

Making Memorable Videos

Tips For Telling Your Story Through Social Media

Introduce Yourself!

Let the audience know who you are and what you do by interviewing 'friendly faces' from your agency about things like;

- What services you provide
- Where you are located
- Your agency's mission
- How many people you support
- When the agency was founded
- How many people you employ
- Anything interesting that makes you stand out!

Don't spend too much time here, you just want to make a good first impression!

Make it Personal!

Let the audience know why they should care about your agency by showing things like;

- Interactions, activities and interviews that highlight the relationship between staff and the people they support
- Testimonial interviews from family and community members
- Services and activities taking place in known and familiar community locations

Highlight The Heroes!

This is where you want to show how your agency, staff, and the people you support have **STEPPED UP!** Show (don't just tell!) examples of;

- The dedication of your staff to the people you support - How have they surprised you?
- How you pivoted/redesigned/overhauled to meet the needs of the people you support
- How your agency, staff and individuals supported/ gave back to the community
- Interviews with DSPs and people supported talking about their experiences supporting each other through the pandemic

Detail The Struggle!

Provide examples to your audience of how COVID has impacted your agency. Examples can include;

- Difficulty in staffing/hiring, PPE costs, having to shut down service sites, hazard pay, etc...
- Interview DSPs and leadership staff on how the challenges of providing essential services during a global pandemic have personally and professionally impacted them
- Avoid too much 'data' here, how do you best communicate the challenges of the past several months?

Give the Opportunity for Action!

Now that your audience is invested in your agency, give them opportunities to engage with your video. Hopefully your video leaves people interested, excited and ready to take action. Let them know how they can do that. Depending on the video's purpose, 'asks' can be big and small, think of things like;

- Make sure your audience knows how to get in touch! Share your website, social media or best way for your audience to reach out and show support.
- Link to any fundraising/donations pages for your agency as people will want to show support.
- Ask your audience to contact their local representative and ask them to support disability providers.
- Ask your audience to support local DD tax levies and initiatives that fund disability services.