

# NOBODY TRASHES TENNESSEE<sup>SM</sup>

TENNESSEE DEPARTMENT OF TRANSPORTATION

## OUR GUIDE FOR PROMOTING EVENTS AND TAKING PHOTOS FOR SOCIAL CHANNELS

### HOW TO PROMOTE YOUR EVENT

Make the most of your beautification or cleanup event by posting it on your social channels. Remember that lots of other groups just like yours can comment and share about that event. When groups with a similar mission and passion for keeping our state clean and beautiful align together, we can reach more people around the state.

#### Think about promoting your event three times:

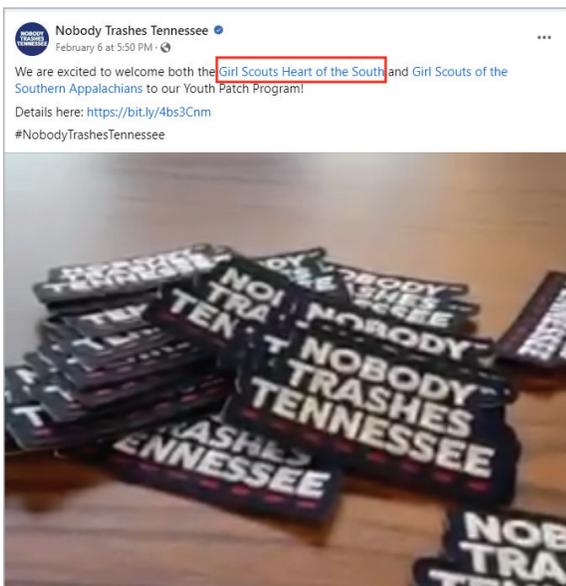
- During the planning phase of your event you can do a “save the date” or a call for volunteers.
- On the day of the event, you can post directly to the channels as it happens.
- After the event, you can post a recap photo album, thanks to the volunteers and mention sponsors.

### TAGGING HELPS OTHERS SEE YOUR POST

Tagging other channels when you post is a way for your partners to see what you’re doing and share and comment on your post. Tagging helps other organizations see your post more easily because it sends a notification to the channel owner that they’ve been tagged.

### HOW TO TAG ON FACEBOOK

To tag another Facebook account, use the “@” symbol followed by their name. It should appear as an option. When you click it, the text turns blue so you know it’s a tag.



### HOW TO TAG ON INSTAGRAM

On Instagram, use the “@” symbol followed by the name of the account. It will turn blue when you have the correct tag.



OR use the settings in the new post window to tag the account you want to see in your post.

### GET BETTER VISIBILITY WITH HASHTAGS

A lot of organizations use a branded hashtag. So even if someone isn't regularly posting on their channels, they are interested in you or your topic. Typically, you would only use one hashtag on Facebook to establish your brand. On Instagram, however, users are used to seeing a lot of hashtags with each post. Use the best hashtag for your organization and make sure to research new ones before you use them.

For Nobody Trashes Tennessee, the preferred hashtag is:  
**#NobodyTrashesTennessee**

For Keep Tennessee Beautiful, the preferred hashtag is:  
**#KeepTNBeautiful**

### TIPS FOR TAKING PHOTOS

Before your event, take a moment to jot down your thoughts on the elements of the event and create a wish list of photos. You might not get all of them, but having a list from which to work will help you achieve your goal.

It is helpful to think about how you will use these photos. While you need vertical (or portrait) or square aspect photos for Instagram at the moment, a horizontal style photo (or landscape orientation) may be more useful on your website or in a future presentation.

- Vary your shots to tell the story by taking various angles like close-ups, entire area, and event details.
- Send the photos in their largest possible size and if possible, use a cloud app to share.
- Take a moment to review all the content you shared and discard anything that is out of focus or blurred.
- Be aware of your surroundings - watch who is in and not in your shot. Make sure you can see people's faces and that they are not turned away from you. Is what they are wearing acceptable?

### EXAMPLES OF EVENT PHOTOS THAT ARE OPTIMAL FOR SOCIAL MEDIA



Event Details



Group Photo



Action Shot



Cleanup Results

### CHECKLIST FOR GETTING THE MOST OF YOUR EVENT ON SOCIAL

- Promote your event more than once to get maximum visibility
- Create a wish list of the photos you want for each event
- Capture a wide variety of content
- Share maximum file sizes using a file-sharing app whenever possible
- Tag your content so aligned organizations can see and share
- Use smart hashtags, especially on Instagram

