



Video Guidelines:

- **Content:** Simply create a video that shows how your credit union or credit union service organization gives back to your community through volunteering, donations, charitable events or fundraising efforts
- **Duration:** 60-90 seconds
- **Production:** The video should be produced in-house with available equipment; this could include a personal camcorder, a camera that shoots video or even a cell phone.
- **Editing** Recommended editing software includes: Adobe Premiere Elements, Corel VideoStudio, Apple Final Cut Pro, Apple iMovie, or Google's free WeVideo (<https://www.wevideo.com/>).
- **Format:** The final video must be rendered out and uploaded in one of the following video formats: .AVI, .MOV, .MP4, Web M, or .WMV (video must not exceed 150 MB in size).

Video Tips:

- Be creative with your storytelling.
- Concise videos or videos that communicate their message in 90 seconds or less will likely be more effective and better received.
- Give considerations to the inclusion of additional media, like: music, sound effects, and graphics or still media. These elements have the ability to enhance your production.
- Be mindful of using commercial content as your credit union assumes full legal responsibility for what is submitted.
- When in doubt, use a tripod! Shaky, handheld footage is often difficult for viewers to watch, so if you have the means, consider using basic production equipment like a tripod to stabilize your shot or a microphone to enhance audio capture.