

## **The Arc of Indiana - Social Media Video Guidelines**

### **Theme: “What The Arc Means to Me”**

**Please record a 60-90 second video sharing what The Arc means to you.**

**Questions? Contact Sally Morris, [smorris@arcind.org](mailto:smorris@arcind.org).**

### **Suggestions**

- Start with your connection to The Arc. Introduce yourself and your role at your chapter.
- If your chapter name does not include “The Arc,” please note that your organization is a chapter of The Arc.
- Share when your chapter was established.
- Share the impact. Briefly talk about The Arc’s impact on people with disabilities, families, and/or your community.
- If you’d like, share how serving The Arc has made a difference in your own life.
- Close with why it matters. Why is this work important right now? Why should others care or get involved?
- Speak from the heart. Authentic, personal messages are best.

### **Filming Tips**

- Record vertically in portrait mode
- Film in natural light in a quiet spot
- Set your phone or camera on a tripod or steady surface to avoid shaky footage
- Keep background simple
- Speak conversationally — like you're talking to one person

### **Limit to Under 60 – 90 Seconds**

Social media prefers videos no longer than 90 seconds. As a general rule, in 60 seconds you can say 110–130 words (slow), 150–170 words (fast). In 90 seconds, you can say 165–195 words (slow), 225–255 words (fast).

### **Helpful Hints**

- Ask a staff member, friend, or family to record the video.
- Do a short recording test to make sure you can be seen and heard clearly
- Take a few versions to see what you like best

### **To Send the Video from a Phone**

**Google Photos** – If you use Google Photos, select the video, select the share button, select “create link,” email the link to [smorris@arcind.org](mailto:smorris@arcind.org).

**Apple** – Turn on iCloud Photos, select the video you want to send, tap the square share button, tap options, copy the iCloud link, email the link to [smorris@arcind.org](mailto:smorris@arcind.org).