

Attachment 1

Guidelines for YouTube video creation

- Make a short video related to Malaria.
- The video should be made in landscape orientation.
- The video and audio quality should be satisfactory to be uploaded to social media sites and online video streaming platforms (better to have quality of the frame in HD 16:9 and video on MP4).
- The duration of video should be 3 minutes or less than that.
- In the beginning, a creative title should be shown and at the end, all those who contributed should be mentioned as credits.
- The logos of the PROMIS Initiative, Anti Malaria Campaign and Government should be mentioned at the start.
- The audio component could be in any of the language, Sinhalese, Tamil, or English. Also, a mix of languages is accepted.
- Better to include English subtitles. But this is not compulsory.
- A video should be made representing an institution. Individual entries are not accepted.
- Maximum of three videos can be submitted by a single institution.
- The content (both audio and video) should be original and any imitations/duplicates will not be accepted.
- The video should not contain elements that are harmful to an individual or an organisation. There should not be discrimination towards any gender, ethnicity, or religion. The video should not promote any commercial product, political view, substance, or harmful habit. Commercial brands cannot be mentioned. However, the logo of your health institute can be included.
- After submitting the Goole application via the given link on or before 15th May 2022, the video should be submitted on or before 31st of May 2022.
- Videos approved by an independent panel will be publish in the official PROMIS Initiative YouTube channel according to the receiving order from 16.05.2022 to 30.06.2022.
- Winners will be selected based on quality of the video and its total views.

Guidelines for Facebook post creation

- Make a post related to Malaria.
- The image quality should be satisfactory to be uploaded to social media sites and websites (better to have quality at least 1200 x 630 pixels on jpeg or png formats).
- The logos of the PROMIS Initiative, Anti Malaria Campaign and Government should be mentioned in the post.
- Name of Anti Malaria Campaign, and hotline (0117626626) should be mentioned in the post.
- The post could be in any of the language, Sinhalese, Tamil, or English. Also, a mix of languages is accepted.
- A post should be made representing a health institution. Individual entries are not accepted.
- A maximum of three posts can be submitted by a single institution.
- The content should be original and any imitations/duplicates will not be accepted.
- The post should not contain elements that are harmful to an individual or an organisation. There should not be discrimination towards any gender, ethnicity, or religion. The post should not promote any commercial product, political view, substance, or harmful habit. Commercial brands cannot be mentioned.
- You may submit your application via the given google form link on or before the 15th of May and the post should be submitted on or before 30th of May 2022.
- Posts approved by an independent panel will be publish in the official PROMIS Initiative Facebook page according to order of receiving from 16.05.2022 to 30.06.2022.
- Winners will be selected based on quality of the post and its total reaches.