

COVID-19 Community Campaign Videos – Process Overview



SECTION 1: TIPS FOR SELF-RECORDING VIDEO

Tip 1: Write a quick script.

You don't have to memorize it verbatim, but we find it helpful to have a clear idea of what you want to say. You want it to be no longer than a minute (or two at the very, very most). Thirty seconds is generally best. Most viewers may not get past the seven-second mark, so it's important to get the crucial information in upfront.

Write out what you want to say and then time it out using a stopwatch or the timer on your phone. When you have a script that you're happy with, practice it in front of a mirror, in front of your family, and the camera.

For example:

Hello, my name is [] and I've lived in [] my whole life. Please join me in staying home to stop the spread of COVID-19. Now is not the time to give up. Wear a mask and remember physical distancing when leaving your home. If you need help with resources or want more information on no-cost testing, please visit smcgov.org.

Tip 2: Record the video on your computer or smartphone

If you are able, you might decide to have someone else record the video of you on a smartphone or camera. If this is not possible, there are many ways to record this yourself. Especially now, viewers are used to seeing 'selfie' videos where people record themselves directly talking into the camera on their phones. If you'd like to record on your computer, check out this [blog](#) about the best ways to record on a variety of different operating systems.

Tip 3: Take as many takes as you need!

These videos will be posted directly on social media, and our production team will not be editing different takes together. If you mess up, that's totally okay (no one is perfect on take 1!) but please keep recording until you have a full video that you like and only send that one to us.

Tip 4: Choose your location and setup.

When creating a video yourself, it's best to be authentic and direct. If the noise is minimal and it is safe to do so following social distancing protocol, pick an area outside. Make sure you are in a quiet area with no wind and very little ambient noise. If outside isn't an option, a kitchen table or informal living room works well.

If you are outside – direct sunlight on you should be avoided. It will make the image look very harsh. A “gentle light” such as the light you see on a somewhat foggy day is flattering. In general you will find the best light early in the morning or right before or after sunset. The middle of the day usually has the most difficult lighting.

Set-up tips:

- Use **horizontal orientation** (holding your camera vertically makes it a bit more challenging to edit)
- To avoid a shaky video, try using a self-timer function on your camera to begin recording
- Speak clearly and enunciate your words. Don't feel the need to rush through your message!
- Try to keep videos under 1 minute



Do a few takes to check the lighting and sound. If you aren't happy with how you look or the background, change it. Look directly into the camera (either on your computer or with someone else filming) not at the person behind the camera who may be helping you, and speak as if you were having a conversation with a friend or family member (because you are). Straight to camera is best.

Tip 5: A note on dressing/attire

The rules for online video are the same for TV: wear a solid colored shirt or blouse – light blue works for many people – and steer away from patterns, especially in loud colors. You want to look like yourself – wear something that makes you comfortable!

Section 2: Talking Points for Resident Videos

First of all, thank you so much for taking the time to amplify this important public safety messaging in your community! We've included a few quick tips below to help you as you are recording this video on your computer or a smartphone.

How to Protect Yourself and Others

- We are each responsible for our own health and those around us
- The best way to prevent illness is to avoid being exposed to the virus
- COVID-19 is not just the flu and is very contagious
- Taking the right steps – hand washing, face coverings, staying 6 feet apart, getting tested, helps us get back to the things we want to do: family gatherings, taking our kids to school, going to work, sharing a meal
- We know not everyone can stay at home or keep apart easily but there are things we can all do to be safer
- MIST: Everyone should **mask** and **isolate** if you have tested positive or are waiting for results, **self-quarantine** for 10 days if you have been exposed, get **tested** if you have symptoms or are a close contact of someone who tested positive

COVID-19 Facts

- Symptoms can appear 2-14 days after exposure
- People with these symptoms may have COVID-19: Fever or chills, cough, shortness of breath or difficulty breathing, muscle pain, headache, sore throat or a new loss of taste or smell
- You can spread the virus even if you don't feel sick - you may not even have symptoms

Testing

- COVID-19 testing is easy, safe and available at no cost to you
- No one will ask your immigration status
- Results typically are available in a few days
- One simple swab equals peace of mind

Face Covering

- Cover your nose and mouth with a cloth face covering when around others
- The cloth face covering is meant to protect other people in case you are infected
- Continue to keep at least 6 feet between you and others. The cloth face covering is not a substitute for social distancing.

Social Distancing

- Stay at least 6 feet apart

- Show your family and friends you love them by giving them space
- The hugs and family gatherings will still be there later; take safety steps now to make sure you and your loved ones are, too

Clean, Cover, and Monitor

- Always cover your mouth and nose with a tissue or in the inside of your elbow when you cough and sneeze and do not spit
- Wash your hands frequently for at least 20 seconds
- Clean and disinfect frequently touched surfaces routinely – tables, doorknobs, light switches, toilets, keyboards, faucets, sinks, desks
- Monitor your health daily: watch for fever, cough, shortness or breath and other symptoms.

Questions for people who have/had COVID:

- Before you or your loved one contracted COVID-19, what did you think about the pandemic? Were you scared or did you think it was no big deal?
- How did you feel when you found out you or your loved one was positive?
- What was your sickness like? Were you in the hospital?
- Can you share a bit about your recovery process and any challenges you may have experienced (i.e.. Emotional, physical, stress, etc)?
- Without disclosing too much detail, could you recall if you contracted the virus through any social gathering?
- If your loved one passed away from COVID-19, what does their loss mean to you and your life?
- Reflecting back, is there any advice you would give others?
- How do you stay connected to family and friends while staying 6 feet apart?
- Perhaps describe the biggest challenge you (and your family/partner) may have experienced?
- What do you perceive to be the biggest misconception of this virus?

The Vaccine:

- Top Seven Messages
 - The vaccine is safe and effective.
 - There will be enough vaccine for everyone. Although the supply is currently limited, more vaccine is being produced every day.
 - The vaccine is free and will be available to everyone regardless of immigration status.
 - The vaccine is our best opportunity to be back with our loved ones again
 - If you have health insurance, a doctor, or a usual place where you get your healthcare, will contact you when you can get vaccinated.
 - If you don't have health insurance or a doctor, you can still get vaccinated for free. For information go to <https://www.smchealth.org/covidvaccine>
 - After you get vaccinated, continue to wear a mask and social distance to keep everyone around you safe.
- Explain why you will get / or did get the vaccine, and why it is important to you.
- The vaccine prevents most people from getting sick and those who do get sick will have less severe symptoms. It does not prevent people from possibly spreading COVID-19: the best practices for stopping the spread – wearing masks, social distancing, etc. – are still necessary until much greater numbers of people have been vaccinated.
- The vaccine can save your life. Masks can save the lives of others.
- While COVID-19 vaccine supply remains limited, you can sign up for the County's notification tool to receive notification when the state makes you eligible and information about how you may get an appointment.