

ACLU of Wisconsin - Social Media Video Cheat Sheet



Handy Dandy Cheat Sheet for Social Media

Social media sharing and video basics (FB live or Instagram live, articles, etc.)

Sharing someone else's video, article, or story

- Create a short one or two-line intro to encourage people to engage (at least have a quote from the article or video)
- Make the intro personally relevant or catchy

Video basics:

- Quiet space
- Front lit – use natural light if possible
- Check mic and sound
- Wear headpiece or external mic
- Look at camera more often than not
- Practice with a friend first
- Use a script if you want (you have a free teleprompter on your laptop!)
- Be yourself – that's who people want to see and hear
- Experiment / be imaginative – include family, pets, music, poem, art, etc.

Creating a quick 30 second to 2 min video for sharing

- Who you are
- Quick personal background
- What is important and why
- Call to action
- Have text intro to video with URL link
- Tag others when you post to expand reach

Creating a longer FB live to engage ever-changing list of live viewers and to share.

- Explain who you are
- Quick personal background
- What is important and why (story training)
- Call to action
- Repeat problem and needed engagement
- Elevate people who are viewing by name
- Have quick explanation of video in text with URL link to action
- Tag others AFTER you post
- Encourage folks to share your FB live ahead of time to amplify reach (Watch Parties)
- If you do this regularly you might want to experiment with a set time or consistent hashtag

Tag us, tag your targets (@Ry Rajaneé (Ryeshia Farmer) @Emilio De Torre
@ACLUofWisconsin)

Sample hashtags: #SmartJustice #RightsForALL #ACLU #LetMeVote
#LetThemOut #PandemicPrimary #PeopleNotPrisons