



# Candidate Video Guide

## For ASA Board of Directors Election

As part of your nomination, please record a short video (up to 90 seconds) to introduce yourself and explain why you're standing for the ASA Board. These videos will be published on the ASA website when voting opens.

Your video is your opportunity to tell members:

- Who you are
- Why you are nominating for the Board
- What experience, skills or perspectives you will bring
- What good governance means to you and your view of ASA's current challenges and opportunities
- Anything else you'd like members to know about you

## How to record your video

You don't need special equipment, a smartphone or computer is perfect.

### Option 1 – Use your phone

- Place it on a stable surface at eye level (a stack of books works)
- Record in landscape (hold the phone sideways).

### Option 2 – Use your computer

- **Zoom:** Open a new meeting > Start Video > Record > Stop > End meeting > Zoom will save the file.
- **Canva:** Create a new video design > "Present and record" or "Record yourself" > Save/export the video file.
- Once saved, you can email or text the file (see below).

## Recording tips

1. **Lighting:** Face a window or lamp. Avoid strong light behind you
2. **Sound:** Turn off background noise, speak clearly at a steady pace



3. **Practice:** Do a 10–15 second test to run through your answers
4. **Timing:** Keep it under 90 seconds
5. **Editing:** No need to edit, the ASA team will top and tail your video
6. **Format:** MP4, MOV (MP4 preferred).

If you're nervous about technology, ask a colleague, family member or friend to help set up your phone and press record.

## How to send your video

Please send your final video file using one of the following:

- **Email:** [lauren.katsikitis@sonographers.org](mailto:lauren.katsikitis@sonographers.org)
  - Subject line: *ASA Board Candidate Video – [Your Name]*
  - If the file is large, attach a **cloud link** (e.g. Google Drive, OneDrive, Dropbox) with sharing set to “Anyone with the link can view”.
  - Send via WeTransfer <https://wetransfer.com/>
- **Text message** (if easier): **0422758932**
  - If your video is too large to send by text, please send a **shareable cloud link** instead.