



Great Big Green Week Content Capture Cheat Sheet

What we're looking for and why

We're gathering photos and videos from your Great Big Green Week events so we can use them on our social media channels, on our website and to promote Great Big Green Week in the future. We'll also be putting the best clips together to make our wrap up film, which will show the government, including the new prime minister, that the British public really cares about securing a fair, green future for climate, people and nature. We want them to see the scale and range of activity happening across our nation.

We're looking for photos and videos of all the activities you're doing, whether that's a hike through your local area, a repair workshop, an allotment tour, an eco market, a kids craft club or a panel discussion. We want to be able to shout about what you're doing during Great Big Green Week and for many months afterwards so please share your content with us as soon as possible!

How to get the best photos and videos

We're looking for portrait video and photos so that the content is suitable across all social media channels (i.e. for Instagram stories/reels, Facebook stories/posts and Twitter). Landscape photos and videos will also be useful so please send these over too!

If you're filming someone speaking to camera, make sure you are filming in a quiet space (indoor or outdoor) and that if you are planning to film outside it isn't too windy. Try to ensure that any light sources (the sun, a window, an artificial light) are in front of the person you're filming when you film so that their face is well lit and we can see them clearly. Make sure that their head and shoulders are clearly and fully within the frame so that they're not too close to the camera but not too far away either.

Make sure that no personal or sensitive items are in view - for example, credit cards, banking information, your address or any information about where you live or work, etc. Our team will be looking out for these things but it's best to make sure that nothing is visible so you don't have to re-record your video.

What are we looking for?

We're looking for photos and videos of people actively taking part in your activities. Close ups of people doing crafts, repairing things, talking to each other, enjoying themselves etc. As well as scene setting footage of what your event looks like, what the surroundings are like if you're on a hike or have organised a bustling market. If you have anyone who would





be happy talking about what your event is and why you're taking part in Great Big Green Week, that would be great too!

How to send us your photos and videos

We'll be collecting videos, photos and photo release forms through this [google form](#).

To send us your files you'll need to upload them to WeTransfer:
<http://theclimatecoalition.wetransfer.com>.

Instructions on how to use WeTransfer can be found at:
<https://wetransfer.zendesk.com/hc/en-us/articles/202702233-How-do-I-send-a-transfer->

Or you can follow these instructions:

1. Head to <http://theclimatecoalition.wetransfer.com>
2. Click "no thanks" if you're asked if you want to sign up.
3. Click on the three dots at the bottom and then select "Get transfer link"
4. Scroll back up and upload your files where it says "upload files"
5. Enter your full name where it says "Title"
6. Please include your event name and location in the Message box.
7. Once your files have uploaded you'll be able to click the blue "Get a link" button which will copy your unique link.
8. You'll then need to paste your link into your [google photo release form](#) so we can download your photos and video and to give us permission to use your content.

If you need help and support getting your video files over, please don't hesitate to contact Maddie at maddie@theclimatecoalition.org
 Please include "GBGW Content" in the subject line to help us prioritise supporting you as soon as possible.

This screenshot shows the WeTransfer interface. At the top, there are fields for 'Title' and 'Message'. Below these, there are two radio button options: 'Send email transfer' (which is unselected) and 'Get transfer link' (which is selected). Underneath, there are fields for 'Expires after' (set to '1 week') and 'Password' (with a 'Set password' sub-field). At the bottom, there is a blue 'Get a link' button.

This screenshot shows the 'Upload files' section of the WeTransfer interface. It features a blue plus icon and the text 'Upload files' with 'Or select a folder' below it. Below this, there are fields for 'Title' and 'Message'. At the bottom, there is a blue 'Get a link' button.

Tagging us on social media

If you'll be posting on social media during and after Great Big Green Week make sure to use the hashtag [#GreatBigGreenWeek](#) and tag [@theclimatecoalition](#) on Instagram, [@TheCCoalition](#) on Twitter, and [The Climate Coalition](#) on Facebook and LinkedIn so that our team can find and share what you're up to!





Photo Permission

At events you'll need to get permission from people in your photos.

Here's a photo permission form for:

- [General people being photographed](#)
- Children being photographed will need their parent or guardian to fill out this [release form](#)

We also have QR code below that you can have on your phone to share with people.



**General Photo
Release Form**

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**Parental Photo
Release Form**

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[Download the general photo release form](#)

[Download the parental photo release form](#)



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