

# IAEM-USA Membership Drive

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## Guidelines and Procedures for Publishing Videos from Members

**Request:** Members are the best vehicles for telling the story of IAEM's value. Video testimonials have a larger reach. The Membership and Marketing Committee's (M&M) wants members to provide short videos expressing why they value IAEM.

**Review and Usage:** IAEM M&M Committee will review. Those that meet the guidelines will be used during the drive or in future endeavors on social media and the website. If a video is selected, the member will be asked to sign a release. If IAEM receives too many videos to use during the Membership Drive, members will be asked to sign a release for video usage on social media and the website after the drive is complete when the video fits an appropriate need.

### How to Create a Video:

1. Introduce yourself. Don't promote a product.
2. Talk about an IAEM value.
3. Have fun, but keep it short (30-45 seconds) and professional.

**Content Not Allowed:** A member may not hijack the intended use of a video to primarily promote a product or company. A member may not violate the IAEM Code of Ethics which prohibits a member from improperly using their membership in IAEM for commercial or personal gain." Videos including inappropriate language, rants, political content, or personal attacks will not be tolerated.

### Examples of Allowed and Non-Allowed Content:

**Allowed:** "Hello, my name is Bob and I work for ABC Consulting, which supports emergency managers with its software, EOCware. I value my membership in IAEM because of the many networking opportunities provided, especially as I work with others on the Communications Committee on the IAEM monthly newsletter."

**Not Allowed:** "Hello, my name is Bob and I work for ABC Consulting, which supports emergency managers with its software, EOCware, *the best software on the market* for managing EOCs. *The software tracks incidents, shares incident action plans and because we love IAEM so much, we're offering a 10% discount to all members if they purchase our software before August 31<sup>st</sup>.*"