

#AloneTogether Create Your Own Video

This document is a guide to create your own #AloneTogether video to share with your online community.

Shoot a Video

- Shoot a short video (:15 to :30 – landscape or portrait, up to you) encouraging your audience to stay home. Make sure you're right in the center of the frame and make sure we can hear you nice and clear. The rest is up to you!

Sample Message:

“Hi guys. I know it can feel hard to stay inside and limit your social interactions, but if you can, you should! You can help slow the spread of coronavirus by reducing the amount of people you interact with. Coronavirus can spread rapidly from person to person so it's super important that you not travel outside of your home unless it's absolutely necessary. You can skip the gym and the bar and that party, OK? I'm doing it, too! We can be alone together! Take care of yourself and take care of each other.”

Share a Video

- Messaging Do's
 - ✓ Personalize the message to fit you and your audience – stay upbeat and reassuring
 - ✓ Encourage your audience to avoid public gatherings including restaurants and bars
 - ✓ Suggest activities your audience can do at home (watch TV, practice self-care, take up a new hobby, etc.)
- Also Recommended
 - ✓ Avoid statistics, which are fast moving and can vary from sources to source