

Find Your Float Video Brief

This brief outlines how to record and share an instructional “how to float” video to support the National Water Safety Forum’s “Find Your Float” campaign for World Drowning Prevention Day.

Format

Videos should be filmed in portrait (vertical) orientation on a high-quality smartphone. Videos filmed in portrait are better suited for viewing on mobile, meaning portrait is the recommended video format for most social media platforms.

If you are filming on an iPhone, select the HD button in the top right hand corner of your screen to switch to 4K for a higher quality video.

Location

Videos should be recorded in a safe and supervised swimming location pertinent to your organisation (e.g. a swimming pool or lifeguarded beach).

It is your responsibility to ensure that your video is recorded with adequate risk assessments and supervision in place, and that you have permission to be in, and film at, your chosen location.

Content

Videos should ideally feature one person explaining how to float, and another demonstrating the steps. If this isn’t possible, the same person can provide both the explanation and the demonstration.

Videos should aim to include the following:

1. An introduction from the person/ people in the video, including their name, their job and the organisation they work for.
2. The purpose of the video (e.g. “Today, in support of World Drowning Prevention Day, we’re going to be showing you how to find your float – this simple skill could help save your life if you ever find yourself in trouble in the water).
3. A demonstration of how to float
 - Tilt your head back with ears under the water
 - Relax and try to breathe normally
 - Move your hands to help you stay afloat
 - Spread your arms and legs to improve stability
 - It’s OK if your legs sink, everybody floats differently
 - Shout for help if you can

4. A line about why floating is important from a rescuer's perspective / how floating helps make someone easier to rescue
5. A sign-off emphasising the message of the campaign (e.g. "We all float differently – by practising how you float in a safe location like a swimming pool, you'll be prepared if you need to use this skill in an emergency. To find out how to find your float this World Drowning Prevention Day, visit [RespectTheWater.com](https://www.respectthewater.com)")

Other styles of videos – e.g. an instructor teaching a class of people how to float, or footage of people taking part in a mass floating demonstration – are welcome and encouraged, however please ensure that participants (or parents/ guardians of participants) have provided permission to be recorded in accordance with your organisation's filming and photography guidelines. It is your responsibility to acquire and keep a record of any permissions required for filming and sharing your video.

Sharing

Share your video across your channels and networks on 24 or 25 July, 2026.

Include #FindYourFloat and #RespectTheWater in you caption to ensure your video is searchable. Also include #DrowningPrevention in the caption to join the global conversation – this is the World Health Organization's hashtag for World Drowning Prevention Day.

Please ensure you enable captions on your video.

If you're happy for your video to be shared by the NWSF and others, please email it to the NWSF's Marketing and Communications Specialist: g.beardmore@rospa.com. By sharing your video with us, we will assume you give permission for us to use your video on NWSF channels, and to share it with others in the NWSF network.