



## Social Media Guidelines

The magic of the Home River Bioblitz lies in the world-wide collaboration between river lovers that protect and celebrate their home rivers. We would love your help with bringing this global feeling of collaboration to your local followers on social media, thereby demonstrating the importance of rivers around the world. Find our accounts listed below:

- Instagram: [@homeriverbioblitz](#) and [@therivercollective](#)
- Twitter: [@homebioblitz](#)
- Facebook: [@rivercollectiveriver](#)
- LinkedIn: [@rivercollective](#)

The hashtag you can use is **#homeriverbioblitz**

By tagging us, we will be able to reshare your posts and stories (if you have a public account). We'd love to hear from you while:

- preparing the bioblitz with your friends
- exploring the location during a scouting mission
- joining the online trainings and workshops
- during the actual Home River Bioblitz
- reflecting on the day, with observations, but also quotes of participants, experts etc.
- when drinking a beer at the end of the day, celebrating the river and the good times!

Also, make sure to list your social media accounts during your registration. Enya Roseli, our social media wizard, will try to tag you where she can!

### Shared Media

We created a folder that will include material that you can use for your social media, e.g. the poster, instagram templates and logos. To further capture the magic of the event, we would love to receive some of your photos and videos to use on social media and for the website. If you like to share some with us, please upload them to the [shared media folder](#), within photos and videos. Create a new folder named after your river and country (e.g. "Ötz River, Austria"). By uploading media to this folder, you allow us to use it for the purpose of promoting this and future Home River Bioblitzes. To help us credit your shots, please include the photographer in the name of the shot (e.g. Biobio\_JensBenöhr.jpg)

## Recap Videos

We will be creating two recap videos of this year's Home River Bioblitz. A one minute video will capture the atmosphere and will be released within a week. A three to five minute video will include more of your stories and will be released a few weeks after the event. If you would like to contribute to these videos with some shots of your river, your participants and you as organizer, please upload them as soon as possible to [the shared google drive](#). Your shots will help us show the diversity of the world-wide event! Check out last year's [one minute recap](#) and [long recap](#). We are after horizontal shots of:

- your river (not much camera movement and drone shots are always a bless :))
- you as an organizer: find a silent spot next to the river, preferably not in direct sunlight, and tell us why you organized your Home River Bioblitz and why your river is important to you. Try to be very concise (we know this is a challenge, but we are after 20 seconds max.)
- your participants (some shots of the group during the briefing, and people in action doing observations and possibly a statement)
- the biodiversity (close ups)

All of these shots can be taken simply with your phone!

## Press Releases

By bringing your story to a wider audience, you raise awareness for your local river and for the importance of protecting these valuable ecosystems. A newspaper article might seem a long shot, but starts with writing and sending out a press release. During the storytelling workshop, we will help you write your own, so feel free to join and get your story heard!

If you have further ideas regarding media, feel free to get in touch! We're always open for suggestions. For this and other questions, please get in touch ([info@homeriverbioblitz.org](mailto:info@homeriverbioblitz.org))

**We wish you a happy Home River Bioblitz! :)**

**The River Collective Team**