

STAND AGAINST RACISM: VIDEO GUIDE

Help us spread the word about [Stand Against Racism](#) by recording a video about why this matters to you and/or your organization! Use one of the pre-written question prompts or create your own, and then share it to your social media pages using the hashtag #StandAgainstRacism.

SAMPLE QUESTIONS

- I stand against racism because _____
- [For an organization]: [Name of organization] stands against racism by _____
- How has racism impacted your life or the life of people you care about?
- When did you first experience racism?
- What are things you do in your daily life to stand against racism?
- What is something other people can do to stand against racism?
- Why is it important to hold awareness weeks like Stand Against Racism?
- Tell me about a time when you are proud of how you stood against racism.
- Who is someone in your life who has shown you how to stand against racism?
- Who is a public figure who sets a good example on how to stand against racism?

Finish the video by saying something along the lines of “To learn more about YWCA’s work to combat racism, visit [standagainstracism.org](#)” or “Join us as we work together to combat racism. Visit [standagainstracism.org](#).”

For an example, check out this video featuring our YWCA USA CEO Alejandra Y. Castillo on [Facebook](#) and [Twitter](#)!

SAMPLE SOCIAL MEDIA POSTS

Share your video to Facebook, Twitter, Instagram, and/or Medium using any of the following sample posts, or draft your own! Be sure to use the hashtag #StandAgainstRacism and tag YWCA USA.

Facebook, Instagram & Medium:

- For me, fighting systemic racism is personal. It’s something I believe each of us must do every single day to make life better for those around us. For this reason, I am proud to join YWCA’s #StandAgainstRacism campaign. Learn more at [standagainstracism.org](#). [insert video]
- Civic engagement and voting rights have always been crucial to racial justice work, and they continue to be powerful tools for eliminating racism and empowering women. At a time when women, people of color and young people are activating like never before, we must build on this work and #StandAgainstRacism together. Learn more at [standagainstracism.org](#). [insert video]
- I’m joining YWCA’s campaign to #StandAgainstRacism. Here’s why. [insert video]

- Racism is built into our nation’s institutions, policies and practices, but it doesn’t have to be. Today, I am proud to join YWCA in their campaign to #StandAgainstRacism in ways big and small. Learn more at standagainstracism.org. [insert video]

Twitter:

- I’m joining @YWCAUSA’s campaign to #StandAgainstRacism. Watch my video to find out why. standagainstracism.org [insert video]
- Racism is built into our nation’s institutions, policies and practices, but it doesn’t have to be. Today, I am proud to join @YWCAUSA in their campaign to #StandAgainstRacism in ways big and small. Learn more at standagainstracism.org. [insert video]
- The time is now to #StandAgainstRacism. Here’s why I’m participating in @YWCAUSA’s important campaign – will you join me? standagainstracism.org [insert video]

TIPS FOR RECORDING VIDEO

- Test your phone or camera before recording to make sure the audio comes through clearly, the lens is clean, and you know how to start and stop recording quickly.
- Sound is incredibly important when recording videos, so make sure to record in a separate, quiet space in which the individual can clearly be heard. An indoor area without much ambient noise is ideal.
- If possible, use a tripod to keep your phone steady while recording. If a tripod is unavailable, keep your phone close to your body or rest your elbows on a nearby surface. If you’d rather not hold it, you can also place the camera on a physical support, such as a table or a chair.
- Make sure the area you’re filming in is well-lit. Try to make sure you or the person you are interviewing sits facing a window so there is natural light. Avoid back-lit settings because your figures will show up dark. Also avoid pointing your camera directly into a source of light.
- If you’re using an iPhone, use “Exposure Focus Lock” to keep the exposure and focus consistent when filming a single person.
- Record the video in “landscape” mode (by turning your phone on its side) to avoid having two vertical black bars along both sides of your video.
- Avoid using the digital zoom. Instead, get as close as you can to your subject to maintain a crisp quality in your videos.
- You can use your smart phone’s photos app to apply basic edits, like shortening the video or adding some filters.
- After recording, post your videos on Facebook, Twitter, Instagram and/or your website. Sample posts are included in the section above.
- On Facebook, Twitter and Instagram keep videos your videos short – around 45 seconds – to keep your viewers engaged.

