



## SOCIAL MEDIA SELFIE VIDEO GUIDE

### **Overview:**

We all know social media is excellent at getting your message out. The No on Prop 26 campaign wants to educate Californians on how the initiative will destroy jobs and reduce tax revenue for public services. This guide will take you through how to create a selfie video sharing how Prop 26 will impact you.

### **We Need Your Help:**

We'd like to produce short videos of our coalition members to use on Facebook and Instagram - and we need your help! As someone personally impacted by Prop 26, we're asking people like you to record a short video or two on your smartphone that we can use on social media. It's important to show Californians that real people like you oppose Prop 26!

### **What You Will Need to Do:**

1. Record a 1-minute video on your phone on why Prop 26 must be defeated
2. Email it to us at [Info@VoteNoOnProp26.org](mailto:Info@VoteNoOnProp26.org). We will edit the video and finalize it.
3. That's it!

### **Tips to Capture Great Videos:**

- Hold your phone or mobile device to record in vertical orientation.
- Frame your shot to capture from a little above your head down to mid-torso.
- Use a forward-facing light source - avoid backlighting
- Check your surroundings before you capture content to make sure loud noises don't overpower your speaking voice and there are no visual distractions in the shot.
- Start by introducing yourself by name, title, and organization (if relevant). You can also state what city or region of California you live in.
- Speak clearly at a moderate, easy-to-understand pace.
- The final video will be edited to anywhere between 15 seconds and 1 minute. Try to be as concise and focused as possible so we can use your video.
- Video content does not have to be done in "one take," as our team will edit the video content into one final shot. However, it is best to use consistent framing so that the cuts feel natural.

### **Helpful Video Prompts:**

Using your own voice is key to creating authenticity. Try recording your message as a response to any or all of the questions below.

- How will your community be impacted if Prop 26 shuts down your local cardroom and cuts off the tax revenue the cardroom pays to your local community?
- Will you lose your job at a local cardroom if Prop 26 passes?
- Is it fair for Prop 26's sponsors to use lawsuits to shut down their lawful competitors?
- Should we allow lawyers more opportunities for frivolous lawsuits like Prop 26 proposes?

Ad paid for by No on 26 – Taxpayers Against Special Interest  
Monopolies, Sponsored by Licensed Card Clubs  
Committee major funding from  
Hawaiian Gardens Casino  
California Commerce Club  
Knighted Ventures  
Funding details at [www.fppc.ca.gov](http://www.fppc.ca.gov)

### ***Important Messages For Your Video***

If you'd like, you can emphasize the messages below in your own words when you are recording your video.

- Prop 26 claims to be about sports wagering, but it has a poison pill that will destroy 32,000 jobs and cost communities \$500 million in tax revenue.
- Prop 26 gives private lawyers the powers of the Attorney General to file frivolous lawsuits against licensed cardrooms.
- Cardrooms will go bankrupt fighting an unlimited number of lawsuits.
- **If my local cardroom closes, jobs like mine will disappear**
- Cardrooms provide \$500 million in local tax revenue to communities across California. Losing this revenue means less funding for police, fire protection, parks, public health, and after-school programs.
- Prop 26 will also bail out the horse racing industry with tens of millions of dollars—allowing a controversial industry to keep operating despite its terrible safety record that kills horses every year.
- **Please protect jobs like mine. Vote No on Prop 26!**

### ***How and Where to Send Your Video:***

The best way to send us your videos is through email. From your internet-connected device, please email the high-resolution video file to [Info@VoteNoOnProp26.org](mailto:Info@VoteNoOnProp26.org). Please include your name, title, and organization (if relevant) along with how best to contact you.

### ***Disclaimer:***

By submitting a video to the campaign, you consent to its editing and use in connection with the No on Prop 26 campaign.

Thanks for your support!

*The No on Prop 26 Team*