



## **Guidelines: Produce a Powerful 30-60 Second Video to Amplify Your Voice**

One of the best ways we can amplify the voices of physicians, residents, and medical students on crucial healthcare issues is through short videos, distributed via social media.

There are lots of advantages to this medium. First of all, it's fun!

Second, once you get used to the "rules of the road" for creating these short videos, you'll find they're a very time efficient way to engage in public advocacy around the healthcare issues you want to speak to.

Also, story-telling is one of the most powerful ways we have to reach people and move them to action. A short video is just a short story. It can be both informative and emotionally powerful.

And finally, you don't have to be a social media expert to do this. This guide provides you with the basics of how to create the video. If you have a personal Facebook or Twitter account and want to post, that's fantastic! But if you don't want to be in the video distribution business, that's OK, too. More on that below.

Finally again, DFA is a 501(c)3. Doctors for America can help amplify content, but not if it is supporting or opposing a candidate for office. You can mention an elected official's record. You cannot say "vote them out". That crosses the line.

### **Who will see my video?**

A good rule of thumb is to never say anything you wouldn't want your mom or your boss to see. If you share your video on your own social media accounts, your personal social network will see it. As long as you **tag DFA or alert us via email** we can re-post on the DFA accounts. See below for how to "tag" DFA.

Double check the sharing on your Tweet or Facebook post to make sure it is public if you want it to be widely seen.

If you would prefer to send DFA your video and have us do the uploading onto DFA's accounts, we can do that as well. .

### **How long should the video be?**

The title says "30-60 Second Video," but an effective video can run anywhere from 10 seconds to 2

minutes. The fact is, 30-60 second videos are the ones that get the most clicks. Note that Twitter will limit you to 2 minutes 20 seconds unless you go through special procedures to post a longer video.

## What should I talk about?

There are several ways to approach a video.

1. **Tell an anecdote about a patient that highlights the need for change.** While you must be careful not to mention any details that would identify individuals, it's pretty easy to tell an anecdote in a way that is true to what you've seen or experienced without identifying a specific person.

A good structure for this kind of video is:

- Tell a brief, powerful anecdote.
- Explain how this person's challenge is an example of system failure.
- Make a call for change.
- Make a specific call to action.

Make a specific **Call to Action** at the end of the video. You can ask your social media followers to:

- Call their U.S. or State elected officials.
- Write a letter to the local newspaper.
- Attend a specific event.

2. **React to a recent event in the news.** If something "big" happens related to a healthcare issue and many people around the country are talking about it, you can give your take on it. How has the story affected you? Does it remind you of patients or issues in your practice? What do you think our country should do to address it?

A good structure for this kind of video is:

- Reference the event.
- Give your thoughts, insights, opinions, and feelings about the event.
- Make a call for change.
- Make a specific call to action

Make a **Call to Action** at the end whenever possible.

3. **Tell people what YOU are experiencing.** There are a lot of video clips circulating of people discussing the impact of various healthcare issues facing *them* from the patient perspective. But there are not a lot from the medical community explaining how *they* are being affected. As a medical professional, you have a trusted voice - use it.

The medical community sees the failure of the "system" from the inside. *YOU* can tell stories that patients, politicians, and the general public haven't heard because they're not inside the system. This is a crucial, missing piece of the conversation.

### **Do I need special equipment?**

Just your smartphone, assuming it is the type of phone that has a camera app. Make sure it's filmed in a quiet place, and you could ask somebody else to hold the phone if you're uncomfortable doing selfie style videos.

### **How do I upload my video to Facebook, Twitter, or YouTube?**

After you have recorded a video and you are comfortable with how it looks and sounds, simply tap the “share” icon on your phone from within your camera app, and you can then share the video in a number of ways.

- **First, please email it to us at [video@drsforamerica.org](mailto:video@drsforamerica.org)**
- Tap the social media app of your choice and follow the prompts

### **OK, I'm ready to upload ... what do you mean by “tag DFA”?**

In social media, if you “tag” an organization or a person within the caption of your post, that post or video, will pop up on their social media pages. DFA staff will first “approve” the post before it would be public on DFA’s accounts.

- **Please ALWAYS use @DrsforAmerica** - this works for both our Twitter and Facebook accounts.
- We’d also like to routinely use **#PatientsOverPolitics**
- **#ThisIsOurLane** should be included if your video is gun violence prevention.

### **If I don't want to upload my video on *my* social media. Can I send it to DFA?**

After you have recorded a video and you are comfortable with how it looks and sounds, simply tap the “share” icon on your phone from within your camera app, and you can then tap the email option. Send it to [video@drsforamerica.org](mailto:video@drsforamerica.org).