

#WorkingVirginia

Instructions for VICPP social media campaign, Labor Day 2022

Goals: To illustrate the immense public support for Virginia's workers and economic justice. To draw attention to the findings of the State of Working Virginia report, to be released during Labor Day 2022 weekend.

Targets: Legislators, faith leaders, board members, chapter leaders, congregational liaisons, interns, folks with personal stories about needing paid sick days. We will gather videos in both English and Spanish. Messages in all languages are welcome!

Video Content: Individuals will be asked to create at least 1 of 3 videos.

If you haven't made a "selfie" video before, check out the guide below!

1. A "selfie-style" video recorded with their phone. Topic: why you support Virginia's workers.
 - a. Begin by saying: "My name is ____ with (name of congregation, or the Virginia Interfaith Center for Public Policy, or VICPP, etc.) and I support Virginia's workers and economic justice because..._____"
 - b. Must end message with: "That's why I'm excited about The State of Working Virginia report being released this Labor Day weekend."
 - c. Very short, under 30 seconds

and/or
2. A "selfie-style" video recorded with their phone. Topic: we are all Virginia workers/my first job.
 - a. Begin by saying: "My name is ____ with (name of congregation, or the Virginia Interfaith Center for Public Policy, or VICPP, etc.) and I support Virginia workers. My very first job was _____."
 - b. Must end message with: "We are all Working Virginia. That's why I'm excited about The State of Working Virginia report being released this Labor Day weekend."
 - c. Short, under 45 seconds.

and/or
3. A longer statement/speech/sermon style video. Topic: the need to support Virginia's workers through economic justice.
 - a. Begin by saying: "My name is ____ with (name of congregation, or the Virginia Interfaith Center for Public Policy, or VICPP, etc.) and I support Virginia workers. (statement)_____."
 - b. Must end message with: "We are all working Virginia. That's why we need the State of Working Virginia report being released this Labor Day weekend."
 - c. Video should ideally be under 1 minute. No longer than 2 minutes.
 - d. VICPP will provide one fact related to economic justice issues faced by Virginia workers that the person can build around.

Hashtags –

Be sure to include the following hashtags: **#workingvirginia #stateofworkingvirginia**

You can also add these additional hashtags: #vicpp #allfaithsbelieveinjustice

And be sure to tag us! @vainterfaith

Photo: We also request a high-quality headshot of the person to use in graphics.

Upload photos and videos here: <https://www.virginiainterfaithcenter.org/share-your-story/> or upload using the free service at www.wetransfer.com to: ayashaGT@virginiainterfaithcenter.org

Selfie Video Filming Instructions and Tips follow on the next pages.

How to film high quality “selfie-style” videos

BEFORE YOU FILM – Finalize your message

Before you sit down to record yourself, think about what you are going to say and familiarize yourself with it. Write down your message, and recite it a few times. Time yourself and try to keep it to one or two minutes in length. Continue practicing what you want to say until you become comfortable with it. Then record it with your camera and it will look more natural, as though you are talking casually and genuinely to a friend. Feel free to film as many takes as you like until you end up with one that you feel is the most natural and true to who you are.

Now, learn how to film selfie style:

- **First, watch this introductory YouTube video to learn some important instructions for how to film a quality selfie-style video:**
<https://www.youtube.com/watch?v=BKN7Vo0EtaE>
- **Next, follow these additional written instructions:**

You'll need to figure out which video camera you're going to use. You probably have a few options: *your smartphone, laptop, or tablet*. Most of these devices come equipped with video cameras and video recording software. Below you will find some great tips on how to take a good selfie video by using these video shooting basics.

When using a smartphone or tablet

Shoot with your camera horizontal so that your screen looks like a widescreen TV. Try to hold it steady. The closer you are to the phone, the less shaky the video will appear, and your audio will be better too. You can also record audio using an app such as Voice Memos on the iPhone.

If you plan to use a laptop or desktop

Most laptops and desktops have a video camera included in the operating system. Windows 10 has a Camera app, and Macs have Photo Booth. These tend to be user friendly, so don't be intimidated. Do a couple of practice takes, and you'll get comfortable with the program.

You'll need a good background

Shoot outside facing the sun so that the light brightens up your shot and isn't behind you. You do not want to be "backlit." If you shoot inside, use a room that's well-lit with lots of natural sunlight or lighting. Make sure the background isn't cluttered.

Avoid noise

Choose a quiet room and shut down all programs and devices that make sounds. Don't forget about pets or children that could cause an interruption. Speak directly into the microphone if possible and stand as close to it as possible to get the best audio.

Frame up the shot

Put your computer's video camera at eye level. You may need to raise your laptop by placing it on a stack of books. Looking down at the camera will make your chin and neck look disproportionate to your face. Frame yourself in the middle of the screen so that you leave some space above your head (headroom), but don't leave too much headroom. Make sure you are looking directly at the camera, not at some other part of the computer screen, and not at your "reflection" in the monitor. Don't forget to smile if the content of your message is happy. If the content is somber, sad, or heartbreaking, you don't have to smile.

Seat yourself in a chair that **DOES NOT** turn, revolve, rock, or sway. If you are going to stand, make sure you keep your feet planted on the ground and do not sway. Do not chew gum or food.

Dress for the camera

The best clothing option for on-camera is a solid-color long-sleeve shirt, sweater or jacket. Choose a primary color instead of patterns or prints. Jewel tones and pastels are better than white for the camera. Don't wear jewelry that moves and makes noise. Avoid wearing anything with written logos or brand names.

Record in the .mp4 format

The .mp4 format is the preferred file type for videos. Other ones such as .mov, .3gp and .wmv are ok, but not as widely used. It's best to convert them to .mp4 which is easy to do by downloading video converter software. If you are recording in your phone's native camera app and then uploading directly to social media, or sending to VICPP via wetransfer, you probably don't have to worry about changing the file format. Email us if you need help! ayeshaGT@virginiainterfaithcenter.org

Length

It's best to keep your video short, ideally under one or two minutes.

Sharing Your Video

Use a file sharing site for large video files.

Option #1) Go to <https://www.virginiainterfaithcenter.org/economic-justice/paid-sick-days/share-your-story/> and upload your files there. If this does not work for you, try option #2.

Option #2) Go to www.wetransfer.com and upload your video files there. Enter ayeshaGT@virginiainterfaithcenter.org in the "to" email address field and a message sharing your name, contact info, and topic of the video. Also send a separate email to that email address letting us know that you are sending a video file via wetransfer, so we know to check our spam folder.

Upload to social media.

You have a lot of options for posting your video, including Facebook, Instagram, Twitter, Tik Tok, and YouTube. If you have multiple platforms, post to them all!

**Don't forget to use the designated hashtags for the campaign you are posting about!
Also use the following hashtags:**

#vicpp #vainterfaith #allfaithsbelieveinjustice

And be sure to tag VICPP at: @vainterfaith

<https://www.virginiainterfaithcenter.org/economic-justice/paid-sick-days/share-your-story/>