

Your Campaign Video 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. The video is optional but recommended.

Here's our handy hints for a good video:

- ✓ 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 use the camera on the back of your phone as its better quality, landscape is best.
- ✓ 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.
- ✓ Try to keep the camera still either by using a tripod or get creative by propping up your camera on a stack of books or fence 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 here to watch Bisi's election video from last year for ideas](#)

It's important that:

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

Your videos need to be in one of the following formats:

- WMV
- MP4
- AVI
- FLV
- MOV
- SWF
- 3GP
- WebM
- MPEG
- 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 file sharing site such as www.wetransfer.com. This allows you to upload your video and you will get a link which can be emailed to lwn@uk-engage.org
- ✓ Please add your full name & LWN to the subject line 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.
- ✓ While its good to read other people's material, it has to be your work. Don't try to copy others.
- ✓ If you have more than one peice of campaign material be consistent in what you say.
- ✓ 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 Photo



Use a simple clean background. Find good lighting, if you've outside get the sun behind you. Angle your posture. Focus on your head and shoulders

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,
- ✓ That you write your personal statement yourself, and
- ✓ LWN elections are always conducted in a spirit of sisterhood and mutual respect, therefore everything you write or say should mirror this!
- ✓ And remember only the personal statement is mandatory, so if you don't want to submit a photo or video you don't have to.

To sum up:

- **Be yourself and be honest about your experiences.**
- **Use your own truth, because that is who you are!**

Good Luck