

PROMOTE YOUR ORG VIA VIDEO



Engage with Our Newest Billikens!

Student Development is partnering with Enrollment/Retention Management to provide digital programming for our new students, pushing out content on social media and creating a virtual SLU Fair.



Vertical Video

should fit a 4:5 ratio
(extended vertical
format for Instagram)



Don't Exceed :45

30 seconds in length
is even better



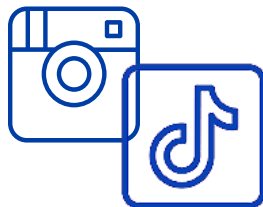
Keep Files Small

Videos can not be
larger than 200 MB



Name of Your Club

or org must be included
in the video, either as a
text overlay or verbally



Useful Platforms

for creating your video
include Instagram and
TikTok



A Brief Caption

of no longer than 50
words should be
submitted along with
your video

Click the [Google folders below](#) to upload your video & caption by 5 p.m. on the Wed. before your week's theme:

July 5-11:

Faith Service and Justice
Upload by 5 p.m. July 1st

July 12-18:

Leadership and Involvement
Upload by 5 p.m. July 8th

July 19-25:

Health and Wellness
Upload by 5 p.m. July 15th

July 26-Aug. 1:

Academic Success
Upload by 5 p.m. July 22nd

BONUS: SLU Groups will now accept videos, so your work can be showcased there...and can also be used for a virtual involvement fair!