



Invitation to Submit a Video of Your Election Speech

Candidates have the option of submitting a four-minute video speech, in addition to written candidate statements. You are responsible for writing, filming, editing and posting the video to your personal YouTube channel, as well as emailing your video link to the Saskatchewan Teachers' Federation.

Video speeches must be **four minutes (or less)** and should be filmed in horizontal mode, not vertical. Please email your video link to jay.salikin@stf.sk.ca no later than **8 a.m., April 14, 2021**, to ensure your video can be posted to Pheedloop in time.

The attached instructions will help you to create and post your video to YouTube, and include filming tips, helpful resources and process instructions.

If your video is over four minutes, you will be asked to shorten and resubmit, time permitting. Any video over four minutes will not be shared with councillors. This improvement is in response to councillor feedback from the last Annual Meeting of Council survey.

Candidate videos will be posted to the candidate section of Pheedloop, the event platform the Federation is using to host the Annual Meeting of Council. A link to Pheedloop will be added to the [Council section of the Federation website](#). All council resources can be viewed when you log in through your MySTF account.

Videos will be available for viewing from April 19 until the Executive election concludes on April 29. After that, all videos and links will be removed. If you plan to remove or delete your video from YouTube, please wait until after the April 29 deadline.

If you have any questions about the video process, please email stf@stf.sk.ca or call 306-373-1660.



INSTRUCTIONS FOR POSTING A VIDEO TO YOUTUBE

REQUIRED RESOURCES

- A video camera, smartphone (e.g., Android or iPhone) or mobile device (e.g., iPad)
- Tripod or stable surface to place your device while recording
- A YouTube account

FILMING TIPS

- Keep your video short (less than four minutes) and connect with your audience by making eye contact as much as possible rather than reading from a script.
- Always film in landscape mode (i.e., horizontally, not vertically).
- Shoot indoors to avoid fluctuations in outdoor natural lighting, which is difficult to control.
- Keep your background simple – avoid cluttered spaces.
- If the camera is in front of you, make sure there is no window behind you, or it will create shadows on your face.
- If you wear glasses, be mindful of where you place your lights, so they don't create glare or pick up the reflection in your glasses.
- If you do not have an external mic to help boost your audio, place your camera mic near you and make sure you are filming in a quiet space, to minimize distractions and optimize sound.
- When positioning yourself in front of the camera, make sure you have a nice tight shot of your talking head, but do leave a bit of breathing room and head space. Make sure you are in focus before hitting record.
- View your video before you publish. If it looks and sounds good to you, it will look and sound good to your viewers as well.
- Most importantly, have fun!



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**SIGN INTO YOUTUBE TO CREATE YOUR VIDEO VIA:
1. YOUR YOUTUBE ACCOUNT; OR
2. YOUR GOOGLE ACCOUNT.**

1. Via Your YouTube Account

- a) Go to [YouTube](https://www.youtube.com) on your computer or via the YouTube app.
- b) In the top right, click **Sign in**.


Create a YouTube Account

If you do not have an account, please visit www.youtube.com to create one and follow the instructions. Included you will find instructions for creating an account via your computer and/or mobile device (e.g., Android, iPhone, iPad, etc.).


Computer instructions:

- 1. Go to [YouTube](https://www.youtube.com).
- 2. In the top right, click **Sign in**.
- 3. Click **Create account**.
- 4. Choose **For myself** or **To manage my business**.

Android instructions:

- 1. Open the YouTube app.
- 2. In the top right, tap the **profile picture** .
- 3. Tap **Sign in**.
- 4. Tap **Add account +**.

iPhone, iPad instructions:

- 1. Open the YouTube app.
- 2. In the top right, tap the **profile picture** .
- 3. Tap **Sign in**.
- 4. Tap **Add account +**.

Verify Your YouTube Account by Phone

You will need to verify your account and might be asked to complete this action when you initially sign up. As part of the verification process, you will be asked to provide a phone number so that a verification code can be provided via voice call or SMS.

Account verification (step 1 of 2)

Verifying your account by phone lets you unlock additional features on YouTube, and helps us make sure you're a real YouTuber, not a robot. [Learn more](#)

Select your country

Canada

How should we deliver the verification code to you?

Call me with an automated voice message

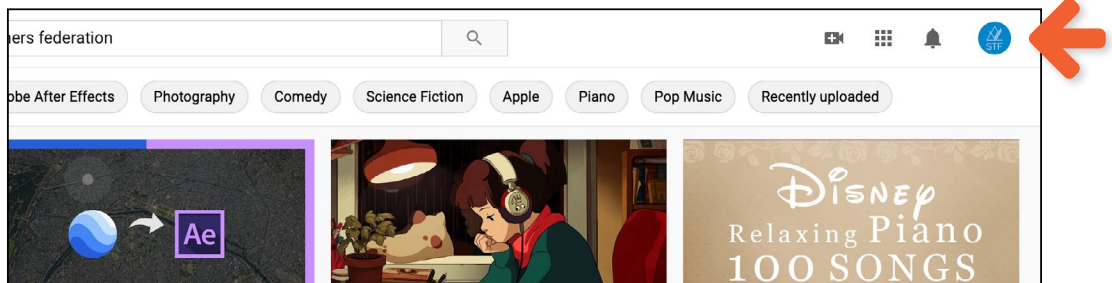
Text me the verification code

* You can access the verification page directly at youtube.com/verify.

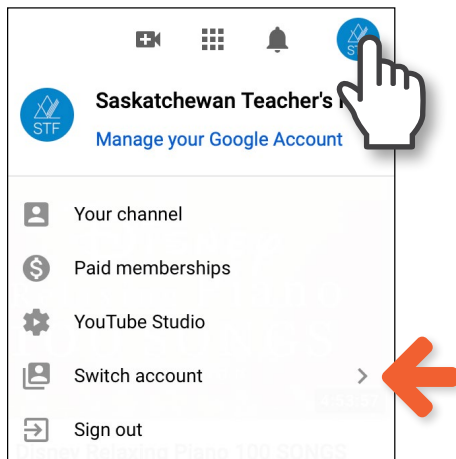
2. Via Your Google Account

If you have a Google account, you can use your account to sign into YouTube. A Google Account works across multiple Google products (e.g., Gmail, Blogger, Maps, YouTube and more); therefore, if you've signed in to a Google product previously you likely have a Google account. To sign in, enter the email address you use for those products (if you use Gmail, it's your Gmail username).

Once you have signed into your account, you will see an icon in the top right corner:

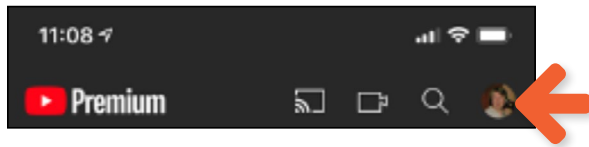


If you have more than one account, you can switch accounts by clicking the icon in the top right and choose **Switch account**.



You can also **Add account** if you so wish. If you are on a mobile device, you will see either your icon or a generic icon.

Indicates that you are logged in:



Indicates that you are not logged in:



If you have never logged into YouTube with your Google account before, you will be prompted to create a YouTube channel:

A screenshot of the YouTube channel creation prompt. The title is 'Use YouTube as...'. Below it is a profile picture placeholder (a purple circle with a white person icon) and two text input fields. The first field contains 'howto' and the second contains 'best'. Below the fields is a paragraph of text: 'By clicking "Create channel", you agree to YouTube's Terms of Service. Learn more. Changes you make here may show up across Google services with content you create and share, and to people you interact with. Learn more. Use a business or other name'. At the bottom are two buttons: 'CANCEL' and 'CREATE CHANNEL'.

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CREATE A PERSONAL YOUTUBE CHANNEL

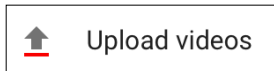
Now that you're signed into YouTube, you need to create a YouTube channel. Your activity will not be shared publicly until a channel is created. Creating your channel is the only way that you can upload videos, leave comments and create playlists.

1. Sign into YouTube on a computer or using the mobile site.
2. Try any action that requires a channel, such as uploading a video, posting a comment or creating a playlist.
3. If you don't yet have a channel, you'll see a prompt to create a channel.
4. Check the details (with your Google Account name and photo) and confirm to create your new channel.


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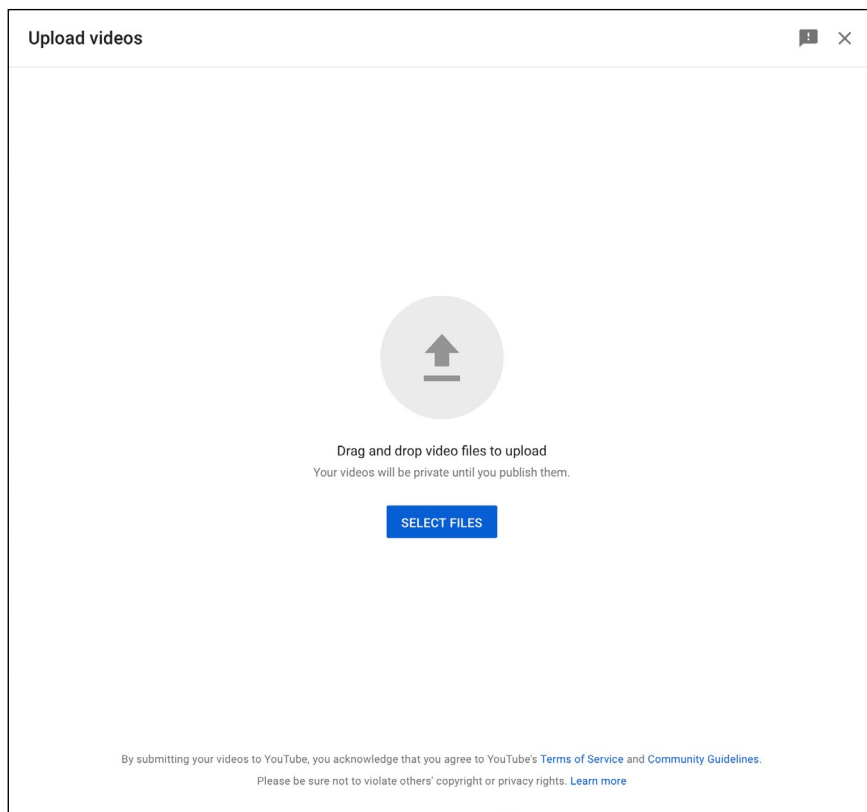
UPLOAD YOUR VIDEO TO YOUTUBE

You can upload by clicking the **Create** button  at the top right of the page and choose







Computer instruction:

1. Sign into [YouTube Studio](#).
2. In the top right-hand corner, click **Create**  Upload video.
3. Select the file you'd like to upload. You can also drag and drop your video.






Android instruction:

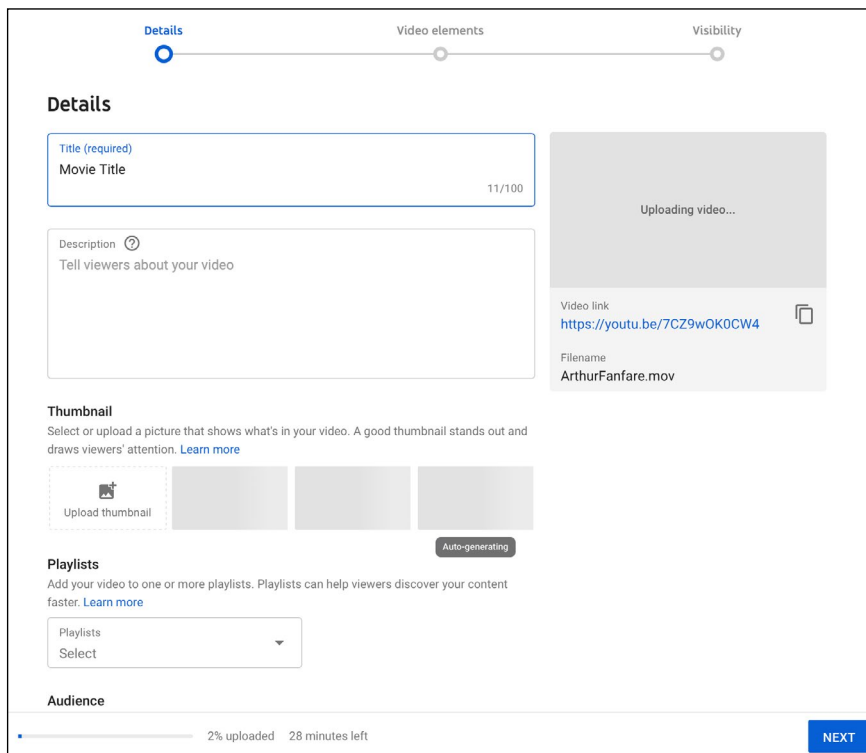
Use the YouTube Android app to upload videos by recording a new video or selecting an existing one:

1. Sign in to your channel on the YouTube app.
2. At the top of the app, tap the **camera** icon .
3. **Record**  a new video or select an existing video from your gallery.
4. Add a title (max 100 characters) and description (max 5,000 characters) to your video.
5. Optional: Use enhancements:
 - Add a filter  to your video.
 - Trim your video by dragging the edges of the white box beneath your video.
6. Tap **Next**  to upload your video.

iPhone and iPad instruction:

Use the YouTube iOS app to upload videos by recording a new video or selecting an existing one:

1. Sign in to your channel on the YouTube app.
2. At the top of the app, tap the **camera icon** .
3. **Record**  a new video or select an existing video from your gallery.
4. Add a title (max 100 characters) and description (max 5,000 characters) to your video.
5. Optional: Use enhancements:
 - Add a filter  to your video.
 - Trim your video by dragging the edges of the light blue box beneath your video.
6. Tap **Upload** to finish.



The screenshot shows the YouTube mobile app's upload interface, specifically the 'Details' tab. At the top, there is a progress indicator with three tabs: 'Details' (selected), 'Video elements', and 'Visibility'. Below the tabs, the 'Details' section includes a 'Title (required)' field with the text 'Movie Title' and a character count of '11/100'. Below the title is a 'Description' field with the placeholder text 'Tell viewers about your video'. To the right of the description field, there is a 'Video link' field containing 'https://youtu.be/7CZ9wOK0CW4' and a 'Filename' field containing 'ArthurFanfare.mov'. Below the description field, there is a 'Thumbnail' section with the text 'Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. Learn more' and an 'Upload thumbnail' button. Below the thumbnail section, there is a 'Playlists' section with the text 'Add your video to one or more playlists. Playlists can help viewers discover your content faster. Learn more' and a 'Playlists' dropdown menu with 'Select' as the current selection. At the bottom, there is an 'Audience' section with a progress bar showing '2% uploaded' and '28 minutes left', and a 'NEXT' button.

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SELECT YOUR VISIBILITY SETTINGS

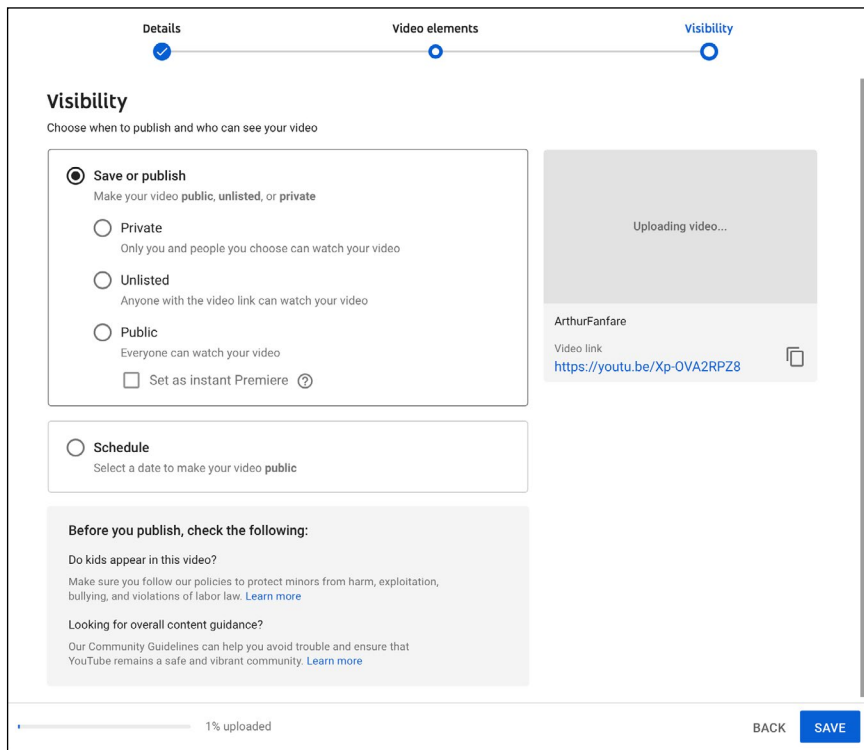
From this page, you can save and publish your video, set your privacy features and schedule a video.

Public – Anyone can see it.

Unlisted – Anyone with the link can see it but they can't search for it specifically.

Private – Only people granted direct access to the link can view the video.

1. For your video, select **Unlisted** (Public is the default setting).
2. It is also important that you select **No, it's not made for kids** before proceeding.
3. When done, hit **Publish** at the bottom of the page.
4. Click the the  icon just under the video to copy and share the video link with the Federation.



The screenshot shows the YouTube video visibility settings interface. At the top, there are three tabs: 'Details', 'Video elements', and 'Visibility'. The 'Visibility' tab is selected. Below the tabs, the title 'Visibility' is followed by the subtitle 'Choose when to publish and who can see your video'. The main content area is divided into several sections. The first section is 'Save or publish', which is selected with a radio button. It includes the text 'Make your video public, unlisted, or private' and three radio button options: 'Private' (with the description 'Only you and people you choose can watch your video'), 'Unlisted' (with the description 'Anyone with the video link can watch your video'), and 'Public' (with the description 'Everyone can watch your video'). Below these options are two checkboxes: 'Set as instant Premiere' and 'Schedule'. The second section is 'Schedule', which is not selected and has the text 'Select a date to make your video public'. The third section is 'Before you publish, check the following:', which contains two questions: 'Do kids appear in this video?' and 'Looking for overall content guidance?'. At the bottom of the page, there is a progress bar showing '1% uploaded', a 'BACK' button, and a 'SAVE' button.

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SUBMIT YOUR LINK

Send the link to your video as soon as it is published and ready for use. You do not have to wait until the deadline. This will allow Federation staff to begin working on the playlist as the links come in. If you schedule to publish at a later date, we won't be able to view or use your link until your publishing deadline has passed.

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VIDEO RELEASE AND CONSENT

Your video link is being used to create a playlist that will be posted publicly to the Federation YouTube channel and promoted on the Council webpage when you log in through your MySTF account. By emailing your video link, you are agreeing to the following:

1. You consent to the Federation displaying, publishing or distributing your video for the purposes of publishing and posting on the Federation website and YouTube channel.
2. You understand that the video may appear in electronic form on the internet or in other publications outside of the Federation's control, and you agree that you will not hold the Federation responsible for any harm that may arise from such unauthorized reproduction.
3. You are authorizing the release of your image and performance in the video, and you release the Federation from any claims regarding the protection of your personal information and privacy to which you may be entitled under applicable privacy laws in relation to this information.
4. You warrant that you have read and fully understand the contents and meaning of this Video Release and Consent.

Please note, other than any information that is captured in your video, none of your personal or private information will be shared.