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.