

Video Statement Guidelines

Candidates are invited to submit a short video clip, up to 2 min long, which will be uploaded online and can then be viewed alongside your personal statement and photo via a link on the online voting site.

The video clip will give you an opportunity to address LWN members and must be based on your personal statement and what you feel you can bring to the role.

A **campaign video** does not need to be flashy or expensive. A simple phone video is fine. If you do want to add any images or text, there are lots of free apps that can help you put a video together such as iMovie, InShot or Vimeo, but please note nothing fancy is compulsory, voters just want to get to know you, but we ask you to follow these guidelines:

- To ensure fairness for all candidates the video must be a simple address to camera in a single shot, head and shoulders.
- If filming on your phone, film the right way – **always landscape!!** And use the camera on the back of your phone as its better quality.
- Remember to use plenty of light; outside in a quiet location is great and film in the morning or evening, when the light is softer, and pick a background that isn't busy.
- The only piece of equipment you may want to use is a tripod (or propping up your phone on a stack of books) to stop any shaking on the video.
- Audio matters so much, so talk clearly, without background noise like cars or the TV. You may need to do a couple of 'takes' so get the sound right.
- Prepare what you want to say in advance, ensuring that your video does not exceed 2 minutes in total.
- Check your video thoroughly before submission, making sure you are happy with how it looks and that what you say can be clearly heard.



Click on the image to watch Abena's video from last yr

It's important that;

- You keep your video to 2 minutes or less – as anything longer will not be accepted!
- We are not able to help you film or edit your video.

Your video spec needs to be:

- Please note that videos need to be in one of the following formats:

- WMV
- AVI
- MOV
- 3GP
- MPEG
- MP4
- FLV
- SWF
- WebM
- MKV (h.264)

- We recommend uploading videos in HD for best quality playback, using one of the standard aspect ratios: 4:3 or 16:9. File size should not exceed 100MB.
- All videos will require approval by the Returning Officer before being uploading to the website to ensure appropriate content.

Submitting a video file:

- If the video file is under 10MB it can be emailed to lwn@uk-engage.org
- If it exceeds 10MB it can be uploaded via free filesharing sites such as www.wetransfer.com or www.mailbigfile.com This allows you to upload the video, you will get a download link and you email this to lwn@uk-engage.org
- Please add your full name & LWN to the subject when sending email.

Your Campaign Material

Great Campaign Material and the message it's aiming to give will take time to write and deliver. Here are some of our tips that can help you;

- Your campaign material, whether in writing or on video (or both), is your chance to show off your strengths, shout about your achievements and share your aspirations.
- It should be a short, bite-sized representation of who you are, and what you have to offer in terms of experience and ambition.
- Start drafting early. A superb personal statement will not be ready in a few minutes; it will take you a few hours.
- Ask others what your qualities are and what your USP (unique selling point) is.
- If doing a written personal statement or subtitles on a video check, check, check – check spellings, proof, and check again – you can't alter these once they are submitted.
- Concentrate on your strengths – your experiences, your knowledge and your future plans.

- Keep it real, honest and don't pretend to be something you're not – your campaign material has to be true to who you are.
- Test it – get someone you know and trust to read and/or watch your video – we often forget big things in our life that make the most impact.

Your Photography



**Do use simple clean background,
Do find good outdoor lighting with sun behind you,
Do angle your posture.**

With your Campaign Material it's important that;

- You keep your video to 2 minutes or less – as anything longer will not be accepted!
- Your video must be based on your personal statement and what you feel you can bring to the role.
- Your written personal statement should be 250 words or less, and
- LWN elections are always conducted in a spirit of sisterhood and mutual respect, therefore everything you write or say should mirror this.

To sum up:

Be yourself, be honest about your experiences and consistent if you have more than one piece of campaign material.

Use your own truth, because that is who you are!