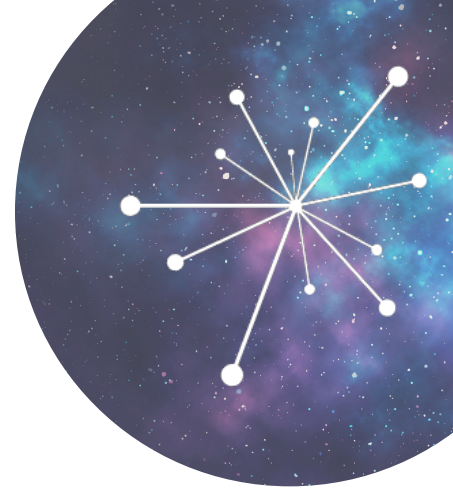


LEAD PROMO VIDEO FILMING GUIDELINES



Film your video in landscape view

- You don't need a fancy camera—using your phone is A-OK.

What is your background?

- Try to have an interesting background, if applicable showcase your residence unit or building!
- Having past LEAD swag present is great too!

Ensure you are using a microphone, or are in a closed room

- Check the sound on your video before submitting!
- Ensure you do not have a fan or open window in the background that can interfere with sound quality
- Avoid moving around your device/microphone too much

In your video, be sure to answer these questions. Break up your sentences with small pauses so we can edit and clip your video as needed.

- What makes LEAD special? What was your favourite part of LEAD?
- Why would you recommend LEAD to other student staff?

Be creative!

- Choose the style that you would like to film in; it is up to you! You can record on your phone, or use platforms like TikTok.
- If you have any TikToks or Snapchats from last year, we would love to see them! They may be included in this video or used for other promotional purposes.

Submitting your video

- Your video must not be more than 1 minute and 30 seconds
- Make sure to send your video as an MP4
- Please email your video to a professional staff member on your team for them to pass along, or email lead@rlpa.ca directly.

Thank you—we can't wait to see your video!