

# WHY US?

## Guidelines for “Why Us?”

*“Why Us?” is made up of short video testimonials by members featured on the Central PA Chamber website and its various social media platforms, and transcribed to print publications. In addition, audio is used in various ways, including as the Chamber’s hold music! 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 15-20 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 time goes 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](http://www.wetransfer.com). All that is required is for you to: upload the video file, include your email, a message and send to [rworkman@centralpachamber.com](mailto:rworkman@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 Ryan Workman (570-742-7341 or [rworkman@centralpachamber.com](mailto:rworkman@centralpachamber.com)) to have a video taken at the Central PA Chamber office, 30 Lawton Lane, Milton.*