



NSCA

**USER GENERATED CONTENT
(UGC) GUIDELINES**

**For NSCA Social Media, Conference Speakers,
NSCA TV, and Interviews**

PERFORMANCE

Welcome, and thank you for participating!

This guide is intended for all contributors, regardless of prior experience, to help you create user-generated content (UGC) that aligns with NSCA standards. Each section outlines the expectations and best practices to help you produce the best content possible. By reviewing and adhering to requirements, you help maintain the integrity of our brand and the effectiveness of our communications.

VIDEO LENGTH

Time limits help your videos perform their best while meeting the requirements of each platform.

Short-Form Video

Reels/Shorts

90 Seconds Maximum

Conference Speaker Promo

30 Seconds Maximum

Long-Form (NSCA TV) Video

Promotional Videos

3 Minutes Maximum

Educational Videos

60 Minutes Maximum

Education Portal Lectures

20 Minutes Maximum

CAMERA HARDWARE



Built-In Webcams

- 1080p HD resolution or higher
- 24-30 frames per second (FPS)
- Computers made within the last 10 years will typically have these settings



External Webcams

- 1080p HD resolution or higher
- 24-30 frames per second (FPS)



DSLR Camera

- 1080p HD resolution or higher
- Use 'Auto' setting, unless familiar with other camera modes
- 24-30 frames per second (FPS)



Smartphone

- 1080p HD resolution or higher
- Use the back camera, not 'selfie' (front) camera
- Use cinematic mode on iPhone when possible

RECORDING SETUP



Frame with Intention

Keep subjects centered or aligned using the 'rule of thirds'.

Social Media - Vertical Video
NSCA TV & Awards - Horizontal Video



Pay Attention to Backgrounds

Frame your subject in a clean, uncluttered background. Avoid showing other organizations' logos. Please do not use green screen or virtual backgrounds. Blurred backgrounds are permitted.



Face Towards the Light

You (or your subject) should face the brightest available light. Do not sit or stand with your back to a window.



Be Audio Aware

For non-social media videos, use a headset, earpiece, or standalone microphone. Computer mics may produce unusable audio. For social reels, phone microphones can be used.

Test your mic for clarity. Be aware of distracting background noise like music, dogs, traffic, TVs, etc.



Double Check Apparel

Dress as you would for work. Solid colors are best. Avoid logos unless you have the right to represent the brand. Avoid tight stripes or checks as they create unwanted distortions on camera.



Avoid Filters & Heavy Edits

Less is more. Don't apply filters, unnatural transitions, or extreme effects to videos.

Do not add on-screen captioning to your video.

TIPS FOR APPEARING ON CAMERA



Pause, Rather Than 'Um'

Avoid the habit of using filler words between words. Instead, it's okay to briefly pause before continuing.



Eye Contact with Camera

Look at the lens of the camera while talking. Avoid reading from adjacent screens or looking around you. Aim for eye contact with the camera at least 80% of the time.



Avoid Glasses Glare

Contacts are preferred when in front of the camera. If you do wear glasses, drop your chin down slightly or tilt your glasses forward and down to help avoid glare.



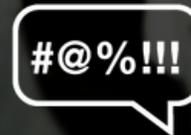
Bring the Energy

Talk to the camera as you would to a small crowd of people - high energy will increase interest, and convey credibility and enthusiasm.



Practice Makes Perfect

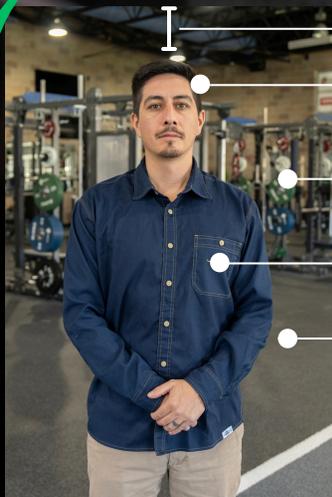
Know how you're going to pace and emphasize your video. Practicing out loud will help ensure you get a feel for how you're going to deliver.



Keep it Professional

Remember that the audience might be different than you. Do not make crude jokes or disparage any group. Avoid profanity in all content.

FRAMING AND LIGHTING



- Good head space
- Facing towards the light; no harsh shadows
- Camera is level with subject's face
- Good posture
- Clean and professional background



- Camera not level with subject's face; viewer is tilted up
- Subject out of focus
- Featured logo; too commercialized
- Camera settings are overexposed (too bright)



- Harsh shadows and lighting
- Messy and unprofessional background
- Heavy filter



- Good head space
- Subject centered
- Adequate lighting



- Too zoomed in; no headspace
- Poor face lighting
- Blurry/dirty lens

SOCIAL MEDIA

SIGs, PDGs, Committees, and SPDs should follow their social media guide. Interested UGC creators should contact the NSCA marketing department.



✓ Social Media UGC Should Be:

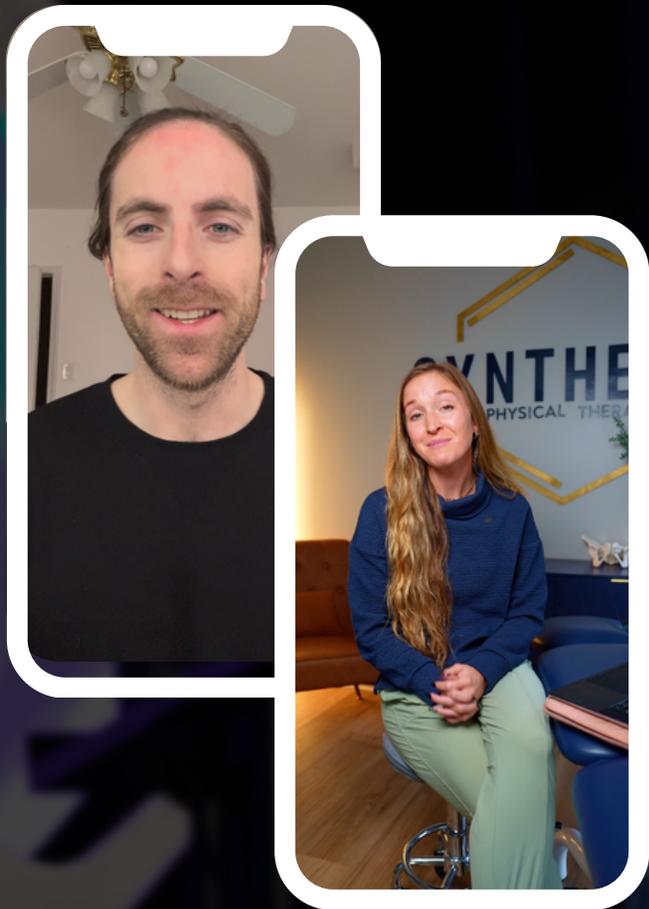
- **Shareable** - Ask yourself if this is something someone would repost to their account.
- **Stop-worthy** - Skip the traditional introduction, and grab the audiences' attention with a strong hook.
- **Short and Easy to Follow** - Use fast cuts, while keeping the video around 30-45 seconds.
- **Engaging** - Tip-based videos, day-in-the-life, behind the scenes, unique facility tours, insights, interesting research, and exercise technique videos perform best.

✗ Social Media UGC Should NOT Be:

- Memes and AI-generated visuals
- Single static graphics or flyers
- Personal or business promotions
- Screenshots from photos or videos
- College/school and program recruitment

Please do not include on-screen captions.
The NSCA will add captions where needed.

CONFERENCE SPEAKER PROMOS



NSCA Conference & Event Social Media Promotion Tips:

- Review the tips on pages 3-5
- Use your cell phone camera - record vertically
- Use the highest quality setting possible (HD or 4K)
- Place your phone **vertically** on a tripod, makeshift tripod or a friend to keep the camera steady. *Be sure to wipe your camera lens off to avoid any blur.*
- Videos should be 15-30 seconds, and should follow the basic outline included in your email from the NSCA conferences department.

Please do not include graphics, text overlays, on-screen captions, cuts/transitions, filters or edits. The NSCA will edit your video to include conference graphics.

TIPS FOR RECORDING WITH POWERPOINT FOR NSCA TV CONTENT

PowerPoint provides an easy method to create video content even for those with limited experience producing videos. The steps below provide a basic guide for users with a webcam. You may also record and edit using other platforms or equipment you are knowledgeable with.



STEP 1 Create Slides in PowerPoint

If you have embedded videos, follow these steps:

1. Insert video: click insert → video, then navigate to and select your video file.
2. With the video selected, navigate to the 'Playback' tab in the top of the menu ribbon.
3. In the drop-down next to "Start:" choose 'Automatically start' or 'Play when clicked on'.

[Additional Instructions](#)



STEP 2 Record Yourself and Your Presentation in PowerPoint

**To record with Powerpoint, you must have a webcam connected or built-in to your computer.*

1. Once slides are complete, navigate to 'Slide Show' tab.
2. Click 'Record' → 'From Beginning' or 'Current Slide'.
3. Click red record button to begin/stop your recording.



STEP 3 Make Edits, Then Export File as MP4 File Format

Once you have a final presentation and recording:

1. Navigate to 'File' → 'Export'.
2. Name the file.
3. Select 'Create a Video' or 'MP4' from 'File Format'.
4. Set quality to 'Full HD (1080p)'.
5. Ensure 'Use Recorded Timings and Narrations' is checked.
6. Click 'Save' or 'Create Video'.

Please note, the NSCA is not able to assist with editing your video.

IP, NIL and Trademarks

Copyright/Intellectual Property

Please do not incorporate any intellectual property in your content that you don't own. That includes copywritten material, trademarks, or people's name, image or likeness (NIL). Examples include company trademarks, movie posters, music or celebrity images.

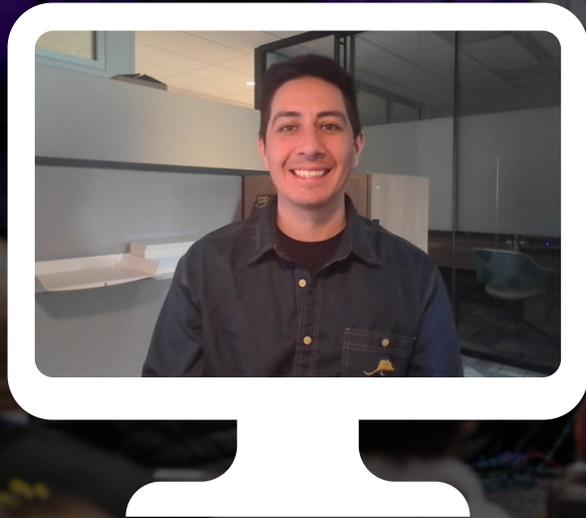
Commercialization

Content created for the NSCA should be noncommercial in nature. Focus on the subject matter – do not promote a business, product or service. Excessive commercialization of NSCA user generated content may result in the NSCA declining to use or post the material.

NSCA Marks Usage

Please do not use any NSCA logos, certification shields, or other NSCA intellectual property in your content. The NSCA can add those elements, if needed.

VIDEO INTERVIEWS



NSCA Video Interview Tips:

- Review the tips on pages 3-5
- Use your cell phone or computer camera
- Don't use green screen or virtual backgrounds
- Use the highest video quality setting possible (HD or 4K)
- Place your camera **horizontally** on a tripod, stand, or steady surface. *Be sure to wipe your camera lens off to avoid any blur.*
- Use a headset, microphone, or earpiece when possible. Phone microphones are generally okay. Computer microphones may produce unusable audio.

Please do not include graphics, text overlays, on-screen captions, unnatural cuts/transitions, filters or edits.
Blurred backgrounds are okay.

CONTENT SUBMISSIONS

All video files should be .mp4 or .mov

- **NSCA TV** - Upon receipt of NSCA TV approval to proceed to create content, please email nsca.tv@nsca.com to coordinate video file transfer
- **Conferences & Events** - Email completed video to conferences@nsca.com or your NSCA event point of contact
- **SIGs, PDGs, and Committees** - Refer to social media guide
- **All others** - Email to your NSCA point of contact

Files may also be shared via Google Drive, Dropbox, OneDrive, etc., but please do not share a YouTube or Vimeo link.

Submission does not guarantee posting. *The NSCA reserves the right to edit submitted content as needed, including redacting intellectual property, removing profanity, or reducing length. The NSCA may choose not to publish any submitted content, and will coordinate all publishing in accordance with required process steps.*