

VIDEO AND USE OF SOCIAL MEDIA GUIDELINES

VIDEO TECHNICAL GUIDELINES

- Candidates should supply videos in mp4 format and send through file sharing sites to ACCA at secretariat@accaglobal.com; we recommend using Dropbox (<https://www.dropbox.com>) or WeTransfer (<https://www.wetransfer.com>) for this. If you need any assistance in supplying or converting your video to mp4 format, please email secretariat@accaglobal.com.
- Video files should be no larger than 2gb (.mov format converted to mp4).
- Videos should be no longer than **two minutes**.
- Videos should be filmed in landscape format (rather than portrait).
- Candidates should not use licensed imagery or music in their videos – this includes company logos, branded clothing and background items and backing music.
- All videos should be shot indoors, preferably with a plain, brightly lit background; patterned or 'loud' clothing should be avoided.
- Candidates are advised not to use cue cards or a teleprompter, as this can make statements look stilted and unnatural.

VIDEO CONTENT GUIDELINES

All candidates are to feature on screen in their video. Candidates should begin the video by introducing themselves and stating their occupation and where they are based, together with the year they were admitted to membership of ACCA (plus, for Council members seeking re-election, the year they were first elected to Council). Candidates should then cover the following areas in their video:

- their understanding of the role of Council member
- what experience they will bring to Council to help them make a contribution
- their views on ACCA's strategy and how they would take it forward
- personal qualities which they feel will be valuable to Council and ACCA as a whole.

Within the two minutes maximum length, candidates may also talk about issues of personal or local interest. Candidates must not include any content which is untrue, defamatory or otherwise offensive. Nor should they make reference to other candidates in the Council elections.

All videos which meet the above technical and content guidelines will be uploaded to the Council elections website.

Please note that ACCA reserves the right to edit, without consultation, videos which fall outside the technical and content guidelines or which are over the two minutes maximum length.

SOCIAL MEDIA GUIDELINES

On ACCA social media pages (i.e. anything carrying the ACCA logo), candidates in the Council elections are required to observe the following guidelines:

- do not promote your candidacy on websites and social media sites managed and run by ACCA
- only for the duration of the Council elections, do not post anything (comments, likes, etc) on any ACCA-owned platforms.

On all other social media pages (including personal networks) and websites, candidates are required to observe the following guidelines:

- provide your social network details (twitter handles, Facebook URLs, LinkedIn profile details, etc) to ACCA's social media team at social.media@accaglobal.com as soon as your candidacy has been confirmed
- only promote your candidacy through social networks using the designated link to the Council elections website and avoid adding any narrative which would circumvent the word limit on candidates' written statements
- only for the duration of the Council elections, avoid engaging in social media online conversations relating to your candidacy.

ACCA reserves the right to monitor all social media networks and will intervene if candidates are deemed not to be adhering to the above guidance. **If any candidate does not follow the above guidelines, ACCA reserves the right to declare their candidacy void.**

For its part, ACCA will promote all candidates fairly across the following platforms:

- the official ACCA Council elections website and at <http://www.accaglobal.com/gb/en/discover/about/our-governance/agm-elections.html>
- ACCA's official members' group on LinkedIn.

ACCA reserves the right to update or amend these guidelines as required.