

KEEP FLORIDA GROWING: VIDEO HOW-TO

Keep your message simple, see the 3 parts we've broken it down into below. There are some examples of what you might say, but we want you to use your own words — it's more impactful that way. The one specific line we would like you to end the video with is "Together, we can keep Florida growing." Just remember, keep it simple and short. Videos should no be longer than 45 seconds.

1: INTRODUCTION

Introduce yourself and your farm. Ex: "Hi, I'm Jack from General Farms in Immokalee. We're a 4th generation family farm and a small business that employs people in our community. We grow a variety of produce, mainly tomatoes, peppers, and cucumbers."

2: CURRENT SITUATION

Explain issues caused by COVID-19. Ex: "Usually, we sell our produce to high-volume buyers, like restaurants and food processing facilities — but the coronavirus has lowered demand for those purchases, causing our crops to sit unsold."

3: CALL TO ACTION

Tell viewers to buy Florida-grown. Ex: "We need consumers to buy Florida-grown produce. Look for Florida products at your grocery store or market, if you don't see any, ask an employee. We're working to feed our state, and the country, but we need your support — together, we can keep Florida growing."

VIDEO TIPS:

LANDSCAPE: Hold phone horizontally.

IN FOCUS: Get subject in the shot, tap on their face on screen to focus before recording.

GOOD LIGHTING: Avoid filming with a light source behind the subject—make sure the light source is facing the front of the subject.

GOOD ANGLE: Frame your subject in the center, leave some space above their head.

STEADY, NOT SHAKY: Use both hands, hold steady. If you have shaky hands, try resting your elbows on a hard surface if possible.

SPEAK UP: If you're on camera, speak loudly & clearly.

HIGH QUALITY: Go to Camera Settings on your phone. Many phones can film in 4K (high definition). Choose the highest-quality option possible (4K is highest, 720p is lowest.)

SEND VIDEOS:

TEXT VIDEOS to us at (850) 631-1450.

Make sure you are connected to WiFi when sending.

Or **UPLOAD TO OUR DROPBOX** with this link: [**Bit.ly/FDACSCContentUpload**](https://bit.ly/FDACSCContentUpload)

You can upload from your phone. Use the link above, and click "choose files." Then click "photo library" and choose your video from the camera roll. Use WiFi when uploading.

If you have any questions, please email us at [**Comms@FDACS.gov**](mailto:Comms@FDACS.gov)