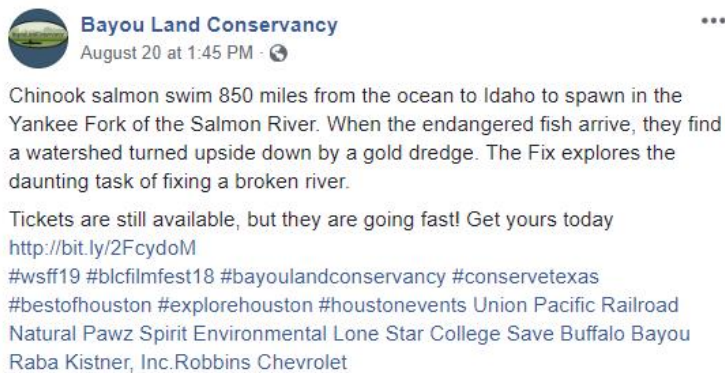


## Social Media Guidelines

All resources provided to you, by the Wild & Scenic Film Festival, are proprietary and not to be shared publicly. Only those involved in the planning of your program should have access to these materials. Our goal is to provide quality materials that look pleasing and represent Wild & Scenic Film Festival well. We hope that you have the same goals for your organization. Please follow these rules for social media marketing of your event.

### Graphics:

- Only use the current, approved Wild & Scenic artwork and film stills in your social media posts, provided in our graphics section of the online resources. Please ensure that Wild & Scenic logos and text are not altered or cropped.
- You may use approved film stills from our library for your films. Do not modify the film stills or artwork we have provided. Please do not create your own graphics, without prior approval.
- You may use your own local photos for promotional efforts but do not add our logo to those photos, simply tag us (See tagging instructions in each platform)



Lisa Fender, Stephanie Pilar Peirce and 2 others

1 Share

This is perfect!

- As a general rule, do not crop off heads, text or critical parts of any of your graphics.



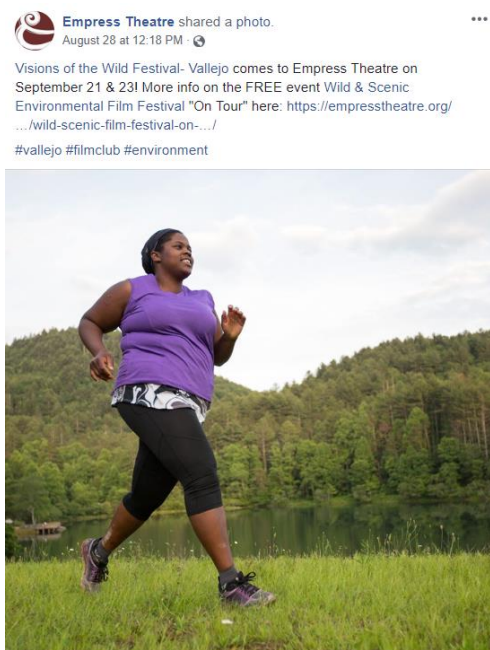
Bottom pic is an example of cropped heads

- You are welcome to use trailers for the films that can be found online.
- Please do not use clips of your poster. This always results in text being cut off and the artwork suffers. If you need more content, please reach out to us.
- If you are sharing a link, social media platforms will often cut off graphics from the webpage or article you are sharing. To avoid this, use the link but upload a complete image.



Here you see an example of cropped text

- Photoshop Express can size your photos correctly for each platform. Open the image with PE and select the correct platform and save the edited version for upload.
- Try to include tags for the films if available. In each platform, search for the film name to find the tag.



Perfect hashtags and WSFF tag

### Instagram

- Follow @wildandscenicfilmfestival as we have followed you.
- Use approved film stills (for your films) photos and hashtags from your organization while mentioning @wildandscenicfilmfestival or #wsff19 #activism #filmfestival #environment
- For themed artwork or posts about the event, use the Instagram graphics provided. They are formatted for Instagram use.
- Tag with @wildandscenicfilmfestival

### Twitter

- Follow @WildScenicFilms as we have followed you.
- Twitter: use @WildScenicFilms #wsff19 #activism #filmfestival #environment
- Always tag us or tweet to us and the film pages.
- Tag with @WildScenicFilms

### Facebook

- Like and follow @WildScenicFilms as we have done for you.
- Tag with @WildScenicFilms
- We will have tagged you shortly after you have signed your contract. You may want to comment to tie it all together and draw attention from our page to yours.
- Header artwork is provided in the graphics section of our resources.

## Create Your Facebook Event

Creating an event in Facebook is the most effective way to market your event on Facebook. Boost promoting through the event set up is the least expensive way to advertise online. The below instructions walk you through the steps in the order they appear once you click "+Create Event" on your organization's Facebook page. **IMPORTANT! Create an "event", do not create a new Facebook "page" for your event.** This is very problematic for proper social media sharing and promotion.

1. Go to your organization's FB page, click on events, then + create an event.
2. **EVENT PHOTO OR VIDEO:** Use the FB Event artwork we have provided in the graphics section only. Be sure it is properly centered and attractive.
3. **EVENT NAME:** Create the name in this format: "Your Organization" Presents SYRCL's Wild & Scenic Film Festival.
4. **LOCATION:** Enter your venue
5. **STARTS/ENDS:** Enter the date and start and approximate end time.
6. **CATEGORY:** The category should be "Film." Enter the description in and include links to your page (and ticket links when they are available) and to ours.
7. Keywords should be any that fit your organization plus the following:
  - a. Wild, scenic, adventure, outdoors, environment, mountains, climbing, hiking, slacklining, trails, running, nature, rivers, swimming, paddling, rafting, boating, surfing, kayaking, ocean, plastics, organic, trees, greenspace, water, forest, climate change, national parks. You may think of more, but these are highly effective to start with.
8. If your ticket sales link is ready, add it in the Ticket URL field. If not, you can come back later and add it.
9. Co-hosts! Add @WildScenicFilms (not SYRCL) in that box and any other partners that you want to have access to post, share and add material. Please be sure to make us a co-host. Doing so gives us a greater power to support your event, share, tag and invite others. This is very important as we talk to people all over the country continuously and can support the marketing of your event.
10. Choose your posting permissions, what you will allow posted into the event comments.
11. Consider Boosting your event now. If you boost the event while setting it up, it will cost you LESS money than if you boost it later!
  - a. Do not create separate FB ads, as it is 60% more expensive. Use the Boost Event or Event Promotion ads. These are much more highly effective and cost less.
  - b. If you choose to Boost, choose "People you choose through targeting" we suggest 30-mile radius around the event unless you are very rural, then go as far as you can imagine someone will drive to get to your event.
  - c. Choose your budget. Choose the number of days and that will set a specific amount to post per day. It only goes to 14 days. You can boost for 14 days and then come back and boost again. Click Set Budget.
  - d. You can always skip boosting now and return later.



New Event by Wild & Scenic Environmental Fi...

**Basic Info**  
This info will also appear in News Feed and any ads created for this event

Event Photo or Video

Event Name  0 / 64

Location

Frequency

Starts

When you create an event on Facebook the Pages, Groups and Events Policies apply.

FB event setup example

12. Publish your event. Share the event, tagging us, and we will share once.
13. Keep the conversation going: post about the films inside the event. Tag us and the film in the posts and upload an approved film still in the graphics section. We will comment. Keep the conversation going with comments of your own. The more we converse inside the posts that live in the event, the more visible these posts will become.

Wild & Scenic Environmental Film Festival 2 hrs ·

Showing in Gardiner:

Wildlife & the Wall  
Filmmaker Ben Masters (UNBRANDED) goes into the heart of the Big Bend, the last true wilderness in the state of Texas to consider what effects building a border wall might have on wildlife dispersal, migratory corridors, and access to the Rio Grande, the only water source in a harsh desert environment.

<https://www.wildandscenicfilmfestival.org/.../wildlife-and-t.../>  
#wildlifeandthewall #saveourwildlife #wsff19

Bear Creek Council

A post about a single film