

World Water Day Social Media Video Campaign

CFRE Fresh Water Stewardship Corps is kicking off a social media campaign for United Nations World Water Day (WWD) and we would love for your organization to participate! We are inviting you to create a short video focusing on this year's WWD theme, valuing water. Possible themes for your video are listed below along with criteria to guide the creation of your video.



Video Themes

- Research you have done (related to freshwater).
- What is a good experience you've had with water?
- Why is water special to you?
- Why is water essential/ what does it support?

Video Submission Criteria

- **Must be less than 60 seconds.**
- No product plugs/ads (except your organization and World Water Day).
- Completed release form for everyone in the video (found on CFRE website: <https://www.lssu.edu/cfre/education/freshwater-stewardship-corps/>)
- Name your file with your, last name or club name_WWD (Ex: CFREFSC_WWD)
- Appropriate attire (might include LSSU logo, Fish/Water themes, club/organization).
- Follow Social distancing guidelines.

Submit the release form and google drive link to Margot Zink

The release form can be submitted in two ways:

- Scanned and emailed
- Take a clear picture and emailed

Please upload your final video to a google drive and share the URL via email with Margot Zink (mzink@lssu.edu). Submissions are due April 2nd. We look forward to hearing from you and please do not hesitate to email with any questions!