

**STAY SC
STRONG**

Make Your Own Video



STAYSCSTRONG.COM

IN THE FIGHT AGAINST COVID-19, WE ALL HAVE A PART TO PLAY.

Help stop the spread here in the Palmetto State. Make a short video for DHEC's Stay SC Strong public health campaign to share with your social media followers.

Video Guidelines

To maximize the impact of your video, observe the following guidelines:

- Keep your video brief—ideally, it would be no longer than 15 seconds.
- Shoot in a quiet location away from distracting background noises.
- Make sure you're in the center of the frame as you record.

Keep things upbeat and personal. Ask yourself:

- How has COVID-19 changed your day-to-day life?
- How are you coping with those changes in a healthy way?

When you're ready to put your video online, share it with some of our Stay SC Strong campaign hashtags—then encourage your followers to do the same. Campaign hashtags include:

#spreadcaringsc

#staycarefulsc

#stayhomesc

#stayscstrong

#stopcovids



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Sample Scripts

Tailor your messaging to your audience or draw from your own experience. Why? Because the more personal your video is, the more impactful it will be. Check out the sample scripts below if you need inspiration.

Coping with Stress

“Hey, y’all. Don’t let stress associated with COVID-19 get the better of you. Take time to relax and decompress when you can. For me, that means regular exercise, and occasional breaks from social media. Visit DHEC’s website for more ways to Stay South Carolina Strong.”

General “Stay SC Strong”

“COVID-19 doesn’t compromise. Neither do we. If we stay careful and stay connected, then we’re going to beat this thing. Do your part to stop the spread in the Palmetto State. Visit DHEC’s website for easy, common-sense guidelines on how to protect yourself and others. As long as we stay careful and connected, we’re going to Stay South Carolina Strong.”

Social Distancing

“Hey y’all, [insert name] here. If we’re going to beat COVID-19, we have to get serious about social distancing. That means maintaining a distance of at least six feet from others out in public. For more ways to Stay South Carolina Strong, visit DHEC’s website.”

Stay Healthy

“Hey everybody, it’s [insert name]. COVID-19 is a serious public health challenge. But there are plenty of easy steps you can take to stay healthy—like not touching your face with unwashed hands.* For more simple ways to Stay South Carolina Strong, visit DHEC’s website today.”

*Note for video makers: Feel free to exchange this safety guideline with any other COVID-19 related health recommendations that currently appear on DHEC’s website. These include, but are not limited to:

- Washing your hands regularly with soap and water for at least 20 seconds
- Cleaning and disinfecting high-touch surfaces in and around your home
- Wearing a mask or face covering when out in public

Stay Home

“COVID-19 can spread quickly and easily from person to person. That’s why I’m staying home when I can, and only making essential trips to places like the grocery store and pharmacy. If you can swing it, please consider doing the same. For more ways to Stay South Carolina Strong, visit DHEC’s website today.”