

The Salvation Army

Pray It Forward – CORE Social Media Videos



Pray it forward creative ideas



Creative

Pray it forward is a three week prayer initiative started by TSA's territorial leaders calling for reflection and understanding during these difficult times.

You will have access to the following assets:

1. *Pray it forward* lead-up image for social media
2. *Pray it forward* announcement image and [Facebook Story](#) and [Instagram Story](#) (click the link to learn more about Stories) announcement image
3. *Pray it forward* image and story weekly themes x 3 (the three themes are to be announced)



Creative Ideas

Create your own video using our video and film tips (slides 4-11)

Consider the type of content friends, family and members of corps might like to see and create a video that answers:

- Why you are participating in *pray it forward*.
- What you are praying for at this time.
- Ask friends and family to partake (ask them to *pray it forward*!)
- Use TSA hashtags to inspire and share with others - **#PrayItForward**

#TheSalvationArmy



Filming tips



Filming tips

- Make sure your video is made with 'mobile first' in mind. More and more people are using social media from their mobile and are scrolling quickly.
- Vertically shot videos are perfect for the small mobile screen.
- Hook viewers within the first three seconds of your video. Think: 'why would my viewers want to see this?' not, 'what do I have to tell my viewers'
- Use recognisable branding (e.g. Wear your TSA uniform or branded t-shirt, stand in front of a TSA logo if you have one).
- Your video for Instagram and Facebook feed should be square (1:1) or vertical (9:16).
- Instagram Story videos should be vertical (9:16)
- Record your video in a quiet space.
- Make sure there is good lighting where you are filming. The light should be behind the mobile you are using to film with, not behind the person being filmed.
- Your video must be a maximum of 60 seconds.
- If more than one person in the video, make sure you are social distancing.

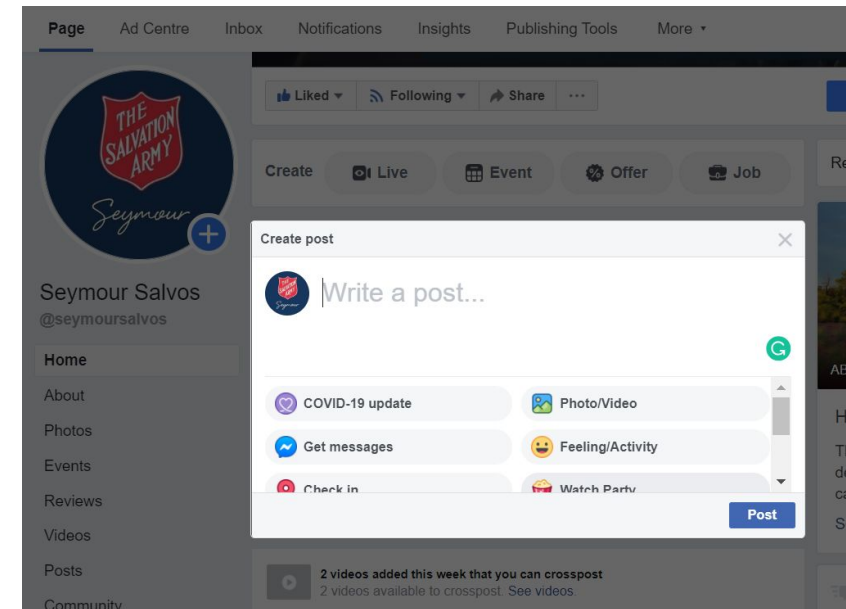
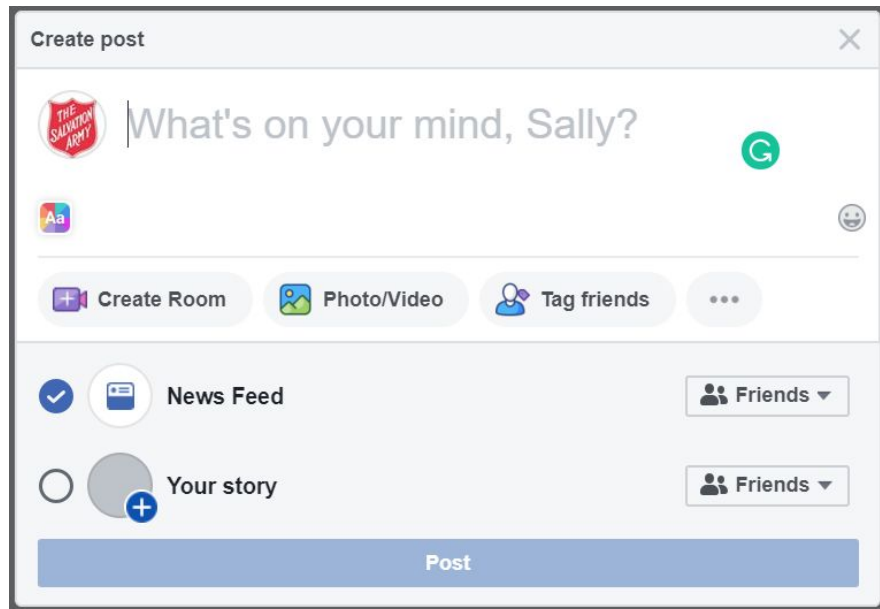


How to upload a video to Facebook



How to upload a video to your personal Facebook profile and a Facebook page

1. Click 'What's on your mind, [Name]?' at the top of your News Feed.
2. Click the 'Photo/Video' option and choose a video from your camera roll.
3. Write a caption to go with your video.
4. Click 'Post'
5. To upload to a Facebook page: Click 'Write a post...', select 'Photo/Video' and follow the steps above.



How to upload a video to Instagram



How to upload a video to Instagram

1. On your mobile, go to your profile and tap the 'Cross' button which will load all the videos and photos in your camera roll
2. Select the video you would like to share and select 'Next'
3. You will have the option to select a Filter, to Trim your video and choose a Cover. You shouldn't need to Filter or Trim your video. Select an appropriate Cover.
4. Click 'Next' again.
5. Write a caption for your video.
6. When you are ready to publish your video select the 'Share' button.



How to upload an Instagram Story



How to upload an Instagram Story

1. Tap the camera button in the top right of your screen
2. To choose a photo or video from your phone's camera roll, swipe up anywhere on the screen. This will bring up all the photos and videos in your phone and allow you to choose the one you want to share.
3. To record straight from your Instagram Stories, hold down the round white button.
4. When you are ready to share, tap 'Your Story' in the bottom left corner.

Note: Instagram Stories expire after 24 hours

Make sure any videos shared to Instagram Stories are filmed vertically.



How to share a post to your Personal Facebook page



How to share another post to your Corps Facebook page

1. Find the post you want to share on Facebook
2. Click 'Share' button under the post
3. Type your *Pray It Forward* message and thoughts into the 'Say something about this' text box
4. Ensure you've selected to share the post to your personal page
5. Click share and your Facebook page followers will see the share and post in their news feed

