

STUDENT ORGANIZATION PROMOTIONAL VIDEO INSTRUCTIONS

The overall purpose for these videos is to communicate your organization's purpose and to excite potential members about student involvement with your organization, so your video should be informative, energetic, and engaging.

Commercials should be between 30 and 60 seconds and should include:

- 1. Introduction.** Exact wording does not matter, but be sure to state your name, position, and organization name. (Example: "Hi, my name is (your name) and I am (the president/a member/etc.) of (club name)").
- 2. Explain your organization's purpose/mission – in your own words. Don't just read something from online. Tell them who you are as a group, and what you do at Stony Brook.**
- 3. Why would they be interested in joining your organization and getting involved with what you're doing? Why did you join? What makes your group unique?**
- 4. Membership requirements if applicable**
- 5. A call to action at the end of the video (Ex: "Interested? Check out our SBEngaged Page for more information & follow us @ (insert social media handle)")**
- 6. Must include closed Captioning**

Video Tips & Tricks

- Find a quiet place to film**
- Try to find a place that is free of sound distractions to film in**
- Find an interesting background**
- Try not to film against a blank wall. Have some depth behind you if possible.**
- Use tri-pod or DIY one**
- Your hands probably aren't steady enough to film a video. If you don't own a tripod of your own, diy one using a cardboard box, books, etc.**
- Light Your VideoFind a room or a location with plenty of light to keep your video looking good**
- Film horizontally**
- Lock exposure**
- Before you press record, hold down your finger on the subject of your video until a yellow box appears around the person or objects and the words "AE/AE Lock" appear**
- Please remember the deadline to submit is July 15.**