



NATIONAL HEADQUARTERS
WASHINGTON, DC

Thank you for your interest in the Leadership Institute! Applicants are encouraged to submit a 1-minute video responding to the prompt outlined below. These instructions provide recommendations on how to self-produce a high-quality video at home.

Video Content

- Use a tailored version of the following text as your video introduction, “Hello, my name is (First Last) and I currently attend (college/university) where I am studying (major). I served in the (branch) as a (role) from (year) to (year). I am applying for the Leadership Institute because (reason).”
- The introduction should be very brief and provide a clear understanding of who you are.
- Next, address these questions as the core focus of the video:
 - Tell us about your background and why you joined the military.
 - What are you studying and why? What are your career goals?
 - What would participating in the Leadership Institute mean to you?
- Note, past footage “b-roll” or photographs can also be included that help add to the story dialogue, but neither are required.

Length

- 1 minute is the recommended video timeframe.
- Videos that go significantly over the timeframe will be less competitive in consideration.

Tone

- Aim to convey your personality
- Present your personal story and background
- Present a professional and collegial demeanor
- Ensure you appear comfortable and not overly formal in your presentation

Leading Practices for Video Capture

Video capture

- A DSLR or professional video camera is preferable, however mobile camera videos are also acceptable
- iPhone/mobile camera is suitable but be sure to go into Settings -> Camera to check and ensure that quality is set to at least 1080p. Before shooting, clean off the camera lens with a soft fabric.
- Be sure to place the camera on a stable platform, or use a tripod for filming (no walking selfie videos)
- If using a mobile camera, use a horizontal format
- Be willing to complete multiple takes until you are happy and confident with the final version

Consider lighting and angle

- Whether it's the sun, a studio light or a regular lamp, the primary source of light should never be behind the subject. The subject should be well-lit at all times
- Plan to film the video from a flattering angle to capture the best presentation; looking down into the camera leads to distracting footage

Bad audio can ruin a good video

- Test the sound quality of your environment, and avoid a background echo
- Speak close enough to the sound capture to be heard clearly
- Speak in a strong voice, and articulate as clearly as possible, while maintaining a natural demeanor
- If filming outdoors, be especially cognizant of wind or other background noise

Submitting the Video

When you are prepared to submit the final copy of your video, there are two options to upload your video, including publishing the video on your LinkedIn profile (encouraged), or submitting via an unlisted YouTube video. The directions for each option are listed below.

Publishing on LinkedIn

Since the launch of LinkedIn "native video" in 2017, LinkedIn video posts generated [more than 300 million impressions](#) on the platform, and earn an average of [three times](#) the engagement of text posts. Plus, early findings from [LinkedIn's beta program](#) show that LinkedIn native videos are five times more likely than other content to start a conversation among LinkedIn members. Submitting your video via LinkedIn is a great way to build your personal brand. Follow these steps to post to the platform:

- [Sign in](#) to LinkedIn and go to your personal homepage.
- At the top where it says, "Start a post," click the [video icon](#) and upload your video file (NOTE: files may be uploaded up to 5GB, so if your file is larger, consider submitting via the YouTube option detailed below).
- Add a [post description](#) to your video with a concise and thoughtful comment, such as, "Check out my submission for the @StudentVeteransofAmerica 2020 Leadership Institute."
- Confirm your privacy settings are correct and set your post to be [visible to the public](#) and share the post.
- To collect the link to the post for your submission, go to the post in your feed and click the three-dot icon in the upper right corner, and click "[copy link to post](#)" on the drop-down menu

For any additional questions, please visit the LinkedIn FAQ page for sharing videos on the platform or reach out to our team for additional guidance.

Submitting via YouTube

Upload the content as an unlisted video on YouTube. An unlisted video is a different type of private video. "Unlisted" means that only people who know the link to the video can view it (such as friends or family to whom you send the link). An unlisted video will not appear in any of YouTube's public spaces (such as search results, your channel, or the Browse page). An unlisted video is different to a private video in these ways:

- You don't need a YouTube account to watch the video (you can see an unlisted video if someone sends you the video's link).



- There is no 25-person sharing limit.

To create an unlisted video, follow these steps:

- Sign into your YouTube Account.
- Go to your [My Videos](#) page.
- Select the video which you'd like to make an unlisted video. Click the [Edit](#) button to access the video's settings.
- Go to the Privacy section of the page. There you'll see the option to mark you video as "unlisted," "public," or "private." Select [unlisted](#).
- Don't forget to click the [Save Changes](#) button. Once you've done this your video will be an unlisted video.

When you apply, there will be a designated field to provide the hyperlink to your video. You will not submit the raw video file for your application.

As always, feel free to reach out to our staff if you have any questions, or need any additional guidance. You can call us at 202-223-4710, or email at programs@studentveterans.org.

Happy filming!

