



# VIDEO CREATION GUIDE FOR CHAMBERS

## DESCRIPTION:

This guide has been provided for use with the **Clean BIZ Partnership Video Graphics** provided in our digital toolkit. Creating a video is purely optional.

The video graphics are provided as a template for your Chamber's use to create a quick and easy, custom video to generate excitement with area businesses about litter abatement and beautification in your community. You may choose to enlist your local film editing studio to easily put together a quick video using the professionally produced graphics we have provided.

**CHOOSE HOW YOU WANT TO CUSTOMIZE YOUR VIDEO USING THE FOLLOWING TIPS AS A GUIDELINE!**

## VIDEO CONTENT IDEAS:

- Determine who on your Chamber employee team will be featured in the video.
- Footage of your Chamber employees can be captured on camera demonstrating any of the following:
  - Hanging the Clean BIZ Partnership window cling in a business
  - Setting up the coordinating Clean BIZ Partnership easel-back sign at the business storefront for the public to see and checklist poster for internal use
  - Completing any of the daily tasks on the checklist (provided on the poster you will be sharing with businesses that sign up to participate)
  - Commenting on why it's important for businesses to join the Clean BIZ Partnership (a caption graphic has been provided for inserting the Chamber team member name/title in the digital toolkit)
  - Presenting the monthly Clean BIZ winner certificate to a business owner/manager
  - Installing the Clean BIZ winner yard sign on the premises of a business

## OTHER OPTIONS:

- In lieu of showing footage of the various tasks listed above, a single shot of the printed toolkit items for businesses to use could be included.
- You may choose to include a client testimonial of up to 15 seconds explaining why it was important for him/her to join the Clean BIZ Partnership (a caption graphic has been provided for inserting name/title/organization in the digital toolkit)
- Use these ideas as a guide and customize the video to best represent your Chamber and your business community!
- Video can be produced without custom, on-camera comment from Chamber representative and/or participating business. Simply use the graphics provided to make an "all-text" video.

*Recommended finished video time, depending on amount of footage to be included, should be under one minute.*

## HOW TO SHARE YOUR FINISHED VIDEO:

- Share the finished video across your social media platforms.
- Post the video on your website with a call to action for local businesses to sign up.
- If available, run the video on a loop and/or on video monitors in your Chamber lobby.
- Share during meetings at the Chamber and in the community.
- Refer to our **Clean BIZ Partnership Social Media Messaging Guide** in the digital toolkit for ideas re: posting the video and encouraging engagement to your social media followers.