

How To Participate in the CHHA National #ShareYourSmile Campaign

Canadian Hard of Hearing Association National Branch's #ShareYourSmile campaign promotes accessible mask usage to promote better accessibility. There are two ways you can help support the CHHA National campaign.

Should you wish to participate please complete and sign the [CHHA media consent form](#).

Listed below are the ways you can participate in our #ShareYourSmile campaign:

Option 1

Send us a photo of you smiling with Humask

Steps to take the photo:

Tip: Please use maximum photo resolution available on your camera or smartphone.

1. Wear your Humask and make sure your mouth is visible through the transparent window.
2. Smile and take a selfie or photo of yourself.
3. Send us the photo with a brief paragraph why accessible masks are important to you

Option 2

Take the photo, post it on your social and tag us!

Take a photo wearing the Humask and don't forget to smile on and upload to your social media account.

Instructions for Option 2:

1. Follow the steps outlined for Option 1.
2. Post in your Instagram, Facebook, Twitter, or LinkedIn and tag CHHA on any of our accounts:
Facebook (<https://www.facebook.com/CHHANational>)
Twitter https://twitter.com/CHHA_AMEC) or
Instagram <https://www.instagram.com/chhanational/>)
With the following **#ShareYourSmile** tag
3. We will reshare your post in our social media accounts and tag you back.

Option 3

Participate in 3rd Version of the #ShareYourSmile Video.

Steps are listed below. See our campaign we launched last year as an example so that you can better understand what we are looking for (Link to first video <https://youtu.be/CcMjmsj7RFA>).

You can also see what others have done in the first **#ShareYourSmile** video. Please feel free to dress up and use or create an engaging background (share with us who you are or show us your favourite place)

Steps to take the video:

Tip:

- If possible, record your video in 1080p (Full HD). The video should be taken horizontally.
 - Let the light in. Be mindful of lighting as the goal is to get the best quality video from your device. You typically want to have the light facing or directed at you for optimal video quality.
1. Smile
 2. Grab your Humask from in front of you and put it on.
 3. Look back at the camera and continue to smile with your clear mask on.
 4. Give two thumbs up (keep smiling)

Tips for creating the photo or video:

- Please make sure that the clear lens on your mask does not fog up. HuMask Pro Vision masks have an anti-fogging technology.
- Make sure the camera is at eye level or as close to eye level as possible.
- Please do not be too close or too far away from the camera. Viewers should see your entire face and about 5-10 inches below your shoulders.
- What to wear - as we are trying to showcase diverse people and professions, it would be great to wear something that represents your work, passion, culture, values, etc.
- Don't forget about your background. If you can, position yourself in a setting representing who you are or what you do.
- You can take videos or photos from your favourite places such as restaurants, coffee houses, grocery stores, or even your workplace. Feel free to get creative with this.

Send your videos or photos to nthomas@chha.ca
Feel free to send your questions to the above email address.

Humask Pro Vision masks are available at [CHHA Store](#). Use discount code "CHHA" to receive a 15% discount.