



## Video Best Practices

### Delta Gamma-Produced Videos

Delta Gamma recognizes the need for personal, high-quality videos that truly showcase the everyday life of Delta Gammas and the values that make our sisterhood strong. Chapters are encouraged to use this [official DG recruitment video](#), produced in conjunction with Executive Offices and regularly refreshed to remain relevant, it was last updated in June 2020. If a chapter would like to be considered for coverage in a future video, please email [DG-EO@deltagamma.org](mailto:DG-EO@deltagamma.org). Other professional videos, including our Brand Anthem, Brand Why video and Foundation videos, are all available for use on the Delta Gamma Fraternity [Vimeo channel](#).

*Should a chapter choose to create its own video, below are best practices and guidelines.*

### Purpose

Define the purpose of the video. This will guide the storyboard, script, music and graphics choices and overall tone of the video. If women will be interviewed for the video, make sure you provide time to give them the questions ahead of time and allow time for practice.

Stay consistent with the Delta Gamma brand and messaging. Showcase the purpose and mission of Delta Gamma:

Article II of the Constitution:

The objects of this Fraternity shall be to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to develop in them the best qualities of character

### Audience

Identify the audience you would like to reach and tailor the content toward the intended audience. Is it potential new members? Talk about all that the collegiate experience offers – scholarship, friendship, ritual, service, etc. Is the intended audience alumnae from your chapter? Give them updates about specific campus-related events or the chapter house (if applicable). Is it parents? Talk about the investment they have made into their daughter's future.



Although you may have identified one audience, be aware that when shared online, this audience could change. Consider the alumnae all over the country who may view your video. Is it something the Fraternity President would consider sharing on her Facebook page to show pride in our sisterhood?

### **Wardrobe/Props**

Consider what makes sense with the climate, campus culture and the individuality of members. Appropriate badge attire or DG letters is recommended. If traveling to locations off campus, be sure to seek adviser approval and prepare safe transportation to and from the location for all involved. Showcase the diverse interests of the women in your chapter.

### **PR plan/distribution**

Share video plans with your advisers before production begins. If you plan to share with media, the director of marketing and communications at Executive Offices should be notified prior to production. Save files for chapter archives. Provide copies/links to the Fraternity/Sorority Advisor on your campus.

### **Contracts**

All contractual agreements must be signed by both the chapter president and vice president: finance after approval by the chapter management team and advisory team chairman. Before signing contracts, discuss all of the above with your chosen vendor. Review samples of his/her work. Discuss who owns the rights to the video after the video is produced. Plan for edits if you are unhappy with the quality or production of the video. Make sure that the chapter budgeted for the expense of a video.

