#MAUERNFALLEN #FALLINGWALLS

TIPS FOR POSTING YOUR VIDEO ON SOCIAL MEDIA

An initiative of the Goethe-Institut Singapore

Format

Create a short personal video message about why we should build bridges instead of walls and how we can oppose division and overcome the obstacles that trouble our modern world. Publish your max. 60-second long video on **Facebook or Instagram**, and add the hashtags **'#mauernfallen' and '#fallingwalls'** to be part of the movement. **Tag the Goethe-Institut Singapore** (Facebook: @gi.singapore; Instagram: @goetheinstitut_singapur) so we can share your message as well.

If you like, add a short caption, emojis, and additional hashtags to spread your message even further. Need inspiration? Some additional hashtags that you could use are #buildbridgesnotwalls #freedom #beyondborders or #wallscometumblingdown.

Video Parameters

- ✓ Video message should be **60 seconds** for a normal post.
- ✓ You can easily record it with your **phone camera** – either in portrait or landscape mode.
- ✓ If you want to use a high quality photo or video camera, make sure the resolution is converted and adapted to the final format for Facebook and Instagram:
    - o Maximum file size of 512 MB.
    - o For Instagram: Videos must be in MP4 or MOV file format.

Film Like a Pro

- ✓ **#Teamwork** Invite two other people to help you with the interview: one to watch the time for you, while the other one monitors the screen.

- ✓ **#Gear** A microphone, a tripod, and additional lights will increase the quality of your video.

- ✓ **#TestTestTest** Test the gear beforehand and ideally have a rehearsal before starting the actual recording.

- ✓ **#Spotlight** Make sure there is enough light. Avoid filming against the light, e.g., do not record in front of a window or against the sun.
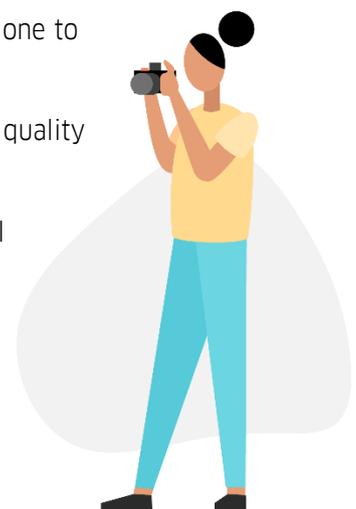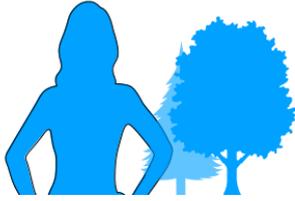
✓ **#Atmosphere** You are the star of this video. To get the viewers' attention, create a calm background atmosphere and avoid loud streets or crowded places.

✓ **#Closeness** Stand close enough to the viewers to be heard and seen. Best angle is a semi close-up.

6 Steps to Publish Your Video on Instagram

1. Tap the "+" button and choose the Library option in the bottom left corner of the screen.

2. Scroll through the camera roll to find the right video. Once you do, you can choose to either publish it with a square aspect ratio (this is the default) or you can tap the "dimensions" icon to view the full-size image.

3. Tap Next, trim the video and add your filters.
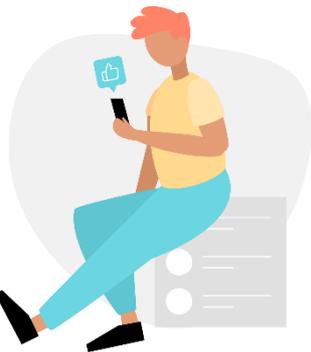
4. Add a caption and use the hashtags #wallsfalling and #mauernfallen. Tag the Goethe-Institut Singapore @goetheinstitut_singapore via the "Tag People" button to make us aware of your video.

5. If your Instagram account is linked to Facebook, you can tap the switch to the right to publish the video there simultaneously.

6. Once you are happy, tap Next, and finally published!

Have fun with the videos!

Your team from the Goethe-Institut Singapore