



Voices Summit Video Guidelines

Selfie Video Instructions

One of the easiest ways to put a face to this disease is to share your own story in a selfie video! This spreads awareness while also educating legislators on the impact of lung cancer in a very personal way. We've put together some video guidelines to help you create a selfie video to share on your social media accounts.

In your short 60 second or less video, here's what you should cover:

- Your name
- Your diagnosis, including stage and diagnosis date (if applicable)
- Message: ***Lung cancer is the leading cause of cancer death among women and men. We know that lung cancer impacts women differently—especially those who have never smoked—but we don't know why. We need federal action to close the knowledge gaps and save lives. Join me in raising awareness and demanding change to Save Her Lungs!***

When sharing on social media, be sure to tag your legislators. [Click here](#) to find appropriate social media handles under "Find Politicians."

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Tips for Recording Your Video

Creating a selfie video should be easy and fun! We've put together some helpful tips to get you started on creating a high-quality video with ease.

Feel comfortable

- Be yourself. These videos are not meant to be perfectly polished, so act natural and don't overthink!
- Unless otherwise specified, selfie videos should be under 60 seconds. If you are nervous about what to say, drafting a short script or using the suggested message above may be helpful.
- Wear something that makes you feel comfortable and confident. Solid colors tend to look best on camera, while solid whites, busy prints, and patterns do not.

Create the right environment

- Choose a location that is as quiet as possible. Turn off background noise including televisions, music, fans, loud A/C, etc. It is typically easier to control background noise in an indoor setting.
- The video background should be uncluttered and should not be brighter than you (or the person you are recording). For example, filming with a bright window behind you will make the front subject dark and hard to see in the video. Plain painted walls are a great background!

Recording

- Horizontal videos work best. If possible, hold the phone or camera with both hands or prop it up to keep it as steady as possible. If you have a webcam on your computer—that is also a great option as it ensures the video is steady and frees up your hands.
- Center yourself (or the subject) in the frame at eye-level. Avoid leaving excessive room above the head or cropping off the top of the head.
- Allow about two seconds of “buffer time” once recording and before speaking, and then again after you are finished speaking and stop the recording.
- Take your time and record as many times as you need to feel comfortable with the finished product.