Author Toolkit: Creating & Submitting Video Abstracts & Videos to Journals

All LWW journal authors are encouraged to create a Video Abstract for their accepted article. We highly recommend this, as it will help to **increase the visibility and profile of your article**, 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.

SAMPLE QUESTIONS TO CONSIDERING ADDRESSING IN YOUR VIDEO ABSTRACT:

-Significance: Why is your research important or what critical barrier to progress does the article address?

-Innovation: What new information does the results of your study present, how does it change concepts related to knowledge or practice, how does it challenge what we thought we knew?

-Clinical applicability: What is the clinical relevance/importance of the findings of your study, how would readers apply the results of your study, what barriers might prevent this approach from being applied in clinical practice?

-Future work: What are future directions for research based on your findings?

Key Tips for Creating your Video Abstract

1. Your video abstract should be **3-5 minutes long**. Some authors like to address the camera directly, while others prefer to sync PowerPoint slides with some audio commentary. 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.

3. 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.

4. Try to choose a venue to record that has **little to no loud background noise**. If noise is an issue, consider using a lapel mic rather than using an on-board microphone in your camera or webcam.

5. If using a mobile device to record the video, **hold the phone or tablet horizontally (not vertically)** to ensure proper playback on all video players.

6. **Include a question in your video abstract that challenges the viewers** – your video abstract can help start a debate around the subject and where research could go next.

Free Video Editing Software
o iMovie (Mac): http://www.apple.com/ilife/imovie
o Windows Movie Maker 2.6 (PC): http://www.microsoft.com/en-us/download/details.aspx?id=34

Specs and Acceptable File Types & Sizes (as of 3/2016)

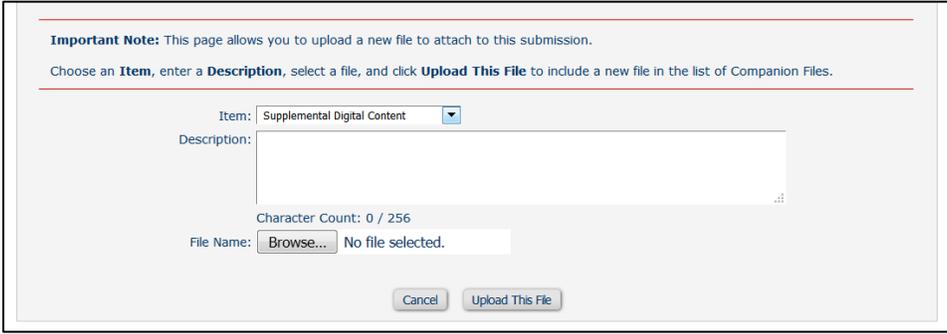***Video*** .flv .asf .qt .mov .mpg .mpeg .avi .wmv .mp4 .m4v .3gp .swf

Submitting your Video Abstract

Once you receive notification that your article has been accepted, you will have 2 weeks to submit a Video Abstract through Editorial Manager (details below). By following this timeframe, all occurrences of your article (in print, Ovid, online, and iPad App) will identify the Video Abstract and contain a link to the video – identified as Supplemental Digital Content (SDC). If the Editorial Office does not hear from you by that time, your article will move forward to Production without a Video Abstract as SDC.

After the two-week timeframe, you may still submit a Video Abstract to appear online-only via the journal website's Video Gallery, which will directly link to your article once published. Videos posted online will be publicly accessible and are in high demand, however the printed article will not contain links or information about online-only video, nor will there be SDC identifiers. If you would like to feature your Video Abstract this way, simply email a copy of your video to the Editorial Office requesting to add it online and link with your article once published.

Uploading your Video Abstract to Editorial Manager as SDC

1. Log in to **Editorial Manager** and navigate to your manuscript.
2. Go to the **File Inventory** and click on **Add Companion File**
3. Upload the video file as **Supplementary Digital Content** (SDC) and include a short description
   a. Editorial Manager files must be smaller than 100MB; for larger files, use FTP site

> **Important Note:** This page allows you to upload a new file to attach to this submission.
>
> Choose an **Item**, enter a **Description**, select a file, and click **Upload This File** to include a new file in the list of Companion Files.
>
> Item: [Supplemental Digital Content ▼]
> Description: [   ]
>
> Character Count: 0 / 256
> File Name: [Browse...] No file selected.
>
> [Cancel] [Upload This File]

   b. The same journal policies for manuscript submission relating to peer-review, patient anonymity, copyright, and permissions also apply to SDC.
   c. For the additional information about SDC, see http://bit.ly/LWW-SDC

4. **Special Instructions**: To guarantee receipt and proper production of your video abstract with your article, email the Editorial Office that you have uploaded your video
   a. At this time, if you would **ALSO** like your video added to the journal website's Video Gallery, note this request in your email and attach a copy of your video and its short description.

> **SOCIAL MEDIA TIP**: You may also consider adding your Video to YouTube and link it to the journal website or post about the video and article on social media for added exposure, as shown in this example from *Journal of Neurologic Physical Therapy*
> o http://youtu.be/k20XrIMxBEI
> o http://journals.lww.com/jnpt/pages/videogallery.aspx?videoId=43

Examples of Video Abstracts:

In this example from *Nurse Educator*, the abstract is presented as a PowerPoint presentation synced with audio.

The authors submitted a detailed description to be featured in the Video Gallery. This further entices viewers to read the full article, which they can do by easily clicking on the link beneath it!

In this example from *Journal for Nurses in Professional Development,* the video was also included as Supplemental Digital Content. The SDC video abstract is identified in the article's abstract in all forms – in print, on Ovid, online and on the iPad App – and it can be accessed by the LWW SDC link.

Additionally, since the video was *also* added to the Video Gallery online, the article contains a link to the Video.