

CELTA video testimonials

Thank you for your interest in taking part in the Cambridge 2026 CELTA marketing campaign. In this short guide you'll find all the information you need to film and submit your video.

About the CELTA campaign

In February 2026, we will be running a global marketing campaign promoting CELTA. The campaign will include short videos and photo-based posts across our Cambridge English social media accounts, which reach a combined monthly total of **over 15 million English language teaching professionals** all around the world.

We'd like the videos to feature teachers who completed their qualification within the last three years and either:

- took CELTA straight after graduating college or university to help them start teaching English;
- took CELTA after working in another industry to help them move into a new career teaching English;
- or were already teaching English and took CELTA to help them develop their teaching practice / progress in their career.

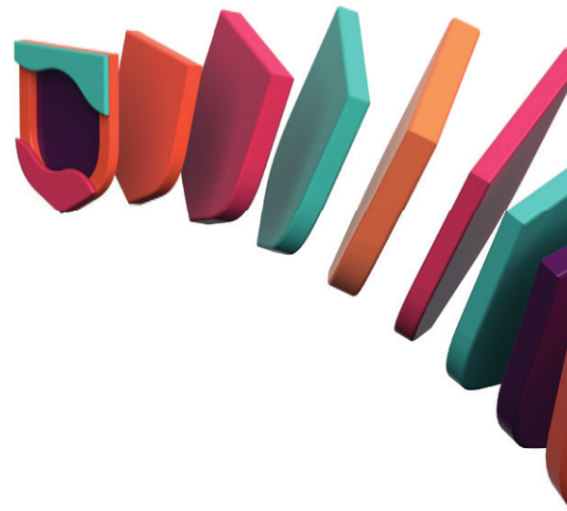
If this sounds like you, we'd love to hear from you.

We'll be choosing six videos to use in the campaign. If your video is selected, as a thank you, we'll send you a free access code for our 4-hour online self-study teacher development course on Classroom Management.

Videos that aren't used in the 2026 campaign may be used in future CELTA promotion.



Where your world grows

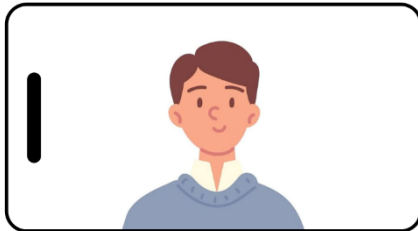


Your video

We're not looking for professional videos, the more authentic it feels the better. You can [watch examples from the 2025 campaign here](#) to get a sense of what we need.

Tips for filming your video:

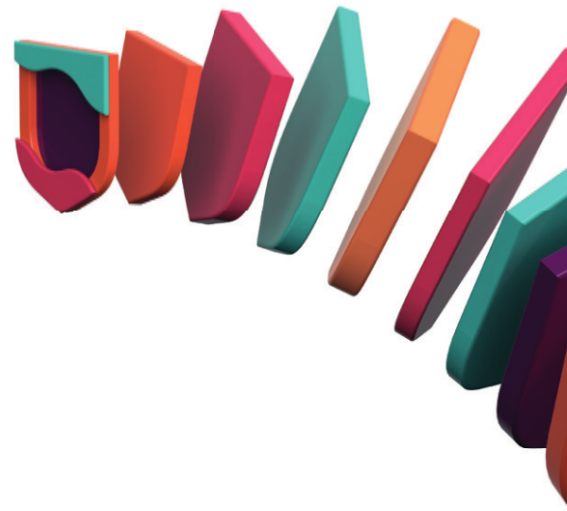
- Please use your phone to create the video. Film in landscape and make sure your phone is in a stable position. Putting it on a tripod is easiest but you can improvise if you don't have one.
- Film your head and shoulders and leave plenty of space around yourself so that we can crop the image into the different formats needed for our social media platforms.



- Look into the camera so that it feels like you're talking directly to the viewer.
- Face a window or choose somewhere well-lit.
- Avoid noisy locations and speak clearly. Make sure your phone is close enough to pick up the audio.
- Hold still for a couple of seconds at the start and end and pause slightly between sentences.
- Avoid clothes with branded logos, patterns, stripes or checks, neon/vivid colours, or anything too shiny. Solid colours are best but try to avoid a plain white t-shirt.
- Please take a photo of yourself at the same time as recording the video, this will be used in our photo-based posts.



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Video content

Please cover the following points in your video. If any of the questions don't seem relevant to you, please skip them.

Please note that there's no need to read or paraphrase the questions at the start of your answer.

- Introduce yourself and tell us a little about what you were doing before taking the CELTA course
- Where did you take your CELTA? Did you study full time or part time? Online or face to face?
- What led you to study CELTA?
- Tell us about your experiences on the CELTA course, what did you enjoy? Were there challenges and how did you overcome them?
- Was there anything that surprised you about your course, or that was different to what you expected?
- What impact has CELTA had on your teaching practice and / or career?

Submitting your content

Please submit all of the content in the checklist below by either:

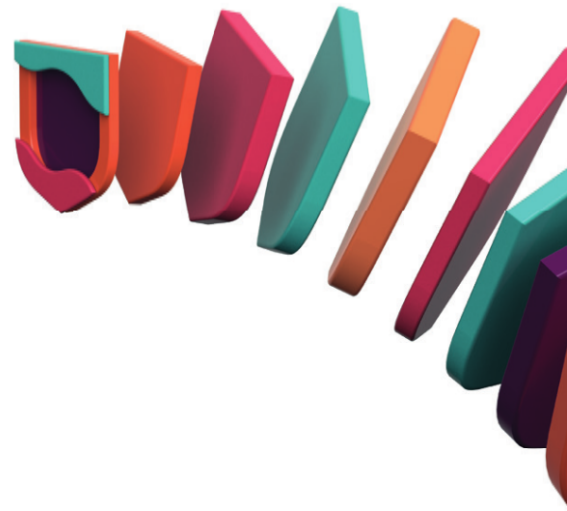
- sending us a DM on Instagram [@cambridgeenglishteaching](https://www.instagram.com/cambridgeenglishteaching) with a link to download your content
- emailing a link to your content to SocialMedia@CambridgeEnglish.org

We will need to receive your content by **Tuesday 7 October 2025**.





CAMBRIDGE



Checklist

Please ensure your submission includes all of the following:

- A signed and completed release form
- Your video – please note that you don't need to edit your footage. If your video is selected, we will arrange this
- Your photo – taken at the same time and in the same clothing/location as your video was recorded



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