

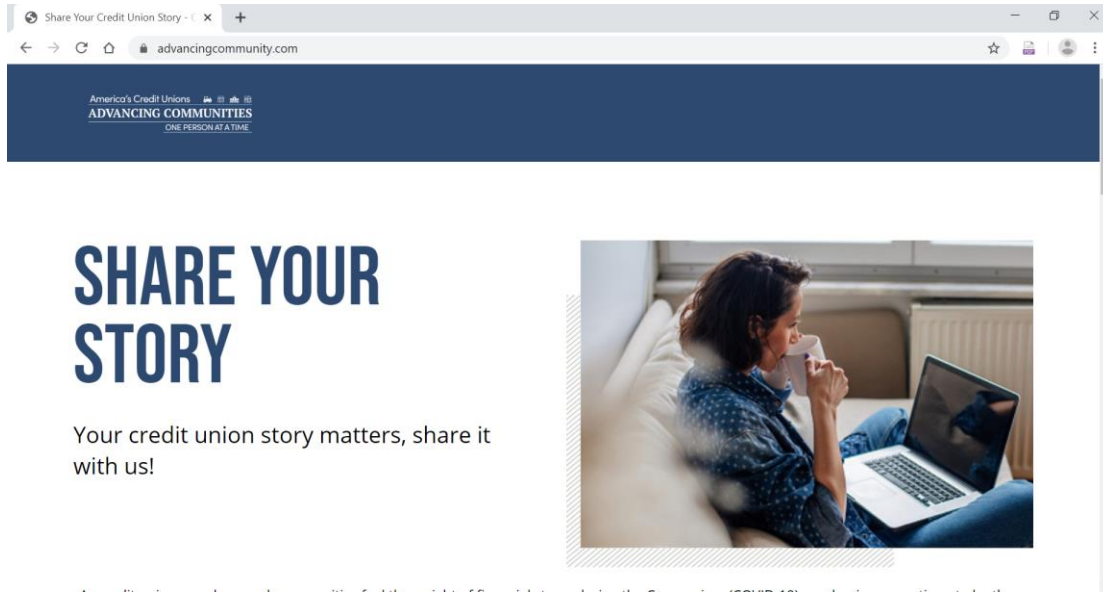
Video Best Practices

- I. General
 - a. Make sure that your light source is in front of you, rather than behind you.
 - b. When picking your video location, it's best to be in a quiet room without a lot of ambient noise.
 - c. If available, try to use a microphone so that the sound is picked up clearly and ambient noise is minimized.
- II. Recording
 - a. State your name, Credit Union and /or place business, and position.
 - b. Your recording should be 20 seconds to a minute long.
 - c. Look into the camera.
 - d. Avoid big breaths.
- III. Smart Phone Submissions
 - a. It's best to submit the videos via smartphone to the website.
 - b. When submitting, be sure to turn your phone horizontally so that the frame is not compressed.
 - c. Make sure to your notifications are set to silent so that your recording is not interrupted.
- IV. Computer Video Submissions
 - a. Turn off all audio program notifications. This way you will not be interrupted. If possible, close all programs except for your camera when taking your video.
 - b. Dedicated web cameras, that are not built into laptop computers, tend to provide clearer video and audio.
- V. Tablet Submissions
 - a. Like with smartphones, it's best to turn the tablet horizontally so that the video will not compress the frame.

Sample Questions

- What are the unique needs for members in your area?
- Why are credit unions well suited to serve such a diverse state?
- How do you show commitment to your members and your communities?
- What has your credit union specifically done in response to the COVID-19 pandemic?
- Any stories about helping individual members or community involvement?

Go to www.advancingcommunity.com



Scroll down the page until you see the text about the COVID-19 pandemic and the form where you can fill out your information.

As credit union members and communities feel the weight of financial stress during the Coronavirus (COVID-19) pandemic, we continue to be the only financial services partners that put the financial well-being of the people they serve ahead of the bottom line. Do you have a story on how your credit union is helping its members? We'd love to hear it. Please share it using the form below.

First Name *

Last Name *

Email *

What credit union are you a member of? *

City, State, Zip Code *

Fill out the form with your information including name and credit union.

A screenshot of a web browser showing a form titled "Share Your Credit Union Story" on the website "advancingcommunity.com". The form is set against a dark blue header with the logo "America's Credit Unions ADVANCING COMMUNITIES ONE PERSON AT A TIME". The form fields are as follows:

- First Name ***: Text input containing "Kristen".
- Last Name ***: Text input containing "Prather".
- Email ***: Text input containing "kprather@cuna.com".
- What credit union are you a member of? ***: Text input containing "Test Credit Union".
- City, State, Zip Code ***: A section with three inputs:
 - City: Text input containing "Las Vegas".
 - State: Dropdown menu showing "Nevada".
 - Zip Code: Text input containing "88901".

If you want to record a live video, click on the Record Live Video option on the left. This will open the camera function on your device so that you can begin the recording. If connecting to film a live video through your laptop, you will likely get a notification request at the top left of your internet browser. Click "Allow" so that you can begin recording your video.

If you have already recorded your video and have it saved, please upload it through the form on the right.

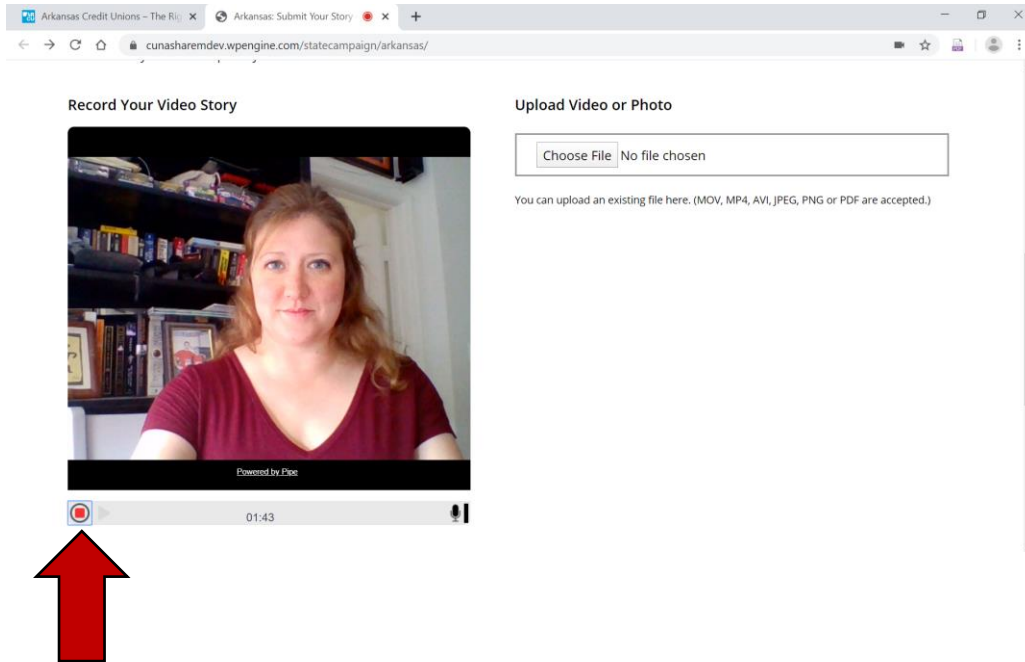
A screenshot of a web browser showing two options for uploading a video story. The browser address bar shows "cunasharedev.wengine.com/statecampaign/arkansas/".

- Record Your Video Story**: A large grey button with a red video camera icon and the text "Record Video". Below it, it says "Powered by Dobe".
- Upload Video or Photo**: A text input field with a "Choose File" button and "No file chosen" text. Below it, a note states: "You can upload an existing file here. (MOV, MP4, AVI, JPEG, PNG or PDF are accepted.)"

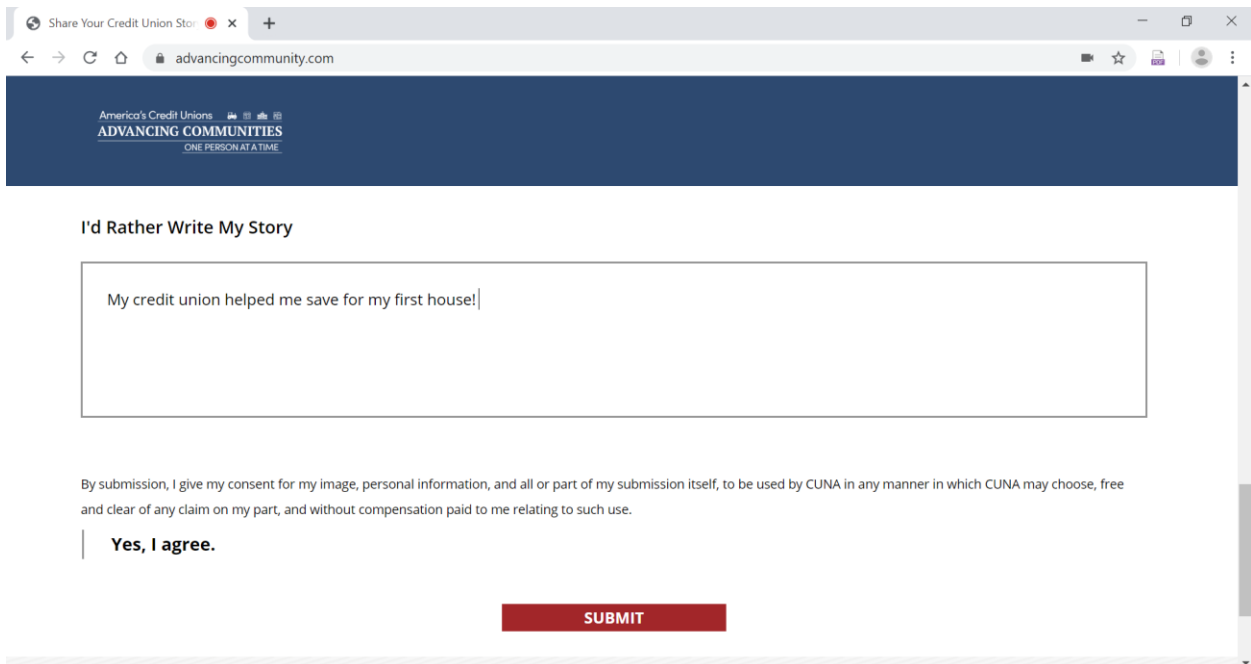
A screenshot of a browser notification from "www.advancingcommunity.com" that says "wants to". It includes two options: "Use your microphone" with a microphone icon and "Use your camera" with a camera icon. At the bottom are two buttons: "Allow" and "Block".

Be sure to click on the Red record circle at the bottom to begin recording.

When you are done recording, but sure to click the red button at the bottom again.



If you're a bit camera shy, you can also write out your credit union story by scrolling below the video submission to the text box.



After you have finished sharing your story, be sure to click "Submit" in order to send it.

After you successfully submit your story, you will see the thank you screen below. If we have any questions we will contact you and your story will be posted to the site in the next 48 hours.



THANK YOU

We will email you if we have any questions about your credit union story submission.

