

## SOCIAL MEDIA VIDEO TIPS

**Consider the light source.** When sitting, be sure that you are facing a **window**, or if you are outside, the sun should be in front of you, not behind you. The sun will give you a beautiful natural light source and make you appear clear in your video frame. If you sit with the light or window behind you, it will be too bright, and you will not be seen.

**Horizontal videos are better**, especially when displayed on the news feed, so turn your phone to a landscape position, do not hold it in the typical portrait mode.

**PRO TIP:** On a mobile, you can use that little edit button in the top left-hand corner to add a beautiful filter and enhance the frame.

**Remove distractions.** Be sure to put pets in another area, reduce and minimize clutter in front and around you, and turn off your notifications on your laptop or mobile phone. Most phones have a Do Not Disturb setting. You also want to be in an area that is not too busy, with minimal traffic and noise and few distractions around you. Being outside can be great, but please be sure you are safe.

**Create a few practice videos to review and try out.** If you decide to do a **Facebook live video**, you can use the feature on Facebook to post the video and limit it so that only you can see the post and it is not public. This allows you to test your position and height for the video frame.

**Get personal.** A video allows you to share your direct experiences in real-time and make a more human connection with an audience. Take this connection a step further by sharing bits of your life as an educator, a parent, or a concerned resident. You could even share a prop or a visual if it is helpful to your story and point.

**Bring energy and speak with a smile.** Your energy level is critical to remember when filming videos because your energetic power or lack of it is magnified on a screen. Even if you express your disappointment in the government, you want to have the energy to project your voice and spark interest and engage!

If you have questions or are looking for support, please contact, Denise Hammond at [dhammond@etfo.org](mailto:dhammond@etfo.org).



**Share a motivation for getting involved to create change. Express your anger or hope for why you are ready to take action and organize for the next Ontario election.** Tell a bit about yourself but don't give specifics on your school or names of students. Explain what you have seen, felt or witnessed in your students and why change is needed in the government. You could also explain your concerns about what is happening to our public education system.

**Give an actionable sign-off.** The worst thing you can do is just casually push the finish button. Be sure to give a proper sign-off with an actual ending for the next steps on what you will do – what is your commitment between now and June 2, 2022. And be sure to remind others of the power of their voice and our collective ability to make the change we need. Express and encourage action to get others talking and motivated.

When finished, be sure to **save the video**.

Upload the video on Twitter, Facebook or Instagram. Include a short description with your post and send it. You can also pin the post to your profile. Be sure to tag in @etfoeducators.

### After Posting Your Video

If you have uploaded a video on your social media feed, please let us know—email [communications@etfo.org](mailto:communications@etfo.org) with your full name, social media handle(s) and your city.