

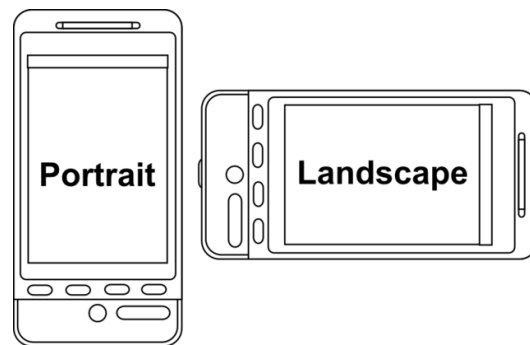
OVERVIEW

The National Center for Families Learning (NCFL) wants to hear from you!

We're asking program staff and participants from across the country to share about their family literacy experience. We'll share the best stories on our social media channels throughout National Family Literacy Month[®] this November.

INSTRUCTIONS

- **Get ready for your close-up**
 1. **Explore the video prompts below.** Pick your favorite and make a plan for what you want to say.
 2. **Clean your camera lens.** Wiping your phone's camera lens with an eyeglass cleaning cloth or the edge of a soft shirt will ensure your video looks crisp.
 3. **Recruit your crew.** Your video will look better if you ask someone else to record it for you. No selfie videos, please.
- **Lights, camera, ACTION!**
 1. **Film in portrait mode.** Have your friend hold the phone in portrait mode rather than in landscape mode while filming.
 2. **Keep it brief.** Your video should be no longer than 45 seconds. Feel free to try again until you get the perfect take.
 3. **Be creative.** Let your imagination be your guide. Want to create a video that includes the latest TikTok trend? We'd love to see it! Want to incorporate program families into your video? Go for it!
- **That's a wrap**
 1. **Avoid editing.** Try not to use filters, light adjustments or other editing techniques with your video.
 2. **Upload your masterpiece.** Once your video is complete, visit <https://bit.ly/ncflphotos> . Use the "Browse" button to select your video. In the text box, don't forget to provide information on which family literacy program you're affiliated with. **Please do not submit a video unless the individuals depicted in the video have completed an [NCFL publicity release form](#).**
 3. **You're a star!** NCFL communications staff will contact you if your video is chosen to be shared on our social media channel. Be sure to like and follow us on Facebook, Instagram, LinkedIn (@familieslearning), and YouTube (@familieslearningorg) to see your video when it appears!



PROMPTS

Choose one of the prompts below to respond to on your video. Or, choose your own!

- ❑ Why do you think family literacy programming matters?
 - o Start your video with the words: “Family literacy programming matters because.....”
- ❑ Pick one of the following groups of people and describe how family literacy can benefit them:
 - o Multilingual learners
 - o Rural families
 - o Formerly incarcerated adults
 - o Families living in poverty
 - o Adults with low literacy
- ❑ Pick one of the following program outcomes and describe how family literacy programming has helped you (or your program participant) reach that outcome:
 - o Achieving an economic goal
 - o Achieving an academic goal
 - o Building confidence
 - o Connecting with your children
 - o Connecting with your community
 - o Learning about your children’s school
 - o Deepening relationships with other families
 - o Developing improved connections with local resources