



July 13, 2020

Mask Video – how to Partner with the UW Messaging Project through the League

Project Contact: Gail Sumi, Member Engagement and Communications Director, gsumi@lwm-info.org or 608-886-3752 (cell)

What is it?

We have an opportunity based on this [Manassas VA Facebook video](#) that Mary Zimmerman shared with us. The Manassas video is a series of photos of staff and elected officials wearing masks with text running at the bottom. It's more basic than the [Janesville video](#), but still gets the message across.

Even if you have the know how to do it yourself, you may not have had the time. We hope this is helpful.

How does it work?

- 1) Let me know that you'd like to participate by emailing me at the League at gsumi@lwm-info.org I'll create a Google Drive file for you to share your photos. Or email them to me and I'll upload to Google for you.
- 2) Take photos or have elected officials/staff/community-business leaders submit photos in the highest resolution possible to you. (If they send an email to you straight out of their phone without editing, that works best.) It can be as many or as few as you like.

Someone asked how many photos is optimal. I think at a minimum 5 photos. Facebook's current algorithm favors videos that are 4 minutes or longer so *more is good*.

When you upload photos please name the file as follows:

- By number – 1 for the photo that should come first, 2 for the second, etc.
- Name of the Person – first and last
- Affiliation

So as an example - for La Crosse, the files would read (you get the idea - you can also put spaces in!):

“1TimKabatLaCrosseMayor” “2CaleyCavadiniLaCrosseExecutiveSecretary”
“3VickiMarkussenChiefExecutiveOfficerLaCrosseAreaChamberofCommerce”

- 3) If you'd like, send me your logo in high resolution, any hashtags that you use, a link to a website for more information, your brand colors if you have them and anything else you think might be helpful for us to know for your video.
- 4) While you are working on gathering photos, I'll work on a template for the text that you can edit. The WEDC is unveiling an "We're All In" website on Monday, July 13 that we'll tie into both for messaging and for hashtags so that your video gets broad reach and is part of a bigger campaign.
- 5) The volunteers working with us and our partners on the UW messaging project are ready to create the videos for you. Thanks to Brianna Van Matre from the project for spearheading this effort.
- 6) You will have control over the final product. You will have a chance to review and edit the videos before they are provided to you for your release.

We look forward to working with you on this project. Please contact me if you have any questions or concerns.

Example of the email asking for photos that you can adapt:

In support of our mask ***/public health, we're working with partners to produce a simple video like this [Village of Shorewood video](#). The text will be tailored to our community and to Wisconsin.

If you are interested in participating, please provide a photo of you with a mask on in the highest resolution possible and email to me at *** by ***. Please include the first and last name of the individual(s) in the picture and affiliated organization. Submission of the photo with this information is also consent for utilization within the video.

If there are additional affiliate organizations or individuals that you believe would be interested in submitting a photo, please forward this email.

Once we have gathered all of the photos, we'll provide them to our partners and they'll put the video together. It may take them a few days to produce the video. We'll make it available to you for you to post to your social media and we'll do the same.