WE COMMIT VIDEO GUIDE

BACKGROUND:

We want to hear from you! Answer at least one of the questions below in video format and share via social media. (Don’t forget to tag us on Twitter @Empower_Women and @WEPrinciples and on Facebook @EmpWomen):

Q: Why have you signed the WEPs?
Q: Why do you want your future employers to sign the WEPs?
Q: What does gender-responsive business conduct mean to you?

Guidance and tips for optimizing your #WeCommit videos:

- Don’t forget to introduce yourself (name, title, company, location).
- Record clips as MOV files (1920x1080).
- Keep answers clear and concise. Participants should keep answers between 25-45 seconds.
- Film videos horizontally.
- Make sure you are in a quiet room and there is no background noise (people speaking in background, fans, loud humming sounds from machines, etc.).
- Look towards the camera when filming.
- Make sure that videos are in focus and place yourself in front of an interesting but non-distracting background. Please use the images on the right as examples.
- Make sure the camera remains fixed and steady. If you can set the phone/camera on a table/shelf at eye level, that would be best to minimize movement.
- Practice your answers ahead of time to ensure a smooth response.
- Ensure proper lighting before filming (place light in front of where you are seated). Make sure that a window or bright light is not behind you.

The inclusion of company names and/or examples in this video series does not constitute an endorsement of the individual companies by UN Women, EU and ILO.