

ADVOCACY VIDEO HOW TO GUIDE



As we fight for a better deal, we are asking for video testimonials from our members to reinforce how vital they are to Alberta's healthcare system. We've included some pointers to make any video testimonials as impactful as possible!

Best practices for filming



- Film your video vertical, not horizontal.
- Find good light: face a window/light source, avoid positioning yourself with light behind you.
- Find a quiet space with limited background noise so your audio is as clear as possible.

Prompts to get you started



- "Hi, my name is..."
- "I am a (your job)..."
- "I show up every day to help when you or your loved one (break your leg, need tests, is injured, in crisis...). I have seen our health-care system change (understaffing, crowding, wait times) - putting you and your loved ones at risk."
- "We need a better deal to..."

LOOKING FOR SOME INSPIRATION? CHECK OUT THESE EXAMPLES!

"WE ARE HERE EVERY DAY
HELPING PEOPLE RECOVER
FROM SURGERIES,"



"I'M TIRED OF NOT HAVING
ENOUGH STAFFING AND
FRANKLY, I'M TIRED OF AN
UNFAIR DEAL."



"WITHOUT US, YOU
WOULDN'T GET AN
AMBULANCE."

