



Guide for Creating Great Instagram Story Content

Why instagram stories?

Instagram stories is an amazing way to connect with our supporters and give them a real insight into the work that is done behind the scenes/at actions. It enables them to associate with us on a more personal level, as they can see the people investing their time into what Greenpeace represents. It is a great opportunity to reach a bigger audience for local group activities. The feature allows an insight into the awesome work you volunteers do and maybe encourages viewers to become part of the team and the movement that is Greenpeace AP!

Before you start, check photo permissions:

- Ask participants if they are comfortable with having their photo shared on Greenpeace Australia Pacific Instagram stories. Make sure you explain the purpose and destination of the photos/videos clearly, and allow people to opt-out if they'd like. **Please be sure you have explicit verbal permission from each participant before sharing their photos/videos with GPAP.**
- If participants are under 18, permission from parents will have to be sought - [please fill out and sign this document and send it to your contact at GPAP.](#)

During the activity:

- **Media types and quality:** Capture a mixture of photos and short videos. Try to keep videos under 15 secs (to suit the format of instagram stories). Make the photos and videos as high quality as possible. Good quality phone images/videos are ok!
- **Quantity:** Aim for ~8-10 photos/videos.
- **Photo/video orientation:** Stick to vertical photos/recording if possible, however we can feed horizontal pictures into stories too, so if it would compliment the theme (group pictures of a large team) that would be okay as well.
- **Photos of people:** Our followers love being able to associate a face with the work/the brand behind Greenpeace, try and show our volunteers in action as much as possible.
- **Visible logos:** Our logo is our figurehead; it would be great if everyone involved in the action could wear a Greenpeace shirt and make the logo as visible as possible
- **Quotes:** Quotes from the people we engage with during the action are always awesome material to work with, if they give permission, record what they are saying



- on video or take a photo of the person – and don't forget to ask for their first name, so we can give credit to them
- Some ideas on questions to ask, in order to get a quote could be:
 - “Can you tell us what we are doing here today?”
 - “Why is what we are doing today important/ Why is this a great success?”
 - “Why are we here today?”
- **Description of event/action:** Sometimes it’s not clear what’s happening in a photo. Please include a short description of the action when you forward the material to us, including how many people participated, what the aim was, where you are etc. This will help us to add text to the story.
- **Team photos!** Group pictures are great for us to use as a background/backdrop for information and are always fun to play with too
→ Get creative here, for example a boomerang of a celebratory move, everyone making a certain hand sign at the same time

After the activity:

The first thing to do is to share it on your own instagram, and tag @greenpeaceap so we can applaud your great work! Please also forward all the materials to the GP staff team (email madeleine.burkitt@greenpeace.org & cc in barnaby.lewer@greenpeace.org) who may share your story depending on a range of factors! Send the photos and videos alongside the information that we need to provide context for the story as soon as you get a chance after the event. Most likely we will let you know as soon if the story goes live, but you can always activate your notifications for the greenpeaceap Instagram page, just to be sure :)

And lastly: Don't forget to give yourself a good round of applause! You did incredible work, dedicated your time and provided us with amazing content.

THANK YOU!

