ARIZONA PANHELLENIC

2023 PNM Video Guidelines

PNM videos are an exciting and more personal way for chapters to get to know a PNM in a casual no-pressure setting.

Selections made by chapters after Set I of Recruitment will be based on a combination of the PNM video as well as your recruitment registration questions. These videos can be uploaded after the completion of registration but should be uploaded as soon as possible and **must** be uploaded by August 11th at 11:59pm.

- Videos should be a minimum of 1:00 and a maximum of 2:00 minutes.
- Videos should be uploaded to Vimeo or YouTube or another platform that you can have link access to (directions on how to film and post are below).
- You should record videos using a smartphone or computer. You **may not** use professional/third-party videos/services to **record or edit** videos.
- It is about you and what you say, just be yourself!
- Try to keep backgrounds should be neutral or minimal, we want chapters to focus on you and your content, not what is on your walls.
- Videos should only include you and should not include the use of props.

Along with these guidelines, you MUST answer the following questions:

- Your Name
- Hometown City and State
- Major/Minor and why you chose to study that subject!
- Why do you want to Go Greek and what do you hope to gain?
- Why did you choose The University of Arizona?
- What hobbies are you passionate about?
- What qualities do you look for in your friends?

Optional questions you can add if you have time or need more talking points:

- What is your dream job?
- What will you miss most about your hometown?
- If you could have dinner with one person dead or alive, who would it be and why?
- If you could travel anywhere in the world, where would you go and why?
- Tell us about a secret talent!
- What is your go-to song when you need a mood boost and why?

ARIZONA PANHELLENIC

Tips on How to Film Your PNM Video

- We recommend filming during the daytime and close to a window!
    - Backgrounds should be neutral, so try to find a spot where the background does not have too many distracting elements.
- Let anyone else in your household know when you sit down to film your PNM video in order to reduce background noise.
- Don't be afraid to stop and start over or take some time to think about your answers before you start filming!
- You can use the camera app on your phone to record if you are on a mobile device; you can also record directly on the YouTube app on mobile phones.
- On a computer, you can use Zoom to start a meeting and record yourself/your audio with your webcam. If you are on a Mac with a webcam, you can also use the built-in Photo Booth app.
- Free video editing apps can help you trim your video to the time allotment! Try not to over-edit your video and avoid adding any music/anything that could obscure learning about you. Some available applications are:
    - Apple devices (iPhone/iPad and macOS): iMovie
    - Android: FilmoraGo
    - PC: Video Editor within Microsoft Photos

Here are Instructions on How to Upload Your Video:

How to Upload to YouTube

On a Computer:

- Log into your Google account (the university issued @arizona.edu emails are Google accounts) and navigate to the homepage on YouTube.
- In the top right, next to the search bar there is an icon with a video camera and a plus sign. Click it, then click 'Upload a Video'.
- You will be taken to a popup where you can drag and drop your PNM video, or navigate to the file on your computer.
- Once you confirm, your video will start uploading! Add a title and description on the first slide. Click Next.
- Click Next on the next two slides: Video Elements and Checks.
- On the last slide, Visibility, ensure the visibility is either 'Public' or 'Unlisted', and click the Save button in the bottom right and your video will finish uploading without you needing to stay on the page.

ARIZONA PANHELLENIC

On a Mobile Device:

- Download/open the YouTube app.
- Tap the center button (the plus symbol) and tap Upload a Video.
- Allow access to your photos and camera/microphone if you haven't.
- Select your PNM Video.
- Tap 'Next' on the new screen.
- Add a title and ensure the visibility is either 'Public' or 'Unlisted'.
- Tap Next and your video will start uploading.

Once your video has processed, in order to add it to Campus Director:

1. Copy your video link
2. Log on to Campus Director
3. Go to "Edit Account"
4. Paste your video link into the "Video Link" field
5. Click "Save Changes"

These will be due by **August 11th at 11:59pm**!

Please email uapanhellenic.recruitment@gmail.com if you have any questions!