



Student Vlog Template and Guidelines

Purpose of Student Activist Vlogs!

Vlogging, otherwise known as video blogging, is a stimulating way to explore ideas, exercise creativity, and express yourself. In recent years, activists have used vlogs to raise awareness about socio political issues, share resources, and build community. This can develop into a compelling and powerful platform for social change. Watching the rise of TikTok, Youtube and Instagram Reels over recent years, we can truly see just how impactful visual content is across young generations.

Vlogs can be an essential tool in the democratization of knowledge. For example, in 2020, following the murder of George Floyd, many young people took to TikTok to spread awareness of the Black Lives Matter protests. Young activists took to platforms to highlight protests, relay the history of the Black Lives Matter Movement and explain effective allyship. Through an outpouring of support on TikTok, the #BlackLivesMatter hashtag has now over 30 Billion views. Check out this link for some other amazing young creators who are using video platforms to advocate for change!

<https://www.tribegroup.co/blog/8-tiktok-activists?>

Why do we want to hear from you?

Have you or your school group organized an event? Do you have an important message you want to share? WE want to hear from you! Student-led activism can become a powerful platform for raising awareness, fostering dialogue, and driving positive change. At FREEST, we want to allow the real changemakers and those at the frontlines fighting for change to make their voices heard. Student activism plays a crucial role in shaping public discourse, driving social change, and empowering

students to be agents of positive transformation in their communities and beyond. How has FREEST inspired you? Please share all you can about the efforts you are taking or plan to take in driving this social change against human trafficking and allow your story to play a part!

What would we like to see?

At FREEST, our goal is to allow a creative platform for change!

We would love for you, your peers and those around you to capture as many clips as you can of your activism journey! Whether that is a 2 minute video of you discussing how to inspire change, a day-in-the-life video of a cool advocacy trip you attended or a 30 second clip of facts about Human Trafficking, we want to hear from you.

Guidelines :

Here's a step-by-step guide on how to create an activism vlog :

1. **Introduction:** Start your video off by introducing yourself! Clearly state the purpose of your video and establish why the topic is important. Engage readers by using a captivating story, asking a thought-provoking question, or sharing a surprising fact.
2. **Divide it up into clips :** Diving your video up into different clips is a good way to help viewers navigate through the content and understand specific information easily. This could include the steps you took to plan the event, go through the stages, organize your content logically and coherently, presenting ideas in a clear and concise manner. If you include text, it should be short and clear!
3. **Call to Action:** End your video with a strong call to action. Encourage people to take specific steps, whether it's signing a petition, donating to a

cause, attending an event, or spreading awareness. Make it clear how they can make a difference and provide relevant links or resources to support their actions - provide practical solutions or suggestions for addressing the issue at hand.

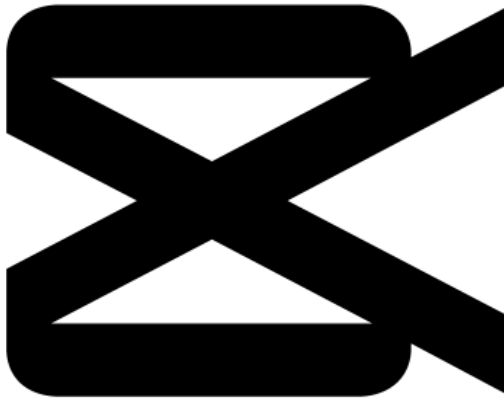
4. **Include YOUR next steps!** : What do you plan to do next? What steps will you take to continue the work you have carried out? What is the next event your student group will host? What are you working on?

Tips:

- **Use Visuals:** If you can, incorporate visuals such as images, infographics, or charts throughout your video to enhance understanding and engagement. Visuals can break up the text, add visual interest, and help illustrate your points effectively.
- **Use quotes:** Include relevant and impactful quotes from experts, activists, or individuals directly affected by the issue you're discussing. Quotes can add credibility, emotional depth, and variety to your video.
- **If you can, include Data and Evidence!** : Support your video with credible data, research findings, and expert opinions. Use statistics, studies, graphs, or charts to strengthen your arguments. This will lend credibility and make it more persuasive. For example : X amount of people agreed in a survey we carried out, we observed Z percentage of people.... did this....
- **Make it personal!** : Incorporate personal stories, experiences, or case studies to make your video relatable and humanize the issue. Sharing real-life examples can help readers connect with the topic on a more personal level.
- **Make it Engaging:** Speak in a conversational tone that resonates with your target audience. Use clear and concise language, avoid overly complicated or technical terms.

Video Editing tools :

Capcut : Capcut is a video editing tool available on IOS and Android devices. It's a super easy tool to add lots of clips one by one and create a whole video. You can even add text, voice overs and music to your video! <https://www.capcut.com>



iMovie : iMovie is available on IOS devices and offers the same features as CapCut.

Need inspiration? Check out these links!

- <https://youtu.be/6Y0ca0c9Kxk?si=bjcYGx4P0p7ewQyB>
- https://youtu.be/p_WKuO5rjUI?si=Bc4v_qI7G0f3z4Nb
- <https://www.teenvogue.com/story/tiktok-activism-2021>
- https://youtu.be/vqSpwrqMK_w?si=raw04x-hoo2Fy9KF
- <https://youtu.be/C7dwoqJzETA?si=fYVM1InCS1XL6YM3>

