

Rural Road Safety Month Video Campaign

As part of ARSF's Rural Road Safety campaign this September, we are asking all road users to record themselves in a short 10-second video answering this question –

Who do you choose road safety for?

It might be for your parents, your spouse, your children, your friends, your coworkers, or the broader community. The uploaded messages will be posted on ARSF's social networks throughout the campaign. Please click [here](#) to see an example video.

You may choose to use ARSF's RRSF filter to record your message, accessible on Instagram and Facebook by searching *Rural Road Safety* in the app's camera effects/filters. You may choose to add text within the heart on the filter telling who you choose road safety for. You will need to save your video before uploading to the below link (also found on our website [here](#)).



Video Guide –

- **Set Up:**
 - Find a quiet space with good lighting – remember to face the source of lighting, try not to have it behind you.
 - Be mindful of your background – remove any personal items you don't want to be publicly seen.
 - Keep your phone/camera positioned vertically and at eye level or slightly above.
- **Filming:**
 - Start your video with the sentence “I choose road safety for...”
 - Try to keep your video message to about 10 seconds in length.
- **Uploading:**
 - Upload your video using this link –
<https://www.dropbox.com/request/PuWtO5ANlr7DyQ5Bu5Wg>

Questions?

If you need any assistance with uploading your video, please contact us on 1300 723 843 or info@arsf.com.au