

# PSRW: Leadership Videos

## **PSRW Objective for 2021**

This Public Service Recognition Week we use the theme #GovPossible to showcase the accomplishments and impacts of public employees across federal, state, and local governments. Videos will be helpful in raising awareness of PSRW and the work of our dedicated civil servants.

**What:** Agency leaders record short, 15-30 second videos in a self-recorded style thanking their employees.

- Performance.gov will create a compilation video of agency leaders that will be used to launch PSRW across social media.
- Share your videos with the Performance.gov team via [WeTransfer.com](https://www.performance.gov) no later than **Monday, April 26th COB**. All submissions will be added to the compilation video.

**Create:** Film short videos (15-30 seconds) to post via social platforms and on your website

**Guidelines for sharing:** Please let the Performance.gov team know when you plan to share your individual video on your social platform and we will amplify the post. Make sure to use **#GovPossible** when sharing. The Performance.gov team will be posting the compilation video to kick off PSRW, so please amplify from your accounts as well!

## Script Talking Points

- Name, title, and agency
- Wish your employees a happy PSRW
- Tell the world what your team does to make the everyday #GovPossible!

### **Example:**

*“Hi, I’m Secretary of Transportation Albus Dumbledore. I’d like to wish all our employees all over the country a happy Public Service Recognition Week! Thank you for your extraordinary work to make America’s modern transportation system #GovPossible.”*

*“Today marks the start of Public Service Recognition Week and I want to take a moment to thank each and every one of you for working so hard this year to make stimulus checks #GovPossible for the American people. The IRS was vital in getting money into people’s bank accounts and I know how hard many of you worked to make this happen. As the director of the IRS I am truly humbled working alongside the incredible employees in this agency.”*



# Videos Production Guidelines & Best Practices

## Length

- Final Video Length, **15-30 seconds**

## Location & Lighting

- Ensure that your filming location is in a quiet space with little ambient noise.
- To avoid distraction, solid color walls are ideal. Backgrounds with bookshelves are also fine. Try to limit objects in your background.
- Set up your space in a room with natural light, setting your computer/smartdevice between you and the light source.
- Make sure there are no shadows on your face.

## Recording Orientation

- Set your computer on top of a flat surface so the camera is at your eye level and about an arm's length away from you.
- If using a smartphone, try to use a tripod or prop your phone on a steady surface.
- If you're filming on a phone or tablet, please turn your device to landscape orientation.

## Framing & Audio

- Capture as much of your head and shoulders in the shot as possible.
- Speak slowly and succinctly. After each sentence, pause for one second. This helps in the editing process.

## Record Start/End

- After hitting record, wait five seconds before speaking.
- After you finish speaking, maintain eye contact and wait five seconds before ending the recording.

## People First Language & 508 Compliance:

- Please add captions to your videos before they are publicly shared to meet accessibility requirements.
- Please use people-first language. This means you say "a person who is experiencing homelessness" rather than "a homeless person."

*Do you have questions about information in this document? Please contact **Andrea Ton** at [pgovsupport@gsa.gov](mailto:pgovsupport@gsa.gov).*

