

Guidelines for good content



GREENER FUTURE YOUTH



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Guidelines for Creating Good Content

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Guidelines for Creating Good Content

1. Content Type:

- **Photos:** High-resolution images, ideally 1080p or higher. Photos should be well-lit, focused, and capture the action or the spirit of the event. Avoid blurry or poorly framed shots.
- **Videos:** Short videos (30 seconds to 2 minutes) that tell a story or showcase the event's impact. Ensure good lighting and stable footage. Include natural sound, brief interviews, or narrations to add context.
- **Graphics and Infographics:** Use clear, visually appealing designs that convey data or messages succinctly. Ensure text is readable on all devices.

2. Content Message:

- **Educational:** Provide factual information about the environmental issues being addressed.
- **Inspirational:** Share stories or testimonials from participants that inspire others to take action.
- **Call to Action:** Encourage viewers to participate, donate, or spread the word. Clearly state how they can get involved.

3. Authenticity and Engagement:



- Authentic content that shows real people in real situations tends to engage audiences more effectively.
- Include captions that tell more about the story, the location, the impact being made, or about the volunteers themselves.

4. **Branding:**

- Consistently use our organization's logo and color scheme to enhance brand recognition.
- Ensure any textual overlays or edits are consistent in style and align with your brand's voice.

5. **Consent and Ethics:**

- Always obtain consent from participants in photos or videos, especially if minors are involved.
- Respect the privacy and dignity of all participants and communities involved.

Our logo can be saved from our website:

www.greenerfutureyouth.org

Our color code is #2f4f4f.