

PHOTOGRAPHY & SOCIAL MEDIA HANDBOOK



Three Trails
CAMP & RETREAT CENTER





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ROLE & RESPONSIBILITIES



Welcome to the Three Trails Camp Social Media Team! As a social media photographer, you play a vital role in capturing the energy, excitement, and spirit of camp and sharing that with our online community. Your work will help showcase the fun and spirit of camp while keeping families engaged. This handbook will serve as your guide to expectations, responsibilities, and best practices to ensure that our digital presence reflects the heart of Three Trails Camp.

Key Responsibilities

1. Capture High-Quality Media

- Take high-resolution photos and videos of campers, staff, and daily activities.
- Ensure a variety of shots, including action shots, candid moments, and posed group or individual photos.
- Be mindful of lighting, composition, and storytelling to create engaging visuals.

2. Follow a Designated Shot List or Content Calendar

- Create and adhere to a pre-planned shot list to ensure all key events and activities are documented.
- Be flexible and ready to capture spontaneous moments that highlight the camp's unique atmosphere.
- Take special requests from camp leadership to ensure coverage of specific events or individuals.

3. Organize and Upload Media

- Upload media to the external hard-drive provided in an organized manner at least weekly.
- Sort photos/videos into appropriate folders for future use in marketing and promotions. There should be a folder for each camp with at most one sub-folder to separate photos that are not of good quality.

4. Create Social Media Content Using Canva

- Design engaging posts, stories, and reels using Canva or similar graphic design tools.
- Include captions, hashtags, and branding elements to align with Three Trails Camp's social media strategy.
- Develop fun, informative, and visually appealing content to keep our audience engaged.

5. Collaborate with the Assistant Camp Director

- Work closely with the Assistant Camp Director to plan and schedule social media posts.
- Communicate daily about content needs, priority events, and any adjustments to the shot list.
- Align content with the camp's mission, themes, and scheduled marketing initiatives

6. Additional Expectations

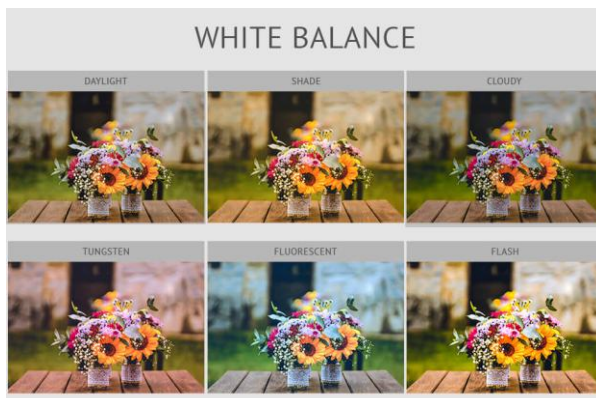
- Be respectful and mindful of campers' privacy, only post those who have signed media release forms. **Hot Pink** wristbands indicate campers that do not have a signed release and cannot be posted to social media.
- Represent the camp positively in all content shared.
- Maintain a professional yet fun and approachable presence while capturing moments. Be adaptable and ready to adjust to the fast-paced nature of camp life.




















PHOTOGRAPHY & VIDEOGRAPHY GUIDELINES

As a Social Media Photographer for Three Trails Camp, it's essential to capture high-quality visuals that reflect the energy, joy, and community of camp. These guidelines will help ensure consistency and professionalism in the content you create.

1. Prioritize Good Lighting, Composition, and Natural Framing

- **Lighting:**
 - Natural light is best, position subjects so they are well-lit and avoid harsh shadows.
 - For early morning or evening shots, use the golden hour for a warm and inviting glow.
 - In shaded areas, adjust your camera settings or reposition to avoid dim or grainy images.
- **Composition:**
 - Use the rule of thirds to create balanced and visually appealing shots.
 - Focus on the subject while keeping background distractions minimal.
 - Capture close-up details (hands making crafts, facial expressions, camp gear, etc.) to tell a richer story.
- **Framing:**
 - Frame shots naturally using trees, doorways, or camp structures to add depth.
 - Avoid cutting off important parts of a subject (e.g., heads, feet, or hands).
 - Keep backgrounds relevant, ensure camp scenery or activities enhance the story.



PHOTOGRAPHY COMPOSITION RULES			
	Rule of thirds Position subject on the crosshairs		Framing Frame subject with surrounding objects – building, people, trees
	Repetition Look the repeating objects – pile of fruit, row of poles etc.		Leading lines Road, rails, lines of lampposts, building etc leading to subject
	Negative space Leave space for subject to move into		Colour Use complimentary or opposing colours in background
	Balancing elements Balance background interest with foreground subject		Differential focus Subject in sharp focus to guide the eye
	Symmetry Half of the image is the mirror of the other half		Patterns Look for naturally occurring & constructed patterns
	Depth (layers) Position subject in front of and behind objects to create 3D depth		Depth of field Blur background &/or foreground to separate your subject
	Viewpoint Photograph from different angles – get low, get high		Triangles & diagonals Look for diagonals in a scene, create triangles
	Fill the frame Get in close and fill the frame with your subject		Simplicity Cut out distractions – get close, blur background, darken background
	Left to right rule Moving subjects should go from left of frame to right of frame		Rule of space Leave space around your subject
	Rule of odds Look for odd numbered design elements – 3	Learn the rules, use them, combine them. Then learn to break them for effect	

2. Capture Authentic, Positive Moments To Showcase Camp

- Prioritize candid shots that show real emotions; laughter, teamwork, and excitement.
- Encourage interaction; photograph campers engaged in activities rather than just posing.
- Show dynamic action shots, such as kids running, jumping into the pool, or playing gaga ball.
- Look for heartwarming moments; friends hugging, smiling, counselors mentoring, or groups singing around the campfire.

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- Avoid overly staged or forced expressions; authenticity makes content more engaging.



3. Include a Diverse Representation of Campers and Staff

- Ensure that all campers and staff are represented, capturing a mix of ages, genders, and backgrounds.
- Rotate focus among different groups so that no one is over- or underrepresented.
- Be mindful of inclusivity and highlight a variety of camp traditions, activities, and cultures.
- When photographing specific individuals, be aware of media release forms; only include those who have consented to be in photos.

4. Take Both Horizontal and Vertical Shots for Different Social Platforms

- Horizontal (Landscape) Photos:
 - Best for Facebook posts, website galleries, YouTube thumbnails, and printed materials.
 - Works well for capturing large group shots or wide scenic views of camp.
- Vertical (Portrait) Photos:
 - Ideal for Instagram Stories, Reels, TikTok, and Pinterest.
 - Works well for close-ups, individual portraits, and tall subjects (e.g., climbing a rock wall).
- Variety Matters:
 - Take multiple angles of the same moment to allow flexibility in post-selection.
 - Use bursts or continuous shooting mode to ensure the best action shots.

5. Record Engaging Videos for Reels, Stories, and Promotional Content

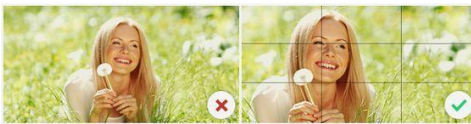
- Keep Videos Short and Captivating:
 - Capture 5-10 second clips that can be easily edited for social media.
 - Aim for smooth motion; use slow panning, follow the action, or record steady shots.
 - If movement is too fast, slow-motion video can add an exciting effect.
- Focus on Storytelling:
 - Show progression; record the setup, action, and reaction for full storytelling.

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- Use creative angles, such as over-the-shoulder shots, GoPro-style POVs, or close-up reactions.
- Capture Audio Carefully:
 - If recording natural sound, avoid background noise that may overpower voices.
 - For interviews or announcements, ensure a quiet setting and clear microphone use.
- Think About Editing Needs:
 - Record extra footage to allow for smooth transitions in video edits.
 - Consider slow-motion or time-lapse shots for unique storytelling elements.

• HOW TO USE • THE RULE OF THIRDS

PORTRAITS

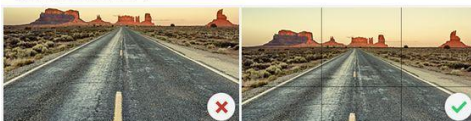


Portrait photos work best when the person's eyes overlap with the intersections on a 3x3 grid. Since those intersections are key focal points, this creates a better sense of eye contact and engagement than placing them dead-center.



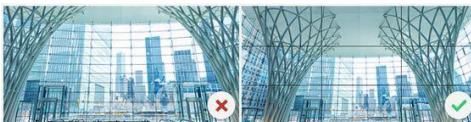
If you have more than one subject, try to position them all so that they're near an intersection on the rule of thirds grid.

LANDSCAPES



For landscapes, try to align the horizon with one of the two horizontal lines near the center of the grid (preferably the top one if the land is more visually interesting than the sky).

ARCHITECTURE



Perfect symmetry can sometimes be advantageous when photographing architecture. Still, the rule of thirds is useful for drawing attention to a structure's most important focal points.

ACTION



Be careful not to cram your subject, especially when you want to create a sense of motion. Try placing the subject at one end of the grid and leaving space for their destination at the other.

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THE AMATEUR PROFESSIONAL A BEGINNER'S GUIDE TO GREAT PHOTOGRAPHY

With advancements in digital technology, even amateur photographers are capable of taking world-class photographs like the professionals. All it takes is the right gear, the right moment, and the right technique to capture something unforgettable.



THE CAMERA GEAR

Great gear is more readily available than ever before.



Cameras:

1. Canon EOS Rebel T7i - \$649
2. Nikon D5600 - \$549
3. Canon EOS M10 - \$399

Lenses:

4. Kit Lens: Canon EF 18-55mm f/3.5-5.6 IS STM
5. Landscape: Nikon AF-S DX 16-85mm f/3.5-5.6G ED VR
6. Telephoto: Canon EF 70-300mm f/4-5.6 IS II

Lighting & Memory:

7. Canon Speedlite 600EX-RT
8. SanDisk - Ultra High

Extras:

9. Lowepro Fastpack 150 Camera Backpack
10. Vanguard Alta Pro 260AT Tripod



THE IMAGE

Even if you have the best gear available, a great picture is impossible to capture without a spectacular image. Here are some tips for crafting the right image:

EVOKE EMOTION



Does your image make the viewer feel something? Does it cause curiosity, anger, happiness, or empathy?

CAPTURE WHAT MATTERS



Do not take hundreds of photos of primarily pointless things. Take pictures that are important to you.

EXUDE MYSTERY



Having an air of the unknown will keep your audience engaged and interested.

TELL A STORY

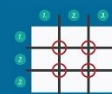


Great images convey a sense of narrative. Show that the subject has a background, as well as a future.



THE TECHNIQUE

Exceptional gear and a spectacular image are still nothing without good technique. Here are some tips:



THE RULE OF THIRDS

Imagine your image is broken up into 9 equally sized squares by 4 lines, 2 vertical and 2 horizontal. Frame your subject along these lines and intersections, as opposed to keeping them centered in the frame. This creates a more engaging image.



FIND THE RIGHT MODE

Action Shooting - Shutter Priority: This allows you to change the shutter speed of your camera to capture those quick moments at sports events.

Low-light Shooting - Aperture Priority: This allows you to change the size of the exposure hole, allowing extra light to come in to the chamber at dim parties and events.



LIGHTING MATTERS

Too much or too little light can mess with your exposure compensation and white balance. Use a flash to even out the light distribution. A light meter can help you find the perfect camera setting for each situation.

(Tip: A flash diffuser, such as a Zenzl Universal Soft Box, will help spread the light from the flash more evenly across the image.)



PHOTO EDITING IS NOT FOR THE WEAK

Using Adobe Photoshop, iPhoto, or other photo editing software can take your photographs to the next level. The mastery of these applications is a valuable tool for every photographer to have.

The world is out there waiting to be captured through the lens of your camera. With the help of this guide, make your photographs the best they can be!

SOURCES:

<http://www.focuscamera.com>
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<http://www.pcmag.com/vertical/2017/233446/05.asp>
<http://www.dailymail.co.uk/1212121/top-photographers-order-what-makes-a-good-photograph.html>
<http://www.99designs.com/contest/2013/11/11/what-is-the-ultimate-amateur-photographer-guide-to-take-2013>

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SOCIAL MEDIA & BRANDING STANDARDS

As a Social Media Photographer, your work directly shapes the online presence of Three Trails Camp. Maintaining a consistent and professional look ensures that our content aligns with the camp's identity and mission. Follow these branding standards to create visually appealing and engaging social media content.

1. Follow the Camp's Branding Style (Colors, Filters, Themes)

- Colors & Aesthetic:
 - Use colors that reflect the camp's brand: bright tones, greens, blues, and warm neutrals.
 - When creating graphics, choose fonts and colors that are clean and easy to read.
- Filters & Edits:
 - Keep photo editing natural; adjust brightness and contrast but avoid heavy filters that distort colors.
 - Maintain a consistent editing style throughout the camp season to create a cohesive look.
 - Use slight color enhancements to make images pop, but avoid oversaturation or unnatural tones.
- Themes & Content Flow:
 - Ensure that posts follow a balanced mix of action shots, portraits, scenic views, and camp traditions.
 - Align content with seasonal events, special camp days, or spiritual themes relevant to the summer.
 - If using text overlays, keep them minimal and ensure readability.

2. Use Approved Hashtags and Tag Relevant Accounts

- Hashtags:
 - Utilize pre-approved camp hashtags to boost engagement and reach. Approved Hashtags are:

- #ThreeTrailsCamp
- #3TCampLife
- #SummerAtThreeTrails
- #SalvationArmyCamp

- Use up to 3 additional relevant hashtags per post to avoid looking cluttered. Relevant hashtags could include the name of the specific camp or activity.

• Tagging:

- When appropriate, tag partner organizations, guest speakers, and camp sponsors.

3. Maintain a Positive, Uplifting Tone in Captions

- Captions:
 - Write in an enthusiastic, welcoming, and family-friendly tone.
 - Keep captions short and engaging, incorporating questions or calls to action ("What's your favorite camp memory?").
 - Avoid inside jokes or references that might exclude some audiences; keep the message inclusive.
 - Use emojis sparingly to enhance, not overpower, the message.

4. Avoid Cluttered Backgrounds and Ensure Clear Focal Points in Images

- Background Considerations:
 - Avoid distracting elements such as messy tables, trash cans, unrelated signage, or photobombing campers.
 - Be mindful of background objects; make sure they enhance rather than take away from the subject.

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- When possible, use natural backgrounds (trees, camp facilities, pool) to add to the camp atmosphere.
- Focal Points:
 - Each image should have a clear subject; whether it's a camper, an activity, or a camp tradition.
 - Use depth of field (blurring the background slightly) to emphasize key subjects.
 - Frame shots so that the viewer's eye is naturally drawn to the most important part of the image.

5. Engaging with Comments & Handling Feedback

- Responding to Comments & Messages:
 - Work closely with the Assistant Camp Director to reply to comments and messages in a timely, friendly, and professional manner.
 - If someone shares a positive memory or story, acknowledge it with enthusiasm!
 - Encourage conversation by asking follow-up questions.
- Handling Negative Comments or Concerns:
 - If a negative comment is posted, remain calm and professional.
 - Do not engage in arguments or respond defensively.
 - If necessary, direct concerns to the Assistant Camp Director or Camp Administration for proper handling.
 - If a comment is inappropriate (offensive language, bullying, etc.), report it and seek approval before deleting.

6. Posting Schedules & Best Practices

- Posting Frequency:
 - Aim for at least one post per day during camp sessions.
 - Share Instagram/Facebook Stories multiple times per day to capture live-action moments.

- Schedule highlight reels or video recaps at least once a week for engagement.
- Best Times to Post:
 - Morning (8 AM - 10 AM) – Great for sharing the day's upcoming activities.
 - Afternoon (12 PM - 3 PM) – Ideal for posting photos from morning activities.
 - Evening (6 PM - 9 PM) – Best for posting daily recaps, highlight videos, or inspirational messages.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

- Content Variety: Rotate between different content types:
 - PHOTOS & VIDEOS - Photos and videos get more comments, likes, and shares on social media than plain text posts. Here are some unique photo and video ideas to get you thinking outside the box.
 - Before and After: Everyone loves a good transformation. Before and after photos can be as simple like cleaning up your cabin.
 - Get Handsy: Get handsy means you take a photo holding an object in your hand. A cup of coffee, a bible, etc. Just make sure you take the photo against a plain background.
 - Demo or Screen Capture: A video demonstrating something is a fantastic way to position yourself as an expert and provide exceptional value to your audience. You could create a video

- demonstrating how to do a task at camp
- Friendly “Selfie”: I put “selfie” in quotes because you’re not actually taking the photo, but these photos feel like a selfie. They are very personal and intimate photos of you that make your followers feel like they’re part of your life. You could share a photo of you standing at the water fountain in the DH that looks like you’re having a friendly conversation with your followers.
 - Caption Request: Share an interesting photo asking your followers to comment with their funniest or most creative caption. Not only are these types of posts entertaining, but they are an excellent way to spark engagement.
 - Go Behind the Scenes: Give your audience a glimpse of what happens behind the scenes at camp and share a photo or video of staff hard at work.
 - Changeable Letter Sign: These photos are fun to create and the possibilities are endless. First, jump on Amazon and get a changeable letter sign or lightbox. Then, put a funny saying or inspirational quote on the sign and take a photo.
 - Sneak peek: Give your audience a sneak peek of what you’re working on.
 - Make a Statement: Do you have a t-shirt, coffee mug, or another item with a fun quote or saying on it? Take a photo of it and share it on social media. Make a statement posts are easy to create and they promote positive vibes and lots of “likes.”
 - Flat-Lay: Creating a flat-lay image is as simple as arranging items on a flat surface and taking a photograph of them straight from above. The flat lay is huge on Instagram and you can flat lay anything — it’s not just for food and fashion.
- BE THE EXPERT - People want to follow social media accounts that provide them with value. You can provide value by being the expert and sharing actionable tips and advice. These types of posts work well as video content, but if you’re not comfortable on video make sure you include a photo with your posts to get more engagement. Here are some ideas to get you started.
 - Answer an FAQ: Answer a question you tend to get asked a lot. If a few people have asked the question, more than likely there are more people in your audience who will benefit from the answer.
 - Ask Me Anything (AMA): Make a post announcing that people can ask you anything for the next 30 minutes. Oftentimes, an open-ended AMA results in no questions so get the ball rolling and give your audience a specific topic or a sample question they can ask. This also works great as a Live video broadcast and you can answer people’s questions in real-time.
 - How-To Video: Share a video detailing the steps on how to do something very specific that appeals to your ideal parent.
 - Common Mistakes: Share a mistake you typically see families make. Provide a tip on how to avoid this mistake.
 - Infographic: Share an infographic with helpful tips or information for your audience. They tend to rack up more engagement and shares than other images.
 - Time-Saving Tip: Share a tip that will help your audience be more efficient and save time.
 - Quick Hack: Share a super simple hack to a common problem families experience.

○ ASK A QUESTION

- Asking questions is an outstanding way to increase engagement on your social media profiles. Below are a few suggestions for the type of questions you can ask.
- Take a Poll: Test new ideas with your audience by posting a poll.
- Request Feedback: If you're not sure what direction to take with your content creation, ask for feedback! Asking your audience for direct feedback is a great way to gain valuable insight on what improvements to make, and what content to create next.
- This or That: These questions are simple to answer and tend to invoke a lot of passion. The key to this or that questions is to keep them simple. You don't need a long introduction, simply list two items and let the debate unfold. A few examples are: "Tea or coffee?", "Pepsi or Coke?", "Salty snack or sweet treat?"
- Would You Rather: Watch your engagement skyrocket when you present your audience with a "would you rather" question. For example, "Would you rather have free Starbucks for a year or free iTunes for a lifetime?"
- If You Could: "If you could" questions are a lot of fun, and you can get really creative with the questions you ask. For example, "If you could eat only one thing for the rest of your life, what would it be?"
- What's Your Favorite: Everyone loves to weigh in on their favorite things. Get your audience to comment with simple questions like "What's your favorite restaurant" or "What's your all-time favorite movie?"
 - Fill in the Blank: Fill in the blank questions ask your audience to fill in the blank to a statement you

provide. These questions are easy to tailor to camp and generate engagement.

- TIMELY TOPICS - Timely topics are more difficult to automate and schedule in advance. You can plan for holidays and recurring annual events, but you can't plan for significant news events, trending topics, or viral videos. When you plan your social media content, be sure to leave room to post about unforeseen news and events as they occur.
 - Federal or Religious Holiday: Holidays are easy to plan for, but be mindful of your audience.
 - Special Event: Are you hosting or attending a special event? Make a post about it and tag the location and the event (if possible) to get more engagement and followers!
 - Viral Video: Jump on YouTube and see what videos are trending. Make sure to include a teaser in your description that entices your audience to watch the video.
- UPLIFTING - Choose to be different and be a source of joy for your audience.
 - Inspirational Quote: Inspiring quotes tend to get a lot of likes and shares on social media. You can create beautifully styled quotes using a design tool like Canva or apps.
 - Origin Story: Motivate and inspire your audience by sharing the story about how your camp started.
 - Share a Win: Share a recent win or success at camp. Did a camper receive a special award or accomplish something?
 - Inspiring Person: Share a story about an inspiring leader at camp. Share how they have impacted campers or staff lives or talk about lessons learned from them.

- Spread Joy: A quick scroll through social media is often filled with negative posts and news. Be a source of joy and laughter with a funny meme, joke, or story.
- DAILY HASHTAGS - Hashtags got their start on Twitter and have since expanded to all social media networks. If used properly, hashtags are an incredible way to increase the exposure of your posts and grow your following. The daily hashtags listed below are extremely popular. Not only will they help you grow your audience, but they'll spark new content ideas.
 - #MotivationMonday: Share a motivational quote, story, or video, and use the #MotivationMonday hashtag in your update.
 - #WednesdayWisdom: Share a little wisdom or sage advice with your audience using #WednesdayWisdom. You can share a quote, a story, or even a funny anecdote that provides some light-hearted wisdom.
 - #TBT – Throwback Thursday: Throwback Thursday is one of the oldest and most widely used daily hashtags. Post an old photo (the older the better) and share about that time.
- SHARE THE LOVE - Create content that promotes others.
 - Share Gratitude: Do you have an awesome camper, staff member, or leader? Give them a shout-out and share why you're grateful for them.
 - Interview a Camper/Staff Member: Feature a camper/staff member by sharing a video interview of their camp experience.
 - Allow a Takeover: Pretend to allow a camper to take over our social media account for a period of time and make posts on our behalf.
 - Thank Your Followers: A simple thank you goes a long way. Don't forget to

thank your audience from time to time and share your genuine appreciation.

10 easy tips for taking great smartphone photos

1. Take a few seconds to decide on your photo

Start with focusing on one subject only. It's easier composition-wise.

2. Composition, composition, composition

Basic rules of photography calling! Follow the rule of the thirds to make your photos balanced and natural-looking. If you cannot imagine the two thirds by yourself, turn on the gridlines from the settings of your camera app.

3. Forget about zooming – Crop!

Camera zooming extrapolates what's already in view and as a result decreases the quality of your photo. Cropping on the other hand samples the pixel info that was actually recorded without sacrificing quality.

4. Turn off your flash

How many of the best smartphone photos you've seen use flash? Smartphone flashlights still have a long way to go. If you need more light, increase your camera's exposure value (EV) and ISO.

5. Use HDR wherever possible

When you use HDR, your camera takes two or more shots of varying exposures at the same time and combines the best of both worlds afterwards. This is particularly useful when your photos have high contrast.

6. Play with natural effects

Use reflections, search for symmetry, and experiment with your light.

7. Find the right angle for your photo

Mainstream photos are either taken from above or from the front. Shooting from a different angle will bring originality to your photo.

8. Get close

Smartphone cameras come with small sensors, which provide wide depth of field and better control over the lighting of your subject. In other words, they are perfect for focusing on small objects.

9. Don't be afraid to use image editing apps

A lot of third party apps come with advanced editing options and filters that may be just what you need to bring your photos to the next level.

10. Take a lot of shots

Don't expect to be perfect from the first try. Take as many photos as you can, choose the ones you like the most or use them for editing

And last but not least, if your smartphone runs out of storage, join pCloud and get up to **20 GB** of space **for free**. The app is available in the Google Play Store, iTunes and www.pcloud.com.

pCloud

IMPORTANT INFORMATION

Social Media Accounts & Logins

- **Facebook** — must have a personal account and be added to the page by the Assistant Camp Director or Guest Services & Office Specialist.
- **Instagram** — login can be obtained from the Guest Services & Office Specialist.
- **X (Twitter)** — login can be obtained from the Guest Services & Office Specialist.
- **TikTok** — login can be obtained from the Guest Services & Office Specialist.
- **Canva** — login can be obtained from the Guest Services & Office Specialist.

Camper Privacy & Media Permissions

- Always check media release permissions before photographing campers.
- Do not post images of individuals who have opted out. **Hot Pink** wristbands indicate that camper cannot be posted. Either find another photo to post, or put an emoji over that camper's face.
- Respect camper and staff privacy—no posting personal details.
- Immediately report any privacy concerns to leadership.

Equipment Use & Care

- Use designated camp equipment responsibly.
 - EOS Rebel 17 camera with an additional zoom lens
 - Toshiba External Hard Drive
 - USB Cable to connect to computer
 - 3 memory cards (256GB, 64GB & 32GB)
- Keep camera, tripods, SD cards and external hard drive in safe storage when not in use.
- Regularly back up photos and videos to prevent data loss.
- Report any equipment issues or damage

immediately.

Workflow & Reporting

- Follow daily and weekly content schedules.
- Upload photos/videos to the designated storage platform at the end of each day.
- Communicate with the Assistant Camp Director to discuss content needs and priorities.
- Provide updates on any challenges or new content ideas.

Emergency & Crisis Communication

- Do not post or share any images of accidents, injuries, or medical situations.
- If unsure about certain content, consult the Assistant Camp Director before posting.
- Be mindful of how photos might be interpreted to avoid negative portrayals of camp.

Creative Freedom & Engagement Ideas

- Experiment with fun, engaging content (e.g., behind-the-scenes footage, staff interviews, slow-motion videos).
- Incorporate interactive social media strategies such as polls, Q&A sessions, or “day in the life” videos.
- Stay open to new ideas and share suggestions for creative storytelling.

End of Season Wrap-Up

- Organize and archive all media for future promotional use.
- Participate in an end-of-season review to provide feedback on the role and handbook.
- Share highlights and memorable moments to help improve content for future staff.