

Social Media Video Tips

The AAFP is asking members to raise their voices and raise awareness of the urgent need to bring financial stability to primary care.

The U.S. primary care system is on the verge of collapse due to a variety of factors amplified by the COVID-19 pandemic. Much more support is needed for primary care to maintain a viable health care system throughout the pandemic and into the future. Tell Congress your story and urge lawmakers to stabilize, strengthen, and sustain primary care.

We invite you to share your own 30-second video highlighting the problem, your experience, and your thoughts on the solutions needed to support family medicine practices nationwide. Share the video on your social channels (Twitter, Facebook, Instagram), tagging #StabilizeStrengthenSustain, @AAFP, and @yourmemberofCongress.

Video tips:

1. **Message:** Be succinct, honest and express your true point of view.
 - a. Determine your story's beginning, middle, and end, along with the setting and the conflict to be overcome.
 - i. Start by introducing yourself.
 - ii. Describe the state of your practice and how COVID has affected you and your patients.
 - iii. End with your call to action
 - b. Consider writing a script and practicing a few times.
2. **Device:** Your cell phone camera (or a better camera if you have it, but phones are great!)
3. **Format:** Vertical (portrait orientation) as smartphones are typically held and used vertically and smartphone videos are often shot vertically. This format is supported on all major social platforms.
4. **Light:** Face a light or a window during the day so you are as well-lit as possible. Avoid the dark and heavy shadows.
5. **Sound:** Make sure you're not covering the microphone or inhabiting a particularly echoey or loud area.
6. **Video Length:** Try to keep your video to 15-30 seconds. Not only will this prevent you from exceeding the different video specs on the social nets (and then be forced to edit or re-record), it plays to your audience's limited attention span.