




# Social media guide for volunteers



You can help us tell the story of our forests and the persons that create and enjoy them: Your videos and images will become part of our efforts to grow a community of forests-loving humans.

## ➤ Post on your social media about your experience as a volunteer

- We love that you're sharing your story of how you've helped grow a fast forest in Lisboa. To make your posts successful, it helps to use the trending formats on your platform of choice (such as short videos, or the square format on Instagram) — luckily, there are free apps and templates to help you produce something impactful: take a look for instance at Canva, Adobe Express or Unfold.
- Always check that it's OK to show the image of the persons who appear in your posts, especially with children (you should always ask their responsible adult) and persons in a situation of vulnerability.
- Make sure to tag Urbem in your posts   @urbem.forests  @urbem-forests

## ➤ Share your pictures and videos with the Urbem Communication team

- We love that you're sharing your images and clips with us. When you send us your files, we understand that you allow us to use them in our communication. And we will always strive to credit you when we use your material.
- Make a tight selection of your best clips and images: it's much better if you only send a few carefully chosen files.
- Name the files with the date of the activity you joined and your name. Make sure to use the following format: **Year-month-day\_FirstNameSURNAME**. For instance, a photo file should be named: **2023-04-29\_JohnSMITH.jpg**
- We'll use your name to credit your images and videos.
- Use common file formats (such .jpg for images, .mp4 or .avi for videos)
- If you can, optimize resolutions for the web (for instance, a .jpg file should be 2500 px on the long side and 72 dpi).
- Upload your files to <https://tinyurl.com/4bx6z8ex>
- Funny or touching things happen during our activities: do share stories and anecdotes about your experience of volunteering. You can send a text file to the URL above or reach us at [info@urbem.co](mailto:info@urbem.co)

### Make stronger images and videos

No matter whether you use your phone or a high-end pro camera, it's good to be aware of a few key principles: here are a few suggestions for free resources;

- The [Composition Checklist](#) and [20 Ways to Make Better Photographs](#) by photographer David Duchemin.
- Check out these [12 tips to make your video look more professional](#).

**NOTE:** By sharing material (that is, your images, videos and stories) with Urbem, you grant Urbem the right to use it to publicize our work, document or illustrate the progress of our projects and generally to advocate for the growth of a deeper relationship between human communities and forests. You allow Urbem to use this material in social media, media, reports, public interventions and other formats and platforms. You allow Urbem to re-share the material with others (such as media, journalists or funders) for the same purposes. You also confirm that you are the author of the material and that you have the right to make it public without hurting any other person's rights. Urbem will always strive to credit the author on the basis of the information you have provided at the time of sharing the material. You can learn more about Urbem at <https://www.urbem.co/> or get in touch at [info@urbem.co](mailto:info@urbem.co).