

# Best Practices

for Recording a Video for Fall Product Program



Did you know that you can upload a video when registering on the M2 site?

Did you know our data suggests, those who upload a video sell almost twice as much as those who don't?

Check out our best practices guide on the do's & don'ts on how you and/or your troop can record a video and have it ready to upload to your personalized site!



## DO

- ✓ Wear your Girl Scout uniform or Girl Scout branded apparel.
- ✓ Tell your friends and family what your troop wants to do with the money you earn and what your goal is.
- ✓ Smile and sound enthusiastic for your friends and family. Be sure to say thank you too!
- ✓ Keep your video under 2 minutes long.
- ✓ Record the video in landscape format for best results.
- ✓ If you are recording a troop video, make sure that all girls appearing in the video have permission from their parents or guardians.

## DON'T

- ✗ Do not use your full name
- ✗ Do not provide contact information in the video
- ✗ Do not show anything in the background that identifies where you live. For example, do not stand in front of your house number or street sign.
- ✗ Do not mention where you attend school
- ✗ Do not provide any other personally identifiable information
- ✗ Do not show any violent or inappropriate content, or use any vulgar language.
- ✗ Do not wear any branded apparel or show other brand names in your videos.

### Upload Your Video While Registering or After Your Campaign Has Launched

Get a head start!  
Create your video and save it for when Fall Product Program starts!

Easily upload your final video from a phone, tablet or computer.



