

Video and Content Guidelines

So, you want to make Virtual or Video Content of the Girl Scouts of Greater New York? Great! Here some tips and tricks to get you started.

First, what should you make your video/content about?

- What do you know the most about and how can you be sure of the info your sharing?
- What items or props do you have to support your subject matter?
- Think about how you can present information in multiple ways (visually, verbally, closed captions, etc.) to make it as accessible as possible.
- The optimal length of an educational online is 6 minutes or shorter to keep students fully engaged.
- Think of your content as a helpful supplement to traditional models of learning but not a replacement. Limit expected learning outcomes and focus on providing inspiration for independent learners or active reflection/discussion.

Where & How should you Film?

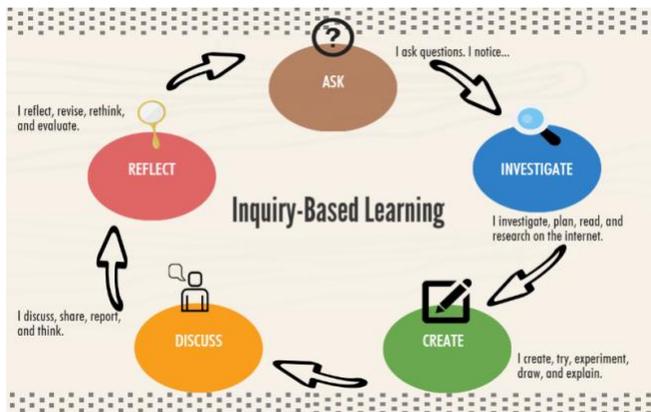
- Film during the day in an area with plenty of natural light
- If your finished product is meant to be viewed on a phone, film vertically, if it will be viewed on a computer screen, film horizontally.
- Although a video that offers voice over can be successful, educational content that features a person in front of the camera, brimming with personality and humor, will better convey the information and engage the audience.

Introduction

- Introduce yourself and form a connection with your audience by telling them something relevant about yourself.
- What should your audience expect from this content? Tell them up front and set expectations about what is about to happen, so they know what info to be listening for.

Body/Main Subject

- Try to stick to less than 3 major takeaways or learning outcomes
- When possible, use inquiry-based learning methods - use questions to help guide your learning or investigation. Rather than simply telling girls what they need to know about a subject, encourage them to explore the material, ask questions, pose problems, and share ideas.
- Remember and utilize the Girl Scout Leadership Experience.



Girl Scout Leadership Experience

WHAT GIRLS DO

DISCOVER
CONNECT
TAKE ACTION

HOW THEY DO IT

GIRL-LED
COOPERATIVE LEARNING
LEARNING BY DOING

Reflection/Closing

- Repeat or review your main points
- Reflection questions and calls to action make a powerful closing!
- What is the last/most important thing you want your audience to remember?

Tips: Details are important!

Here are some tips and tricks to make inclusivity a snap!

Find yourself saying....?	Try this instead!
<p>“Welcome, girls!” or “Welcome, ladies!” Includes some people, but not everyone, and makes assumptions about the genders of your viewers.</p>	<p>“Welcome, Daisies!” “Welcome Girl Scouts,” or “Welcome, Everyone!” Try describing scouts by their level, or just welcoming everyone!</p>
<p>“Get your mom to help you” Many kids may get support from their fathers, grandparents, or other adults that they live with, and are excluded by this. Remember: it takes a village to support a Girl Scout.</p>	<p>“Find an adult to help you” This lets Girl Scouts in ALL living situations know they might need a grown-up's help!</p>
<p>“You should have X in your house” This assumes Girl Scouts all live in houses, and saying “should” makes Girl Scouts who don’t have X feel bad.</p>	<p>“If you have X at home....” Use the word “home” when you can, since it includes houses, apartments, and other living arrangements.</p> <p>Encourage Girl Scouts to look for materials for your activity, but suggest alternatives, too. Not all kids have every supply item.</p>

“Go out to your backyard” Not every Girl Scout lives in a place with a back yard, especially in New York City.	“Try going outside to do this, if you can” Says the same thing, but doesn’t make scouts without backyards feel bad.
Mentioning a specific house of worship as your default place, or the best place for troop meetings	Making sure to note that meetings can happen anywhere!
Assuming that your audience has the same physical capabilities	Provide multiple ways to do the same task, especially if it’s a physical task

- Use inclusive and people-first language- this is a great resource: <https://volunteers.girlscoutsrv.org/reference/articles/being-inclusive/>
- Be up to date on Girl Scout language. For example, our Badges are not called Merit Badges- just Badges. Check out this site to learn more: <https://www.gsneo.org/en/for-volunteers/training-resources/girl-scout-glossary.html>
- Keep your audience in mind! Our girls and volunteers live in every zip code of NYC and come from lots of different backgrounds.

Tips for Making your content more accessible:

- Try adding captions, subtitles, and written versions of what you’re saying whenever you can. Make sure this text stays on long enough for young readers to get it all!
- Remember to talk slowly and use kid-friendly vocabulary.
- Include places in your video for kids watching it to pause and take brain breaks. Explicitly tell your viewer that they should pause here for a break. Remember, many kids’ attention spans are shorter than we think, less than 45 minutes of focus at a time.
- When introducing a new concept or word, make sure to show examples, and introduce it in writing, not just verbally.

Rules & the Approval Process for Recorded Content

- Content should be submitted via our [Virtual Submissions Form](#) or by emailing [E-Learning](#).

Tips When Hosting Live or Virtual Meetings

- Avoid multitasking & Be present
- Enable your video when possible, especially when presenting
- Visual connection and tools are important, and helps participants maintain focus
- Limit distractions - something that distracts you will distract others too!

- Keep your microphone muted if you're not speaking (one mic!)
- Empower other to participate, speak up and be heard! Or Let them know when you need their attention rather than their voices
- Other participants want to hear what you have to say, so speak loudly and clearly into the microphone.