide additional content that hooks into your article.

### Here are some key points and questions you can use to begin crafting your talking points for the video abstract:

* + 1. Significance: What will the grassroots health and fitness professional take away from your article that they can apply to their daily work?
    2. Innovation: What new information does your paper cover, how does it change concepts related to knowledge or practice, how does it challenge what we thought we knew?
    3. **Highlight points of interest:** Choose 1 or 2 findings/points/topics that are most interesting to you or your audience about the overall content in your paper/article.
    4. Future work: If applicable, what are future directions for this topic based on your findings?

1. Before recording your video abstract, do **a quick test record for 15 seconds** and review it, just to check your video and audio levels are OK.
2. Try to choose a venue to record that has **little to no loud background noise**. If noise is an issue, consider using a lapel microphone rather than using the on-board microphone in your device.
3. **Include a question in your video abstract that challenges the viewers** – This helps engage the reader. Your video abstract can help start a debate around the subject and determine where research could go next. At the end of the video consider leaving the viewer with something to think about – perhaps even a call of action.

## Examples of Video Abstracts:

* <http://links.lww.com/FIT/A18>
* <http://vimeo.com/107190025>
* <http://www.youtube.com/watch?v=Zja-A8zxNZo> (Slidecast)

## Free Video Editing Software

* iMovie (Mac): <http://www.apple.com/ilife/imovie>
* Windows Movie Maker 2.6 (PC): <http://www.microsoft.com/en-us/download/details.aspx?id=34>

## How do I Submit my Video Abstract?

* When you are invited to revise your manuscript, you will be prompted in the revision notification email to upload your video abstract with your revised manuscript file
* Upload the video file (following the instructions) as **Supplementary Digital Content** (SDC)
* Upload the revised manuscript file that includes
  + an ‘SDC call-out’ in the abstract, showing where the video abstract should be inserted, and
  + an SDC list at the end of the manuscript file, listing the video abstract and any other SDC consecutively (the latter will be removed by production staff before publication). For the “Author Checklist for Supplemental Digital Content” go to <https://sites.google.com/site/lwwsdcauthorchecklist/home>