

WHY US?

Guidelines for "Why Us?"

"Why Us?" is made up of short video testimonials by members that will be featured on the Central PA Chamber web site and its various social media platforms, and transcribed to print publications. In addition, audio will be used for public broadcast on various radio stations! Participation is voluntary but beneficial to any member open to free publicity. Below includes the format, as well as suggestions, tips and ideas.

In the video...

Make a self introduction (e.g. name, business, job title) - *"Hi, my name is John Smith, regional manager of ABC Company..."*

Tell fellow members (and prospective members) why you choose to be a member of the Central PA Chamber! - *"I am a member of the Central PA Chamber because..."*

Keep your video to around 20 seconds. Be specific and stick to one or two topics.

Feel free to make your video fun; it's as much of a reflection of you and your business as it is the Central PA Chamber.

Remember to smile!

Your pre- and post-production responsibilities...

Practice and time yourself. You may be surprised how quickly 20 seconds go by!

If submitting the video on your own, make sure you are taking a wide-angle recording. (If using your smartphone, turn it sideways.)

Use an online large file transfer service. A popular, free one is www.wetransfer.com. All that is required is for you to: upload the video file, include your email, a message and send to jshaffer@centralpachamber.com.

Please, send video files that are MPEG-4 (.mp4) or QuickTime Movie (.mov)

If you are uncomfortable shooting your own video, you may arrange a time with Jeff Shaffer (570-742-7341 or jshaffer@centralpachamber.com) to have a video taken at the Central PA Chamber office, 30 Lawton Lane, Milton.