

#WeAreStrongerThanMS Story Sharing

Tips for Creating a Great Video

1. Videos that are less than 3 minutes in length are ideal –2 minutes is even better!
2. It's a good idea to collect your thoughts and write down some ideas for what you want to say in advance so you can be prepared, include all the content that you intended, and avoid long pauses, 'ums,' and 'ers' while filming. Think about the video content you most enjoy watching as a model.
3. Capture video using an iPhone, Android or other device that has video capability.
4. Hold the phone horizontally, not vertically.
5. If you're going to be speaking during the video, record in an area with no or little background noise, so that it's easier for viewers to hear your voice.
6. If recording inside, make sure it's in a well-lit area. If it's dark, turn on as many lights as possible.
7. The person filming should keep his/her hands steady to avoid making shaky videos that are difficult to watch – a box or other stable surface can provide a steady platform for recording.
8. Record a couple of test videos to check volume, lighting, and overall quality – make adjustments as needed.
9. After you record and watch your video, trim your video to eliminate any extra space at the beginning or end. You can do this on your device or in YouTube. [iPhone instructions](#) | [Android instructions](#)



How to Add Your Video to YouTube

1. Upload your video to YouTube. (You will need a [YouTube account](#) to do this.)
2. Keep your title to about ten words, and include the term "MS" or "multiple sclerosis," and our hashtag, **#WeAreStrongerThanMS**. Example of a good title: **#WeAreStrongerThanMS: Fighting MS fatigue with a frozen sponge in a Ziploc bag**
3. Put a description of the video in the description field. Keep your description short, approximately 2-3 sentences. Start it with the words "We Are Stronger than MS" and be sure to include "MS" or "multiple sclerosis" again. Remember, these videos are searchable and available for public viewing on YouTube, so the better your description is, the more beneficial it will be for others.
4. When you upload your video to YouTube, you will need to read and agree to YouTube's [community](#) and [copyright](#) guidelines.

Tips for Creating a Great Photo and Describing Your Story

Photos:

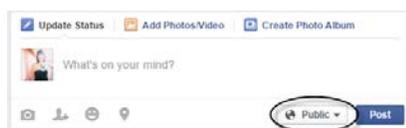
- If you have a camera built into your phone, taking photos directly on your phone will save you a few steps when it comes time to share your photos on social media (see below).
- While we all love selfies, it can be challenging to capture a great photo of yourself while also demonstrating your story of strength. Instead, grab a friend or family member and ask them to snap away while you illustrate your solution. Make sure you're in a well-lit area and the camera is held or rested on a steady surface.
- Select the photo that best illustrates your story. If you don't have one that is just right, you can use the editing tools on your phone or one of these [iPhone](#) or [Android](#) apps to crop, adjust brightness and more.

Copy:

- Think about length. Tweets must be fewer than 118 characters to allow room for the hashtag. Facebook and Instagram posts can be longer, but should not be more than 1-2 paragraphs.
- Start strong. Only the first several words will be visible in the preview mode. Capture readers with an intriguing introduction.
- Be sure to include the term "MS" or "multiple sclerosis," and our hashtag, **#WeAreStrongerThanMS**. Example of a good text story: **#WeAreStrongerThanMS**: *I discovered that I can mimic a cooling vest and fight MS fatigue by freezing a sponge and placing it in a Ziploc bag. The sponge keeps me cool in the heat, and the bag ensures I stay dry.*
- If you're feeling stuck, it can help to just get your thoughts down on paper first. You can always go back and edit once you have a draft to work with.

Tips for Sharing on Social Media

- Share your content on social media—Facebook, Twitter, Instagram, or YouTube (see our video tips and instructions above) with the hashtag **#WeAreStrongerThanMS**.
- To be part of our solutions web pages and campaign, your post must be set as publicly viewable.
 - Facebook: Select "Public" on drop-down menu to the left of "Post" (this will not affect privacy of your other Facebook posts).



- Twitter: Ensure "Protect my Tweets" in the setting section of your profile is not selected (this will make all your tweets public).



Instagram: Ensure “Private Account” in the setting section of your profile is not selected (this will make all your Instagram posts public).



- Please review our [Social Media Guidelines](#) for more information about what we will and will not share on Society web pages or social media channels. Your content is also subject to the terms and conditions of the social media channel on which you post.