



Sample Script and Ideas

Focus the video on answering the question: "What does my hospital bring to my community?"

Remember, these are short videos that viewers should be able to watch quickly and digest your point. It's important to be brief and creative. Here are some ideas and sample scripts to get you started.

Idea # 1 – First person testimonials

Get your enthusiastic employees to say something positive about your hospital! When you shoot the video, be sure to ask a few questions (like the questions below) and give the interviewee time to relax in front of the camera. Don't worry about how long it will last – you can edit the best few seconds from their comments once they're comfortable talking about their hospital.

Remember, the audience won't hear the question so ask staff to include the question in their answer, samples below.

- How does your hospital strengthen your community?
 - Answer - "My hospital strengthens the community by working directly with patients, families, and caregivers."
- How does your hospital help the more vulnerable populations?
 - Answer – "My hospital works with our community's most vulnerable by treating the uninsured and providing uncompensated care."
- Does your hospital inspire you?
 - Answer – "My hospital inspires me to do good beyond the four walls of our building by working with the community and promoting health and positive lifestyles."
- What is the most important thing people should know about your hospital?
 - Answer – "My hospital heals people."
 - Answer – "My hospital provides comfort in the most desperate and trying situations."
 - Answer – "My hospital provides a home, away from home, for countless people in their time of need."

Idea # 2 - Picture Montage

Use an application on your smartphone to turn existing Instagram photos into fun, captivating video slideshows. Many of these apps allow you to add music or keep silent, so don't need to record your own audio.

How to do this? Pull from existing pictures of your organization highlighting some of the people and faces of your community. You can also take new still shots around your hospital. Then use apps like Flipagram, Framatic or PicFlow – as long as you can share it through Twitter, we can retweet it!

Idea # 3 – White Board or Sign

Here are two examples of a sign campaign. You could do one shot with music added or you could do multiple shots and create a video (see possible applications for use above).



Get Covered White House campaign
<http://www.whitehouse.gov/get-covered>



City Year New Hampshire Blog
<http://cityyearnh.wordpress.com/2013/12/04/the-whiteboard-campaign/>

Invite your employees to an assigned location with supplies (large paper and markers) and encourage them to write a few words that illustrate the positive impact your hospital has on the community. Possible slogans or words included below.

<p>#MyHospital Heals people.</p>	<p>#MyHospital Gives people a home away from home.</p>
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