Content Guidelines for

Engineers of Tomorrow: Formula Student Social Media Video

Congratulations on being successful in the Engineers of Tomorrow: Formula Student funding!

To help you create content that feels authentic to you while showing how RS supports student engineers, we've put together some simple guidelines.

Our aim is organic, genuine content. We want your real experience, in your own style.

All teams are required to submit one video *before* receiving their RS products.

This initial video should focus on your team, your project, and how the Funding will support your build.

Once your products have arrived, you're very welcome (but not required) to create additional content showing the products in use, sharing first impressions, or filming an unboxing.

Content Options (Choose the format that suits you!)

You can create any of the following – or a mix!

1. A Day in the life

Give a snapshot of your team's day, for example:

- **Working on your Formula Student car or project**
- **In the workshop, lab, or at home**
- **Building, testing, or preparing for competition**

You can talk about where the RS products will be used in your build, even if you haven't received them yet.

Keep this casual and natural — like something you'd share with friends.

2. Project introduction / update

Focus on your project and plans:

- **What you're building**
- **What stage you're currently at**
- **What challenges you're facing**
- **How the RS funding will help you move forward**

This can be short, simple, and filmed on your phone.

3. Why you applied for Engineers of Tomorrow: Formula Student

funding Share a bit more about your team:

- **Why this support matters to you**
- **What the funding will enable**
- **What you're most excited about for the season ahead**

Honest, informal answers are perfect — no need to be overly technical.

4. Optional Post-Product Content

(Only if you'd like to create more content later)

If you choose to film additional content after receiving your products, you might include:

Product Review / First Impressions

- **Why you needed the product**
- **What problem it solves**
- **First impressions or early performance**
- **Anything surprising or fun**

Unboxing

- **What's in the box**
- **A quick look at features**
- **Why you're excited to use the products**

Style Guidelines:

- **Keep it authentic. No need for a "sales pitch" we want your real experience.**
- **Be yourself. Use your tone, your humour, your style of speaking and filming.**
- **Show the product being used (if relevant), not just holding it up.**
- **Phone-quality is absolutely fine. You don't need professional gear.**
- **Short videos (up to 90 seconds) usually work well, but longer is okay if you prefer.**
- **Please film in portrait (unless landscape suits your content better).**

Filming tips:

- **Make sure the team members are well-lit (preferably natural lighting) from behind the camera, ensuring there are no bright lights behind you.**
- **Film in a quiet space and make sure your voices can be heard, being mindful of any background audio/noise.**
- **Give yourself enough time!**