

Social Media Takeover Video Instructions:

During Voting week, we are providing the opportunity for candidates to send an up-to **30 second** video that will be uploaded to the @londonmetSU Instagram stories during the campaigning period. This video is an opportunity to give your elevator pitch as to why students should vote for you (read more about the elevator pitch on slide 20 of Campaigning and Social Media Training PPT).

If you do not want to or do not feel comfortable submitting a short video, you are welcome to submit your campaign poster in its place.

Some points to take note of for the video:-

1. **Aspect Ratio and Size:** Videos must be in a vertical format with an aspect ratio of 9:16. Please ensure the dimensions are 1080 pixels wide by 1920 pixels tall (1080x1920 px).
2. **File Format:** Videos should be in commonly accepted formats such as .mp4, .mov, or .avi to ensure compatibility. MP4 is preferred.
3. **Duration:** The video should not exceed 30 seconds. Please keep it concise and to the point to engage viewers effectively.
4. **Clarity and Visibility:** Ensure high resolution and clarity in the video. Avoid low-light settings or unclear audio for better viewer engagement.
5. **Text and Graphics:** If using text or graphics in the video, ensure they are readable and not too small when viewed on a mobile device. Keep text concise and legible.
6. **Content Guidelines:** Reiterate the importance of focusing solely on the campaign message and not making any derogatory or offensive remarks about other candidates.

Formatting tips of for the video:-

1. **Orientation and Framing:** Candidates should frame themselves appropriately within the video. Ensure you are well-centered and visible, avoiding extreme close-ups or being too far from the camera. Set your laptop, phone, or camera on a tripod or steady surface (please do not hold your camera while shooting to avoid shaky footage)
2. **Background and Environment:** Using a clean, uncluttered background that does not distract from the candidate's message, is suggested.
3. **Audio Quality:** Importance of clear audio cannot be emphasized enough on. Candidates should record in a quiet environment to avoid background noise or distractions that could hinder the message's clarity.
4. **Branding and Consistency:** Candidates are encouraged to incorporate their campaign colours, logos, or slogans for brand consistency. However, do not overwhelm the video with excessive branding that might overshadow your message.
5. **Engagement and Call to Action:** End the video with a strong call to action, urging viewers to vote and visit their campaign platforms or social media for more information.

6. **Accessibility:** Do not forget to consider inclusivity, such as providing subtitles or captions for the video to accommodate viewers with hearing impairments.
7. **Test and Review:** Review your video before submission, checking for any technical issues, clarity, and overall quality.

The deadline for the submission will be **Tuesday 27th February at 5pm.**

Please email your videos to communications.su@londonmet.ac.uk and **in the subject line provide your name and what position you are running for.** We will ensure equality of opportunity for this provision for all candidates. The schedule that will be followed for posting is mentioned below.

29th Feb - Thursday morning = Disabled Students Officer candidates

29th Feb - Thursday afternoon = VP A&O candidates

1st March - Friday morning = LGBTQ+ Students' Officer candidates

1st March - Friday afternoon = VP W&E candidates

4th March - Monday morning = BAME Students' Officer candidates

4th March - Monday afternoon = VP Ed candidates

5th March - Tuesday morning = Women's Officer candidates

5th March - Tuesday afternoon = President candidates

6th March - Wednesday = all candidates, including Student Council members, all FT and all PT officer candidates.

For tips surrounding campaigning please refer to these slides on [Information for Candidates page](#) or come to the Campaigning and Social media workshop on:-

Thursday 8th February 1:00 -2.30pm

Wednesday 14th February 5:00 -6.30pm

Friday 23rd February 1:00 -2.30pm

If you have any further questions please email suelections@londonmet.ac.uk