

Filming Guidance for Stop Arms Actions PR Stunt

Thank you for getting involved in upcoming Stop Arms media stunt. We would like to feature images and videos in some content for Amnesty social media channels like below:

Carousel on Global Ceasefire Action: [Amnesty International](#) 🌐 (@amnesty) • [Instagram photos and videos](#)



Filming Guidance + advice

- Please take pictures in both landscape (16:9) and vertical (9:16).
- Please take videos in vertical, ensuring good lighting where possible.
- Make sure to get clear photos of placards and people's faces.
- We are keen to make a day in the life video on TikTok, so if there are any keen campaigners that don't mind being on camera, please do feel free to film yourself or colleagues explaining the purpose of the stunt.

Video Ideas:

- Pan across the visual media stunts including placards, banners, design props etc.
- Answer the question: What are we calling for and why? (This could be selfie style or filming someone else)
- Answer the question: What will our action achieve? (Increasing pressure on politicians etc)
- Activists chanting 'Stop Arming Israel' 'Stop sending arms' (See [TikTok](#) example)

Submitting your Videos and Images

- Please submit images and small video files to [xxxx]
- For larger files, please use [WeTransfer](#).