

PSRW: Leadership Videos

PSRW Objective for 2022

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

What: Agency leaders record short, 15-20 second videos in a self-recorded style thanking their employees.

- Post and share the video on your social media platforms during PSRW (May 1-13) and/or...
- Share your videos with the Performance.gov team via [WeTransfer.com](https://www.performance.gov) no later than **Friday, April 22nd COB.**

Create: Film short videos (15-20 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.

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 Pete Buttigieg. 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 thank each and every one of you for working hard to make it #GovPossible to provide meals for children in schools during the pandemic. The USDA Food and Nutrition team is vital in this effort to share the necessary school meal resources and to give families the least disruption as possible. As the director of the Food and Nutrition team, I am truly humbled to work alongside the incredible, hardworking employees of this agency.”



PSRW: Employee Shout Out Videos

What:

A shout out to the work an **individual or team** does -- a public servant sends a message of thanks to their peers and talks about their work, their team, and the impacts.

Create:

Record a **15-20 second** video of a public servant talking about their work, their team, and the impacts.

Guidelines for Sharing:

Please share the recorded videos on social media platforms (LinkedIn, Twitter, Facebook etc.) during PSRW this May using **#GovPossible**. Videos can also be shared on your agency websites or other platforms. Notify the Performance.gov team when you plan to share your video and we will amplify your post.

Script Talking Points

Individual Videos

- Introduce yourself:
 - Name and government organization
 - Mention that the video is created for Public Service Recognition Week!
- Tell the world about your work! In a few sentences describe what **you and/or your team** do on a daily basis that makes the everyday **#GovPossible**! Even the smallest thing can have a great **impact**.
 - Examples: improving traffic patterns, helping small businesses stay afloat in the pandemic, assisting your community with virtual education equality, etc.

Example video script A:

Hi! I'm Ken Barbie, coordinator for the Pittsburgh, Pennsylvania Education Department. This year I led a small team focused on ensuring children around the county have access to mental health resources. Transitioning from teleclasses back to in-person learning has been hard for some students. We want to make sure they all have the resources they need to feel both heard and comfortable. I'm proud to say we provided access to counselors and online tools for every child in the county to help them through any mental health issues they face as a result of the past two years. This Public Service Recognition Week, I thank all our public servants in the Pittsburgh education system for keeping our students engaged through many transitions. We did the #GovPossible together and it made such a difference for our students! Thank you from the bottom of my heart.



Example video script B:

Hi there! This is Hermione Granger from the USDA Forest Service. My team and I make things #GovPossible by helping the public learn how to preserve our public lands. As information changes, my colleagues and I hit the ground running to create webinars, newsletters, and more to make preserving our public lands easy to understand and fun to interact with. I'm giving a big shout out to my teammates who together are helping elevate the knowledge behind our public lands.



Video Production Guidelines & Best Practices

Length

- Final Video Length, **15-20 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.*

