

# PICS OR IT DIDN'T HAPPEN

HASHTAG MOMENTS BY **JASON LOYD CLEMENT**  
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FOR TWO DECADES, I TRAVELED ACROSS THE COUNTRY AS A **SENIOR MARKETING DIRECTOR AND CONTENT CREATOR** FOR THE NATIONAL TRUST FOR HISTORIC PRESERVATION — OFTEN AS THE ONLY PERSON ON THE GROUND.

THAT REALITY SHARPENED MY ABILITY TO CREATE **REAL-TIME, MULTIDIMENSIONAL CONTENT** FOR A NETWORK OF MORE THAN ONE MILLION SOCIAL FOLLOWERS, HELPING AUDIENCES SEE THE IMPACT OF ADVOCACY WORK AS IT UNFOLDED.

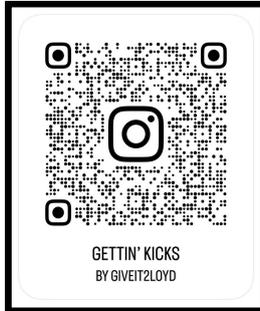
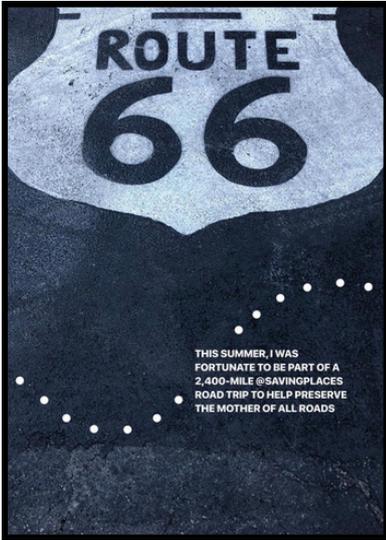
NO MATTER THE LOCATION, ONE THING REMAINED CONSTANT: **AUTHENTIC CONTENT** CONNECTS PEOPLE. IT CREATES SHARED MOMENTS THAT CUT THROUGH NOISE, BUILDS COMMUNITY, **AND TURNS VALUES INTO ACTION** — A PRINCIPLE THAT TRANSLATES ACROSS CAMPAIGNS AND CAUSES.

THIS PORTFOLIO HIGHLIGHTS A SELECTION OF CONTENT I CREATED THAT THE NATIONAL TRUST USED TO **INSPIRE COMMUNITY ENGAGEMENT, STORYTELLING, AND ADVOCACY** AT LOCAL, STATE, AND NATIONAL LEVELS.

BECAUSE AT THE END OF THE DAY, **PEOPLE POWER DRIVES CHANGE** — WHETHER YOU'RE PROTECTING A HISTORIC PLACE OR **MOBILIZING COMMUNITIES** AROUND CANDIDATES OR ISSUES THAT SHAPE OUR FUTURE.

# INSTAGRAM STORIES

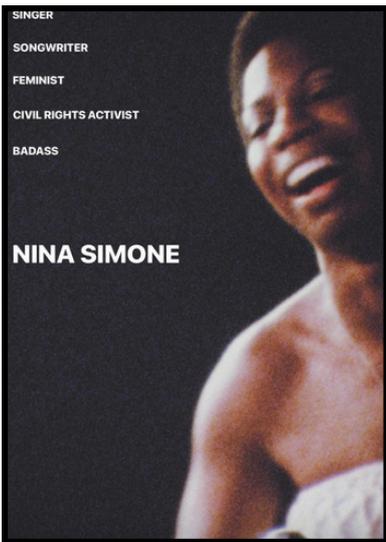
STORIES, REELS, SHORT-FORM VIDEO – WHATEVER THE FORMAT, **PEOPLE-FOCUSED STORYTELLING IS WHAT DRIVES REAL IMPACT** IN CAUSE AND POLITICAL MARKETING. CONTENT DOESN'T NEED TO BE OVERLY PRODUCED OR POLISHED. IT NEEDS TO **CONNECT THROUGH AUTHENTICITY WITH IN-THE-MOMENT EXPERIENCES** THAT INSPIRE ACTION. **THESE INSTAGRAM STORIES REFLECT EXAMPLES WHERE I TOOK VIEWERS WITH ME** IN THE FIELD, BOTH PERSONALLY AND FOR THE NATIONAL TRUST.



## GETTIN' KICKS

SCAN FOR THE FULL STORY

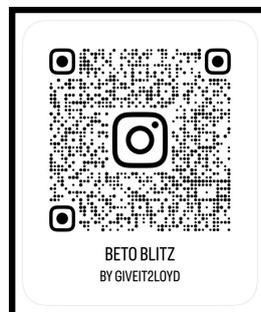
HIT ROUTE 66 WITH ME FOR A MONTH-LONG, 2,448-MILE TRIP DOWN THE WORLD'S MOST ICONIC ROADWAY. THIS CAMPAIGN I CREATED FOR THE NATIONAL TRUST HELPED DRIVE THE EFFORT TO HAVE CONGRESS DESIGNATE THE MOTHER ROAD AS A NATIONAL HISTORIC TRAIL.



## NINA'S HOME

SCAN FOR THE FULL STORY

LOCATED IN THE HILLS OF A SLEEPY TOWN IN NORTH CAROLINA, NINA SIMONE'S CHILDHOOD HOME STANDS AS AN ENDURING SYMBOL OF HER MUSIC AND ACTIVISM. THIS STORY CAPTURES MY INITIAL SITE VISIT TO THE PLACE WHERE NINA LEARNED TO PLAY THE PIANO. TODAY, THE HOME IS FULLY RESTORED.

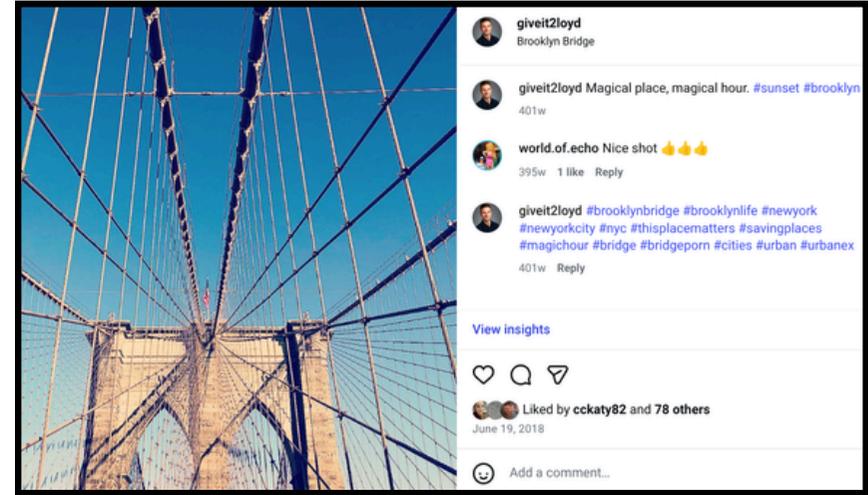


## BETO BLITZ

SCAN FOR THE FULL STORY

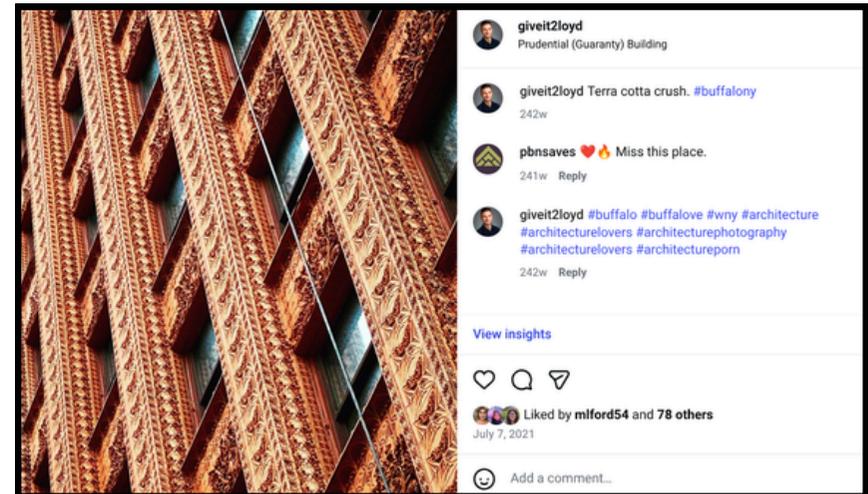
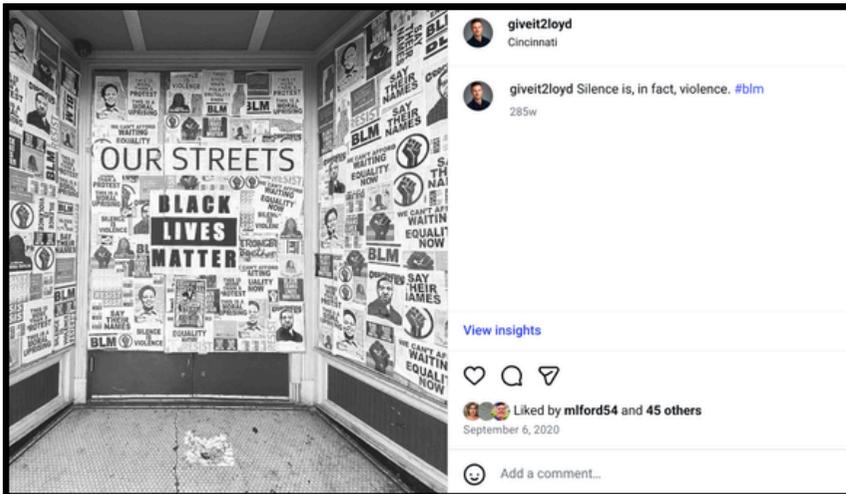
I RETURNED TO TEXAS TO SUPPORT BETO O'ROURKE'S SENATE CAMPAIGN, RELOCATING FOR A MONTH TO SERVE AS A CANVASSING COORDINATOR IN A CRITICAL SWING COUNTY. THIS STORY CAPTURES THE EXPERIENCE – FROM TRAINING VOLUNTEERS TO KNOCKING ON THOUSANDS OF DOORS.

# INSTAGRAM POSTS MAKING LOCAL PRIDE FEEL APPROACHABLE AND SHAREABLE



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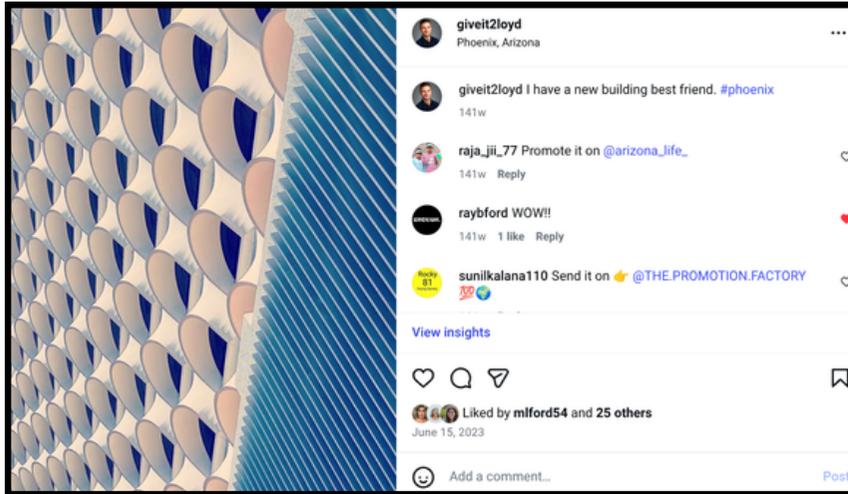
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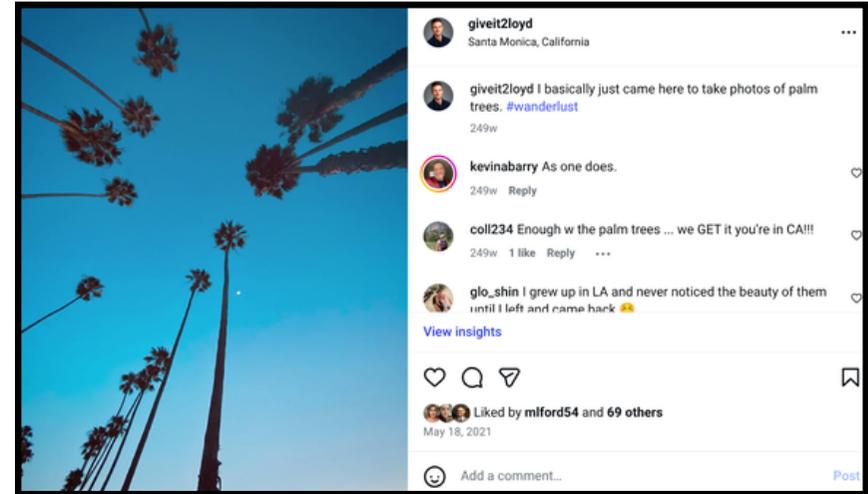
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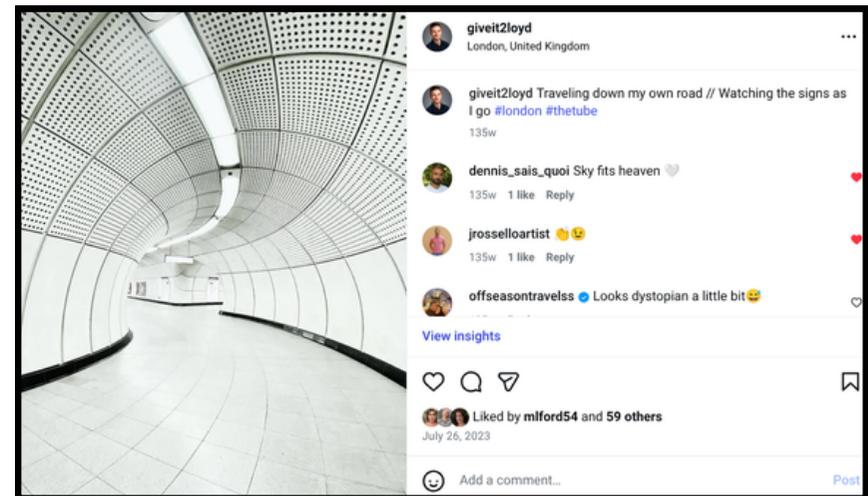
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## SOCIAL VIDEO

**KEEP AUSTIN WEIRD. THAT WAS THE MISSION OF A DOCUMENTARY I CREATED, FILMED, AND PRODUCED FOR THE NATIONAL TRUST. IT WAS DESIGNED TO HOST MEET-UPS AND PUT LOCAL RESIDENTS ON CAMERA TO EXPLAIN, IN THEIR OWN WORDS, WHY SAVING THE CITY'S HISTORIC ICONS MATTERED IN THE FACE OF UNCONTROLLED GENTRIFICATION.**



### [VIEW VIDEO](#)

**I SELF-PRODUCED THIS PROMOTIONAL VIDEO TO LAUNCH THE PROJECT AND AMPLIFIED IT ACROSS THE NATIONAL TRUST'S SOCIAL CHANNELS AND MEDIA OUTREACH. AND YES – THAT IS ME, AND I DID IN FACT DOODLE ALL OF THOSE LANDMARKS FOR THE SHOOT. I LOVE A SHARPIE.**



# #THANKYOU

**PEOPLE POWER DRIVES CHANGE**

**MY PASSION IS TURNING THAT ENERGY INTO STORIES PEOPLE FEEL, SHARE, AND ACT ON.**

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