

VIDEO & SOCIAL MEDIA CONTENT GUIDELINES

Purpose & Goals

Video content should align with the association's mission – empowering women in the roofing industry – and pillars:

- **Industry Recruitment:** Inspire and attract new members and volunteer leaders.
- **Networking:** Highlight community connections and relationship-building.
- **Education:** Share valuable knowledge, training, and best practices for the roofing industry.
- **Mentoring:** Show stories of guidance, growth, and shared wisdom.

Each video should reflect the association's core values: **Empowerment, Belonging, Support, Drive, Connection,** and **Impact** as well as our core focus which is connecting and empowering women through training and leadership development to enhance professionalism and drive positive change in the roofing industry.

Platform-Specific Requirements

- **Length:** 15–60 seconds.
 - **Style:** Vertical (9:16), high-energy, visually engaging.
 - **Suggested themes:** Quick volunteer stories, behind-the-scenes, mentorship moments, member spotlights, educational posts, networking recaps, leadership Q&As, partner education features
-

Content Guidelines

Video Format & Quality

- Minimum 1080p resolution.
- Clear lighting, crisp audio (no background noise please!)
- Clean, stable framing and thoughtful backgrounds.

- Use prompt reading tools like:
 1. Teleprompter Premium for iPhone and Mac
<https://teleprompterpremium.com>
 2. Teleprompter Premium for Android
<https://play.google.com/store/apps/de...>
 3. Teleprompter Floating Notes iPhone
<https://apps.apple.com/us/app/telepro...>
 4. Teleprompter Floating Notes Android
<https://play.google.com/store/apps/de...>

Tone and Style

- Authentic and community-driven.
- Speak in a warm, empowering, and supportive tone.
- Use inclusive language to foster belonging and connection.

Branding

- Include unmodified association logo at beginning or end.
- Core color palette and fonts per branding guide.

Accessibility

- Include captions
- Use text overlays for key terms (e.g., “Mentorship Moment” or “Empower Tip”)
- Avoid overly fast visuals.

Message & Narrative Framework

Apply the “HEAR” method, now mapped to the core pillars:

- Hook: First 3 seconds should captivate (recruiting and drive)
- Empathy: Highlight shared challenges or triumphs (belonging and support)

- Action: Show impact (education, mentorship, or networking in action)
- Request: Encourage a next step (e.g., “Join us,” “Connect with a mentor”)

Production & Review Process

1. Pre-Production:

- Align story with a pillar (e.g., recruiting or mentorship).
- If you are spotlighting multiple individuals in one video, please choose a diverse representation of members.

2. Production:

- Record in natural, comfortable environments.

3. Post-Production:

- Add subtitles and music that reflect community energy.
- Include calls to action like “Get involved” or “Start your journey today.”

Legal and Ethical Considerations

- Do not include minors without guardian consent.
- Keep political and religious messaging neutral.
- Ensure representation aligns with empowerment, support, and impact.