**Video Content Instructions**

MSME Day – Monday, 27 June 2022

To help celebrate Micro, Small and Medium-sized Enterprises Day (MSME Day) the Australian Small Business and Family Enterprise Ombudsman (ASBFEO) would appreciate contributions to our MSME day video. This document outlines some tips for filming and sending us your video content.

The video will be created and edited by the ASBFEO Communication and Media Team and will appear on our website and across social media channels. We will send you links to the video to share across your channels.

**Format**

The video will portray a bright, uplifting and positive tone/style. It will be similar in style to the [2021 version](https://www.youtube.com/watch?v=H9A6YL3Q5Sg). The Ombudsman – The Hon. Bruce Billson – will say thank you to small business for their contribution to the economy, society and/or local community. We would also like to interweave similar thank you messages from your organisation.

**Content required**

We require a brief video clip of a key spokesperson for your organisation saying thank you to small business. Messages must celebrate and/or thank small business for their contribution (please refer to our TPs for examples or feel free to write your own).

You may wish to engage with a local small business of your choice or even your local Member of Parliament in the video clip. We would also appreciate any videos of spokespeople drawing a love heart with their hands. These will be used in ‘boomerang’ style clips on social media.

**Boomerangs**

Boomerangs are short bursts of photos stitched together into a video lasting six seconds that plays forward and backward. Here is an [example](https://www.instagram.com/p/CbvzUa1Dg2P/) of a Boomerang.

*Using Instagram*

To create a Boomerang using the Instagram app:

1. Open the Instagram app
2. Tap on the ‘**+**’ sign in the upper right-hand corner and select ‘**story**’
3. Select the **camera option**
4. On the left-hand side, select the **Boomerang** option (infinity symbol).
5. Use the **record button** to record new content.
6. Once recording has been completed, Instagram will play back the Boomerang. If you are happy with your recording, select the ‘**…**’ icon in the top right-hand corner and hit **save**. This will save your Boomerang to your phone’s image gallery.
7. To exit out of the recording and to retake, select the ‘**<**’ button in the top left-hand corner.

This [short video](https://youtu.be/JfHCxAHG_1Q) provides a step-by-step demonstration for recording Boomerangs using Instagram for Apple and Android users.

**Filming requirements**

Videos should be:

* shot in a landscape orientation and using a tripod if possible
* filmed in a quality light setting
* of reasonable audio quality (low background noise)
* filmed in high resolution (no pixilation)
* no more than 20 to 30 seconds in length.

Videos can be:

* recorded on a mobile phone
* recorded in a small business of your choosing or in your office with branded collateral specific to your organisation in the background.

Once recorded, please send the videos to media@asbfeo.gov.au via file sharing to avoid comprising video quality. Please send through videos by no later than **Friday, 17 June**.