
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

APPROVED ART + LOGOS

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.

STILLS + PRIOR APPROVAL

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.

LOCAL PHOTOS + TAGGING

You may use your own local photos for promotional efforts but do not add our logo to those photos, simply tag us. Try to include tags for the films if available. (See tagging instructions for each platform on pg 4)



WILD & SCENIC[®] FILM FESTIVAL
WHERE ACTIVISM GETS INSPIRED

March 27, 2026 | 6 PM
North High Auditorium, Worcester

An evening of
environmental &
adventure films
+ local
organizations &
raffle

A fundraiser for the
Greater Worcester
Land Trust

gwlandtrust • Follow
North High School (Worcester, Massachusetts)

gwlandtrust On the evening of Friday, March 27, we will be hosting our 6th annual Wild & Scenic Film Festival!

You can expect 90-minutes of short, awe-spiring environmental films; a showcase of local outdoors organizations to visit ahead of the films; and a raffle with exciting prizes!

Invite your friends and family, this is an event you won't want to miss!

Tickets are on sale NOW! Purchase tickets by visiting the link in our page bio! GWLT members save \$2 on their ticket!

Individual: \$10 | GWLT Member: \$8 | Family: \$20 | Student: \$5 | Raffle Tickets: \$1/ea

Every admission comes with one FREE raffle ticket!

All proceeds from this event directly support the protection & stewardship of wild spaces in and around Worcester!

Friday | March 27 | Doors: 6 PM, Films 7 PM

#greaterworcesterlandtrust #gwlt #wildandscenicfilmfestival #wsff26 #worcesterma

17w

bravegirlfilms We're super excited to be screening our documentary MOUNTAIN ROOTS @gwlandtrust this week! See you there! ❤️

16w 3 likes Reply

32 likes
March 17

Add a comment...

Post



Example of
cropped heads

Example of
cropped text
in a graphic



CROPPED HEADS + TEXT

Do your best to avoid cropping off heads, text or critical parts of any of your graphics.

TRAILERS

You are welcome to use trailers for the films that can be found online.

CLIPS OF A POSTER

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.

SHARING A LINK

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.

SIZING IMAGES

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.

Social Media Platforms



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 #wsff26 #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 #wsff26 #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 A FACEBOOK EVENT

CREATING AN EVENT IN FACEBOOK IS AN EFFECTIVE WAY TO MARKET YOUR EVENT.

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.

1. Go to your organization’s FB page, click on events, then + create an event. *Important - Create an “event”, do not create a new fb “page” for your 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 clear.

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 to ours. Include ticket links as well when they are available.

7. **KEYWORDS** -should be any that fit your organization plus the following: 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. **TICKET URL** - Enter your ticket sales link. If it’s not ready you can return to it later.

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.

CREATE A FACEBOOK EVENT



STEPS
CONTINUED ...

10. **POSTING PERMISSIONS** - Choose what you would like to allow to be posted in the event comments.

11. **BOOSTING** - 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!*
- Do not create separate FB ads, as it is 60% more expensive. Use the Boost Event or Event Promotion ads. These are significantly more effective and cost less.
 - If you choose to Boost, choose “People you choose through targeting”. We suggest a 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.
 - 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.
 - You can always skip boosting now and return later.
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12. **PUBLISH** - Publish your event. Share the event, tagging us, and we will share once.

13. **MOMENTUM** - 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.
