



Create a video or Instagram Reel

Video Purpose

- Highlight your favorite public trail or area with access to the water to encourage people to visit.
- Provide helpful tips that might make that location more accessible for individuals that are not familiar with the area or exploring outdoors.

Tips

- Film using your smartphone, using portrait, not landscape view
- Video should be under 90 seconds
- Film in an area with good lighting and a nice view of the area / waterway. Indirect sunlight is great
- Film away from background noise
- Write out your script before you film / record audio
- Present the location in a way that feels accessible for people who might not have much outdoor experience
- If creating a Reel, record your video, then add a voiceover later to avoid background noise

Script

- Introduce yourself
- Tell us where you are
- What do you love about the trail or area? What are interesting or unique features?
- What would be helpful for a first time visitor to know about the trail or area?

- Share some fun, interesting facts
 - Water body, drainage, hydrology
 - First peoples
 - Wildlife, trees, plants, etc.
 - Site history
- Provide a call to action “Come visit” or “Share your favorite spot”

Sharing Your Video

Create & share a Reel on Instagram, film a video and send it to us or do both!

Creating & Sharing an Instagram Reel

Be sure that your profile is set to public, otherwise Follow the Water won't be able to share your video. [Here is a video of how to create a Reel.](#)

1. Take photos or videos (in portrait view) of yourself and the area you want to highlight
2. Open Instagram & create a Reel
3. Upload your videos & photos
4. Trim clips to be less than 90 seconds
5. Add your voiceover to the Reel
6. Add text to your Reel
7. Type in your caption, including your call to action and tag Follow the Water
8. You can also share to Facebook from Instagram (be sure to tag Follow the Water on Facebook too)

Tags: @followthewaterpnw on Instagram or @followthewater on Facebook.

Creating & Sharing a Video without adding to Instagram

If you're not comfortable with Reels or you don't have access to your organization's social media account to easily share this information, you can

create a video and share it with the Follow the Water Team for us to share on our page.

1. Record a video of yourself & the place you want to highlight + audio. Be sure that it does not exceed 90 seconds and is shot in portrait view.
2. Optional: If you have a video editor software or app, you can trim or add text to your video.
3. Share with Follow the Water team by uploading video to Google Drive, DropBox or Sharepoint and send an email with a link to Aubrey aubrey@parachutestrategies.com

**For ideas & inspiration, view Eric's Reels on Instagram
@followthewaterpnw!**