

Video PSA Dos and Don'ts

DO

- Do create a folder to save your work
- Do use humor or a strong narrative
- Do keep it simple (KISS)
- Do use caution when using scare tactics
- Do define your audience
- Do write your script first
- Do have a clear message
- Do credit your sources
- Do use a variety of image types

DON'T

- Don't use a celebrity with no connection to the cause
- Don't rush your images
- Don't use digital images of low resolution (600x800)