



#SepsisChallenge

Social media how-to guide

IDEA

I'M SEPSIS SUSCEPTIBLE

The tongue twister challenge that reinforces a serious message to Australians.



HOW IT WORKS

THE CHALLENGE

Say the tongue twister as fast as you can, three times in a row – *“I’m sepsis susceptible and susceptible to sepsis.”*

It doesn’t have to be perfect, we encourage you to post your stumbles and stuff ups when they happen.

Once you complete the challenge, upload it to your social media (Instagram, Facebook, TikTok, X, LinkedIn) and don’t forget to **nominate and tag three of your followers to encourage them take on the challenge.**

SOCIAL CAPTION

THE CHALLENGE

We encourage you to upload your video using the following social caption.

Sepsis kills as many Australians as prostate and breast cancer but if you know the signs and act fast, it can be prevented. Sepsis Australia has created the 'Sepsis Challenge' to raise awareness of this life-threatening condition. I nominate @X, @X and @X to give it a go and pass it on. Copy and paste this to your caption when you post! For more info, search Australian Sepsis Network #SepsisChallenge

Pending what platform you post to, make sure to tag the relevant Sepsis Australia channel:

- X: @sepsisAU
- TikTok: @sepsisAU
- Instagram: @sepsisAU
- LinkedIn: Sepsis Australia
- Facebook: Sepsis Australia

SUGGESTED VIDEO SCRIPT

THE CHALLENGE

We want you to have fun with the video, but if you're not sure how to kick it off, here is a suggested video script.

Today I am doing the 'Sepsis Challenge' to raise awareness of a life-threatening condition that kills as many Australians as prostate and breast cancer.

So for the challenge, I need to say this tongue twister three times as fast as I can.

Okay, here goes..

TIPS FOR FILMING

1. Prepare your setup

- Choose a quiet location – Find a place with minimal background noise and good lighting. Natural light is ideal, so filming near a window can help.
- Stabilise your phone – Prop your phone up on a stable surface or just hold your phone, just make sure the shot isn't shaky.
- Clean the lens – ensure your phone's camera lens is clean. (sometimes oils and muck gets on the lens making the shots look blurred and distorted)

2. Set up your camera

- Open the camera app – unlock your phone and open the built-in camera app.
- Set the orientation to 9x16 (see below) – make sure you're filming in portrait mode. This is the standard orientation that you'd use your phone normally.
- Select video mode – swipe to or tap on the video mode in your camera app. Ensure you're in the standard video setting, not slow-motion or time-lapse.



TIPS FOR FILMING

3. Check your Framing

- Position yourself – stand or sit at a comfortable distance from the camera. Make sure your face is centered.
- Check lighting – make sure your face is well lit. avoid strong backlighting as this can make you look underexposed.
- Test the audio – Do a quick test to check your sound. Speak a few lines then play back to ensure your voice is clear and loud enough.

4. Start Filming

- Press record – when you're ready, tap the recording button to start filming.
- Speak clearly – look directly into the camera. Remember to keep your energy up and engage with your audience.
- Stop recording – once you've finished, tap the record button again to stop filming.

5. Review your footage

- Watch the video – play the video back and make sure you're happy with it and retake if you feel necessary