

# Guide to creating OT Life Hacks

## 'Lift up your everyday with OT Life Hacks'

Through our new 'Lift up your everyday' campaign, you'll help the public take small, positive steps to lift up their everyday lives. You'll do this by sharing occupational therapy life hacks – which we're calling OT Life Hacks.

In this guide you'll find:

- what an OT life hack is and what makes a good one
- how to write your OT life hacks
- how to create your OT life hacks, and
- how to share your OT life hacks.

## What is an OT Life Hack?

An OT Life Hack is a small action someone can take to find motivation or overcome new or existing challenges to keep doing the things they love and need to do at home, work, school or play. The ideal OT Life Hack will:

- benefit lots of people
- provide high impact for a low effort
- have evidence to support it and will have been successfully used with the target group
- be fun
- be easy
- be free or cheap to do, and
- be specific for home, work, school or play.

The idea is that you create your OT Life Hack (or hacks) and share it on social media. How to create and share them is explained later in this guide.

## How to write your OT Life Hack

Your life hacks will be more memorable if they're short and to the point, so it's best to keep them to around 75 to 100 words.

Start with what challenge(s) it'll help with, what the life hack is and why it works and include where it'll be primarily used (home, work, school or play). Remember to include your name and that you're an occupational therapist.

Once you've described your life hack, finish it with: 'For more OT Life Hacks visit: [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk)'

Here are some example life hacks that you can use for inspiration:

### OT Life Hack for work

'Creating new habits is hard but I can provide a hack to help with that.

I'm [insert name] and my occupational therapy life hack is about "habit stacking". This is where you stack a new habit on top of an old one to create a routine.

For example, if you want to drink more water: you stack the new habit of drinking a glass of water on the old habit of getting out of bed in the morning. This will help create a new routine and make it easier to do.

For more OT Life Hacks visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk)'

### OT Life Hack for home

'Are you looking to save time and effort, so you have more energy and opportunity to do the things you love or need to do?

I'm [insert name] and my occupational therapy life hack is to never leave a room empty handed!

Going to the kitchen to make a cup of tea? Take yesterday's newspaper with you and pop it in the recycling. Going upstairs? Carry your clean laundry with you. Get a little lift from ticking off two things at once, saving time and energy for the things you love or need to do.

For more OT Life Hacks visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk)'

### OT Life Hack for school

'Do you sometimes feel anxious thinking about all the things you need to do?

I'm [first name] and my occupational therapy life hack is to take some time to plan your work or study and break it down into bite-sized chunks. You'll then be able to focus on one small activity at a time, and it will be easier to see how much time you need to do everything.

And the bonus – you can celebrate each little win when you've completed each activity – helping you to lift up your everyday.

For more OT Life Hacks visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk)'

### OT Life Hack for play

'Is your child nervous about making a mistake?

Hi, I'm [first name] and my occupational therapy life hack is to set some time aside and space for your child to take part in an activity, and not worry about making a mess!

Being able to make a mess fosters communication, curiosity, imagination and boosts self-confidence in children. All of these are fundamental life skills to have and could be that little lift you both may need.

For more OT Life Hacks visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk)'

## How to create your OT Life Hacks

There are two key ways you can create your life hacks:

### 1. Text and image

- Type the text and use our campaign graphic, or
- Add text to our template.

See the above section ‘How to write your OT Life Hack’ for some examples for inspiration.

### 2. Video

- Video yourself talking directly to the camera, or
- Video of yourself or someone else (whose permission you have) demonstrating the life hack.

If you have lots of ideas, keep making life hacks, in whatever format you like.

You can create them on your own or with colleagues. If you involve anyone else, please get their permission.

### 1. Text and image

There are two ways you can provide a text and image life hack.

- As this is a public-facing campaign, always write occupational therapists and occupational therapy in full rather than using the acronyms OTs and OT, apart from when you’re using the hashtags.

#### 1a. Write as a social media post

Simply write your life hack as a social media post.

- Keep it simple – max. 100 words (or 256 characters for Twitter).
- Mention where the life hack will be used (home, work, school or play), what challenges it’ll help with, what the life hack is and why it works.
- Use one of the ‘Lift up your everyday’ social media banners or a photo representing the life hack. The social media banners will be available on [our website](#) week beginning 24 October. There are five banners: one with the general campaign imagery and one each to represent home, work, school and play. They’re all available in English and Welsh.
- Choose the one that is most relevant to your life hack: #OTHacks, #OTHacksHome, #OTHacksWork, #OTHacksSchool and #OTHacksPlay.

#OTHacks	#OTHacksHome	#OTHacksWork	#OTHacksSchool	#OTHacksPlay
<p>Lift up your everyday with life hacks from occupational therapists www.OTLifeHacks.co.uk</p> 	<p>Cewch hwb bob dydd gyda hachau bywyd gan therapyddion galwedigaethol www.OTLifeHacks.co.uk</p> 	<p>Cewch hwb bob dydd gyda hachau bywyd gan therapyddion galwedigaethol www.OTLifeHacks.co.uk</p> 	<p>Lift up your everyday with life hacks from occupational therapists www.OTLifeHacks.co.uk</p> 	<p>Lift up your everyday with life hacks from occupational therapists www.OTLifeHacks.co.uk</p> 

- If you use a photo instead of one of our images, please first make sure you have permission to use it and include the text below in your post:  
“For more OT Life Hacks, visit [OTLifeHacks.co.uk](http://OTLifeHacks.co.uk) or search the hashtag #OTHacks”.
- Include the hashtag #OTHacks in your text, and the relevant hashtag for your life hack – #OTHacksHome, #OTHacksWork, #OTHacksSchool or #OTHacksPlay.
- Share on social media.

### 1b. Use our template

- Download our life hack templates (these will be available on [our website](#) week beginning 24 October). There are five templates: one with the general campaign imagery and one each to represent home, work, school and play. They are all available in English and Welsh.
- Choose the one that is most relevant to your life hack: #OTHacks, #OTHacksHome, #OTHacksWork, #OTHacksSchool and #OTHacksPlay.

#OTHacks	#OTHacksHome	#OTHacksWork	#OTHacksSchool	#OTHacksPlay
<p>www.OTLifeHacks.co.uk Fy hac bywyd therapi galwedigaethol yw:</p>  <p>#OTHacksLife #OTHacks</p> <p>RCOT Royal College of Occupational Therapists</p>	<p>www.OTLifeHacks.co.uk My occupational therapy life hack is:</p>  <p>#OTHacksHome #OTHacks</p> <p>RCOT Royal College of Occupational Therapists</p>	<p>www.OTLifeHacks.co.uk My occupational therapy life hack is:</p>  <p>#OTHacksWork #OTHacks</p> <p>RCOT Royal College of Occupational Therapists</p>	<p>www.OTLifeHacks.co.uk Fy hac bywyd therapi galwedigaethol yw:</p>  <p>#OTHacksSchool #OTHacks</p> <p>RCOT Royal College of Occupational Therapists</p>	<p>www.OTLifeHacks.co.uk My occupational therapy life hack is:</p>  <p>#OTHacksPlay #OTHacks</p> <p>RCOT Royal College of Occupational Therapists</p>

Print it out and write down your life hack, or download the image on your phone and write over it on your photo/social media app.

- Keep it simple and short.
- Take a photo (if you printed the template) and save / upload it to your phone.
- The template has a call to action at the end: ‘For more OT Life Hacks, visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk) or search the hashtag #OTHacks’.
- Share on social media – include the hashtag #OTHacks in your text, and the relevant hashtag for your life hack – #OTHacksHome, #OTHacksWork, #OTHacksSchool or #OTHacksPlay.

## 2. Video

### 2.1 A video of you talking to camera

- Film yourself talking about your life hack for 30 seconds.
- Mention where the life hack will be used (home, work, school or play), what challenge it'll help with, and what the life hack is and why it works.
- Add the call to action at the end: **For more OT Life Hacks, visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk).**
- Share on social media – include the hashtag #OTHacks and the relevant hashtag for your life hack – #OTHacksHome, #OTHacksWork, #OTHacksSchool or #OTHacksPlay.

### 2.2 A video of you demonstrating the hack

- Film yourself / your colleague explaining and demonstrating your hack for 30 seconds – this shows people how to copy the move and fully understand what you're suggesting.
- Mention where the hack will be used (home, work, school or play), what challenge it'll help with, and what the life hack is and why it works.  
Add the call to action at the end: **For more OT Life Hacks, visit [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk).**
- Share to social media using the hashtag #OTHacks and one of these hashtags too: #OTHacksHome, #OTHacksWork, #OTHacksSchool, #OTHacksPlay – and a link to the campaign webpage: [www.OTLifeHacks.co.uk](http://www.OTLifeHacks.co.uk)

**See our guide for filming your video on the next page.**

## Guide to filming your videos

Follow this guide closely to make sure your video is good quality and has the most impact.

### Length

One continuous clip, ideally a maximum of 30 seconds long and an absolute maximum of 60 seconds. Any longer and people are unlikely to watch to the end.

### Content

Write down your talking points first and practice. Check you can do it in the time, 75-100 words should take about 30 seconds.

Try not to read the script when filming. It doesn't have to be word perfect!

### Filming

Do a test video and see what it's like, make some tweaks if you need and then you're ready to go.

- **Phone / Camera – portrait is a must:**

- Shoot portrait (have your phone upright).

Like this...



Rather than like this



- Rest the phone on a flat stable surface or use a tripod if you have one.
  - If you don't have a tripod or camera stand you can just place the phone against a tall book or water bottle.
- Position yourself in the middle of the screen, so you fill most of it.
- Film close-up on your face rather than showing your whole body (unless you are demonstrating a hack where it would make sense to do so).

Like this....



rather than like this



- Don't zoom. If you need to be closer, move yourself or your phone.
- Point the camera directly at you. Don't have it looking up (you don't want to film up your nose!)
- **Lighting – nothing bright behind you:**
  - Don't have a window or the sun behind you.
  - If you need lighting, use a table or standard lamp rather than an overhead light.
- **Sound – find somewhere quiet:**
  - Go somewhere quiet with minimal background noise.
  - If you have one, use a plug-in lapel microphone.
  - Don't have any background music on.
- **Visuals – keep it simple:**
  - Wear your uniform to demonstrate that these hacks are being provided by healthcare professionals. But do NOT show your employer's logo; if you do show their logo, you must get their permission to share the video.
  - Don't wear busy patterns.
  - Check your background. Don't show anything you don't want people to see, such as a family photo.
  - Look at the lens on your phone or camera, imagine you're talking to a friend.
  - Take a deep breath before you start.

## How to share your OT Life Hacks

You've got your hack ready, now it's time to share it on social media. You don't have to restrict yourself to any one platform: Facebook, Twitter, Instagram, LinkedIn and TikTok.

### Add the campaign hashtags

Whatever platform you choose, be sure to use the hashtags.

- Use #OTHacks and #OTWeek on all your posts
- Then choose one of the following if they relate to your life hack:
  - #OTHacksHome
  - #OTHacksWork
  - #OTHacksSchool
  - #OTHacksPlay

Using the hashtags will help people to find your life hacks when they either search on social media or visit our website. We'll have social walls on our website which will collect all your life hacks so that visitors can easily access them.

We'll be selecting some of the life hacks shared on social media to highlight on our website and to become part of the core campaign materials. The selection is based on the criteria listed above about the ideal OT Life Hack. We'll be in touch if your life hack is selected.