

LET'S DANCE



MEDIA TOOLKIT

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LIVESTREAM

WHAT BETTER WAY TO CAPTURE YOUR DAY THAN TO DO IT LIVE?

Super easy, no editing required. You can livestream from any Facebook, Twitter or Instagram account.

Remember to add **#LetsDance** so others can amplify!



RECORD A VIDEO

DON'T WANT THE PRESSURE OF A LIVESTREAM GOING WRONG? NO WORRIES - WHY NOT RECORD A VIDEO?

CAPTURE MOMENTS FROM COMMUNITY EVENTS AND CELEBRATIONS. YOU CAN RECREATE DANCE TRENDS WITH NEW COMMUNITIES OR SHARE VIDEOS OF OTHER PERFORMANCES.

YOU DON'T NEED AN ACTUAL CAMERA - A SMART PHONE WILL BE PERFECT!

Make sure to press record! (Obvious, but there's nothing worse than doing a speech and finding out it's not recorded)

Make sure your subject is facing INTO the light (so the light source is behind the camera person) for a better quality picture

Film in landscape for best usage across social media & video editing software - or shoot a reel if you know you're making a reel.

Find a quiet space or use a microphone if your event is buzzing!

Add logos for a professional finish

WRITE A BLOG

BLOGS ARE SUCH A LOVELY WAY TO CAPTURE WHAT YOU GOT UP TO ON THE DAY! YOU COULD MAKE IT FIRST PERSON AND TALK ABOUT IT THE DAY FROM YOUR EXPERIENCE, OR WRITE ABOUT IT AS AN ORGANISATION AND INCLUDE ALL THAT HAPPENED ACROSS YOUR NETWORKS!

REMEMBER TO ADD **#LETSDANCE** ON YOUR SOCIAL MEDIA POSTS!

Add in photos or videos from your events and activities

Add in quotes - this is a good way to bring the blog to life, and if you don't have any photos you can use headshots which is handy!

You could structure it as a list - these are always engaging and easy to read e.g. The 10 best things that happened at Let's Dance!

Repurpose any press releases you've already written into a blog about the day.

TAKE PHOTOS

TURNS OUT PRETTY MUCH EVERYONE HAS AN INCREDIBLY POWERFUL CAMERA IN THEIR POCKET NOWADAYS!

Smart phones can take beautiful pictures. Take them, share them on social media.

If you want to share them directly with us you can upload them [here](#).





SHARE ON SOCIALS

SHARE WHAT YOU'VE CAPTURED ON SOCIAL MEDIA!

There's a huge coalition of organisations behind Let's Dance just waiting to amplify what everyone's been doing.

Remember to hashtag **#LetsDance** so we can all pick it up!



SHARE WITH US

IF YOU WANT TO YOU CAN SHARE WHAT YOU'VE CAPTURED WITH US DIRECTLY.

Visit our Google Drive [HERE](#) and:

1. Create a folder with your name/organisation on it
2. Share whatever you would like and it might be featured in the wrap up video.

If the files are too large, you can share them via wetransfer at info@together.org.uk



TAG OUR SOCIALS

WE'D LOVE TO AMPLIFY YOUR WORK IN OUR NETWORKS AND COMMUNITIES. TAG US IN YOUR POSTS SO WE CAN RESHARE THEM.

LET'S
DANCE 



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/together Coalition
@togethercoalition