SOCIAL MEDIA SELFIE VIDEO GUIDE

Overview:
We all know social media is great at bringing people together and getting your message out. The No on Prop 15 campaign wants to educate Californians on why Prop 15’s $11.5 billion-a-year property tax hike must be defeated in November. Unless voters reject Prop 15, Californians will see a skyrocketing cost of living and will be forced to pay more for just about everything they buy and use.

We Need Your Help:
We’d like to produce short videos of our coalition members to use on Facebook and Instagram - and we need your help! As a leader and influencer in your community, you’re an ideal advocate to help spread the message of why we need to defeat Prop 15 and stop higher property taxes in November. We’re asking supporters like you to record a short video or two on your smartphone that we can use on social media. It’s important to show Californians that real people like you oppose Prop 15!

What You Will Need to Do:
1. Record a 1 minute video on your phone on why Prop 15 must be defeated
2. Email it to us at info@NOonProp15.org. We will edit the video and finalize it.
3. That’s it!

Examples of Selfie Videos:
Below are a few examples of the type of video content we’ll be able to produce with your help:
- https://www.facebook.com/ads/library/?id=1450512718415790
- https://www.facebook.com/ads/library/?id=963187047359953

Tips to Capture Great Videos:
- Hold your phone or mobile device to record in vertical orientation.
- Frame your shot to capture from a little above your head down to mid-torso.
- Use a forward facing light source - avoid backlighting
- Check your surroundings before you capture content to make sure loud noises don’t overpower your speaking voice and there are no visual distractions in the shot.
- Start by introducing yourself by name, title, and organization (if relevant). You can also state what city or region of California that you live in.
- Speak clearly at a moderate, easy to understand pace.
- The final video will be edited to anywhere between 15 seconds and 1 minute. Try to be as concise and focused as possible so that we can use your video.
- Video content does not have to be done in “one take” as our team will edit the video content into one final shot. However, it is best to use consistent framing so that the cuts feel natural (see examples above).

Helpful Video Prompts:
Using your own voice is key to creating authenticity. Try recording your message as a response to any or all of the questions below.
- How will Prop 15’s $11.5 billion-a-year property tax hike hurt you/your community/your business?
- With millions out of work, do you think consumers can afford to pay higher prices for groceries, health care and utilities right now?
- Can small businesses afford to pay higher rent on top of the other challenges they are facing?
- Why must we defeat Prop 15 in November?
**Important Messages For Your Video**
If you'd like, you can emphasize the messages below in your own words when you are recording your video.

- If small businesses lose their long-standing Prop 13 tax protections, homeowners will be next, and they will face skyrocketing property tax bills that could force many from their homes.
- Prop 15 could raise property taxes for the two million homeowners who operate home based businesses.
- Prop 15 will eliminate long-standing Prop 13 protections that have provided property tax certainty to homeowners and businesses for more than 40 years.
- Prop 13 protections benefits *all Californians* - *like me and you* - by preventing skyrocketing increases in property taxes that get passed along to small business tenants and consumers in the form of higher rent and higher costs for goods and services. Prop 15 will destroy these protections.
- Prop 15’s $11.5 billion tax hike on businesses will just be passed along to all of us. We’ll be forced to pay higher prices for fuel, groceries, utilities, clothing, day care and health care – just about everything we buy or use will cost more!
- California’s cost of living is already among the nation’s highest. Prop 15 will drive the cost of living even higher.
- Many small businesses lease their stores, offices, and shops. Property owners will simply pass along Prop 15’s higher property taxes to small businesses by raising rents - cutting into their ability to stay in business and increasing costs for all of us as small businesses pass along higher costs.
- Small businesses are already struggling. Prop 15 will make it even more difficult for them to reopen their doors or stay in business as a result of this economic crisis.

**How and Where to Send Your Video:**
The best way to send us your videos is through email. From your internet connected device, please email the high resolution video file to info@NOonProp15.org. Please include your name, title, and organization (if relevant) along with how best to contact you.

**Disclaimer:**
By submitting a video to the campaign, you consent to its editing and use in connection with the No on Prop 15 campaign.

Thanks for your support!

*The No on Prop 15 Team*