



## International Public Service Day campaign guidelines

### General information:

The United Nations declared the 23 June international Public Service Day. It is the day we celebrate the contribution of public services workers to our communities. All the information on our campaign for Public Service Day 2021 can be found [here](#).

This document provides guidelines for the photo and video actions, for which we would like as many participants as possible. The content will be used on EPSU website and social media accounts, and shared on the social media pages of affiliates.

### Steps to join the campaign

1. Send us picture of you/members holding the visuals for public service day;
2. To participate in the video, fill in the [google form](#) and wait for us to get back to you with further information;
3. Send us the videos before the **10<sup>th</sup> June**, and pictures before **20<sup>th</sup> June**

## PICTURES

### What we need

Pictures of trade unionists and public service workers holding the logos which can be found at the bottom of [this page](#). We would like pictures of public service workers across sectors (e.g. health and social services, firefighters, waste workers), ideally in uniform. Examples can be found [here](#).

### Guidelines

#### **Before**

1. Choose which logo(s) you want to take a picture with and download them;
2. Print the logo on a big format (A4 recommended);
3. Make sure it is bright enough (text needs to be visible and readable).

#### **During**

1. Make sure your face and the slogan are visible
2. We recommend taking different pictures and choosing the best one afterwards

#### **After**

1. Please do not send the photos via WhatsApp (it dramatically reduces the resolution of).
2. You can send it via Google Drive, WeTransfer or Telegram:
  - a. Caption: 23 June + (name of your) Union
  - b. To: psanchez@epsu or [cboeckx@epsu.org](mailto:cboeckx@epsu.org) / 0032471572674
  - c. For more info/help you can contact : [leavromman@gmail.com](mailto:leavromman@gmail.com) (intern)

## VIDEOS

### What we need

Short videos from trade unionists and public service workers saying 'Join the fight for public services' in your respective language. This short clip will be put together in a montage of public service workers saying the same in different European languages.

A longer video (around a minute) explaining your work. To help you make this video you can use the following questions as a basis:

1. What is your occupation and where do you work? (E.g. 'I am a waste water worker in Paris')
2. Brief description of your work (E.g. 'Every day, I visit X number of elderly residents and help them with Y')
3. Why is your work important? (E.g. as a firefighter, I save people's lives. This will become more important and more necessary in the future as climate change will result in more frequent and much bigger fires')
4. What are the main problems you are facing? (E.g. 'due to the lack of staff, many colleagues are totally burnt out')
5. What are your demands on Public Service Day? (E.g. 'we need a revaluation of pay in the sector and salaries the match the work we do')

Note: if the video is not in English, Spanish, French or Dutch please also send us the text and, if possible, the English translation.

Attention: With the video content we will make one informative video of 3-4 minutes. **The content you will send will be edited and not all of it will be included.**

### Guidelines

#### **Before**

1. Pick your sentence and repeat it several times before recording. If possible, do not read it during the record.
2. You can record with your computer or your mobile phone, up to you!
3. If you record with a phone, please hold it horizontal (not vertical) and place yourself just like the example below.
4. If you'd record in an open area, please use a microphone (most of the headphones already have it). If possible, there should be no background noise.
5. The light should never be behind you.
6. Avoid vibrations or blurring during recording. You can ask help from someone to hold the phone to prevent shake. Tap the screen to focus on before recording.



### **During**

1. Leave 2 seconds gap both after starting and before stopping the record.
2. If you make a mistake, please start over from the beginning of the sentence.
3. Just in case, record the video two times and send both of them.

### **After**

3. Please do not send the videos or photos via WhatsApp (it dramatically reduces the resolution of the video).
4. You can send it via Google Drive, WeTransfer or Telegram:
  - a. Caption: 23 June + (name of your) Union
  - b. To: [psanchez@epsu](mailto:psanchez@epsu) or [cboeckx@epsu.org](mailto:cboeckx@epsu.org) / 0032471572674
  - c. For more info/help you can contact : [leavromman@gmail.com](mailto:leavromman@gmail.com) (intern)