



## Office of the County Executive

*Josh Schoemann, County Executive*

Herbert J. Tennes  
Government Center  
432 E. Washington Street  
P.O. Box 1986  
West Bend, WI 53095-7986  
(262) 306-2200

### #WASHCOHERO CAMPAIGN COMMUNITY VIDEOS

Thank you for participating in the Washington County #WashCoHero public health campaign. This campaign is about celebrating those who are taking steps to help keep businesses open, keep our kids in school, and help keep people healthy—both physically and mentally—during the COVID-19 pandemic.

#### The Message

The message of the #WashCoHero campaign is one of positivity. We want to elevate those extra steps that people are taking in order to reduce the spread of the virus.

When you create your message, please remember these things:

- It's about the community – The message should be from your business or organization celebrating those in the community that are continuing to do things such as: shopping local, staying home when they're sick, looking out for their family and neighbors, and keeping their social circles small.
- Positive message – Your message should be positive and uplifting in order to help generate positivity within the community.
- Not heavy-handed – Again, the goal is to lift the community up and have a positive message. Please refrain from any comments condemning individuals or behaviors.

#### The Video

Some of the videos collected will be used on the Washington County social media channels. Each of those videos will be placed into a video template, but there are certain technical aspects we ask you to please follow in order to make the video the best possible quality it can be:

- Shoot vertical (tall)
- Try to get the best audio possible
  - Record inside or in an area free from wind and traffic
  - If you have wireless earbuds with a microphone, the sound may be better than trying to use your phone's mic.
- Masks are optional, but please wear your mask if there is more than one person in your video
- Be sure to finish your video with "Thanks for being a WashCo Hero."
  - Please sound out "wash-co"

The file format created by your phone should be acceptable for this purpose. If you are creating using a device other than a phone or tablet, please use .mov or .mp4 format in the highest resolution possible.

#### Sharing

Please upload your best finished video to [this Dropbox folder](#) and drop a note to [county.exec@washcowisconsin.gov](mailto:county.exec@washcowisconsin.gov) when you've done so with any details about the video we should know (Including the name and title of those in the video and which business/organization is being represented).

Feel free to share your video on social media using the hashtag #WashCoHero with a positive message to the community.

Thank you for being a part of this campaign. With your support, our community, businesses, and organizations will make it through this together.

Thank you for being a #WashCoHero!

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**DISCOVER. CONNECT. PROSPER.**