



GET YOUR CONTENT OUT THERE!

▶ SOCIAL MEDIA VIDEO

You don't need a film degree to make an excellent social media these days.

You can create great social video content with little more than a smartphone. And people are watching!

▶ CONTENT CREATION & STORY GUIDELINES

BE AUTHENTIC, SPECIFIC, AND CALL YOUR VIEWERS TO ACTION

The census will affect nearly every aspect of our lives here in New Mexico. You can see how the census funds programs that are important to our communities at:

www.icountnm.gov/why-is-the-census-important

Speak to the issues that you are passionate about and connect them to your community and the 2020 Census. Use your own voice and speak authentically. The more real you are, the more impactful the message will be.

BE HONEST

It should go without saying that nothing is more important than trust in a campaign like this. The entire point of a Community Voice Video is to deliver the census message from members of the community that have a trusted voice. Please ensure everything you are saying (program funding, statistics, etc.) is true and verifiable.

AVOID POLITICS

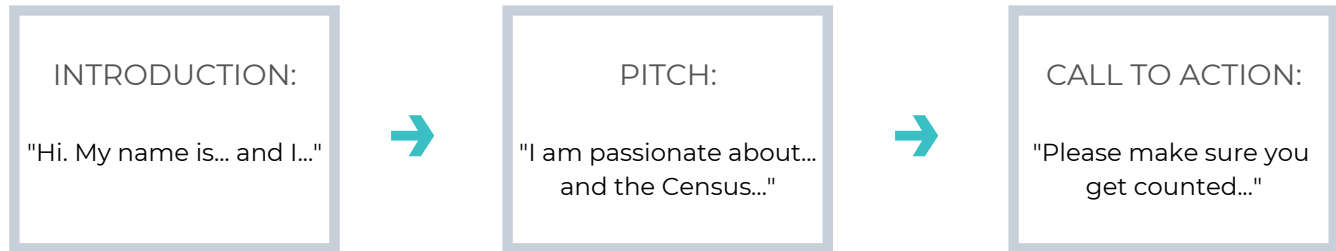
The census is NOT political. Do not polarize the message. For New Mexico, the 2020 Census will provide a snapshot of our state – our population, where we live, and so much more. The results are critically important because this once-a-decade census data helps businesses, researchers, and communities make decisions. The data can help inform where your community needs a new fire department and provide more funding for school lunches or new roads. As such, it is incredibly important that EVERYONE in our state should be counted regardless of political affiliation, citizenship status, or the language they speak.

EVERYONE needs to get counted.



▶ SAMPLE STORYBOARD GUIDELINES

To create the best video, quickly brainstorm what you will say in your video through a storyboard. A video should always have an introduction, pitch, and call to action.



▶ EXAMPLES

www.facebook.com/watch/?v=1051635288501581
www.facebook.com/watch/?v=560601798072029
www.facebook.com/watch/?v=742388662941305

▶ SHOOTING INSTRUCTIONS AND HELPFUL TIPS

KEEP THE CAMERA STEADY

Do your best to keep the camera as steady as possible.

POSITIONING AND LOCATION

Position the individual off center left with an identifiable backdrop from the community. Also shoot horizontally— it looks better this way on Facebook and Instagram.

AVOID ZOOM

Shoot your video at a comfortable distance without zooming. The person in the video should take up 75% of the screen with a space at the top.

AUDIO

Make sure you are in a location where the message will not be distorted by background noise.

KEEP IT SHORT

Try to keep your videos to 30 seconds or less.



▶ AFTER FILMING

EDITS

Send your video to Chris at Real Time Solutions at chris@rtsolutions.com to add the official iCount NM filter and edit your video. He will send it back to you and also post the video on iCount NM social media.

POSTING YOUR VIDEO

Post your video on your social media page! Make sure your caption is catchy and you use hashtags, such as #2020Census, and tag where you are at, such as @BernalilloCounty or @UNMGrants.

SHARING YOUR VIDEO

Also share your video with the iCount NM team so we can post on the official social media pages. Email them to chris@rtsolutions.com and he will post the content and tag you in it.

▶ SHOOTING INSTRUCTIONS AND HELPFUL TIPS

You know your community the best, and know what topics/programs/services are the most important. We need your help to create posts that are specific to different communities across New Mexico.

iCount NM has a budget to help boost posts in your community. Please send your topics and pictures, if relevant, to chris@rtsolutions.com. We will design, schedule, and post the content and tag you in it.

Please send the following information so that we can build creative posts. However, do not feel the need to create the full post. If you point us in the right direction, we can create the copy for you.

POST CONTENT

First Name:

Last Name:

Organization:

City:

County:

Suggested Post Topic:

Suggested Post Content:

Suggested Imagery:

