



Story & Photo Sharing Guide

Community events are a powerful way to spread AUD awareness and positively shift the drinking culture. The stories, content, and feedback from these events are valuable and we encourage you to capture the experience so we can highlight your initiatives on the CAUDS website and encourage other communities to follow suit.

The following are some ways that you can document your event, encourage others to capture content, and how best to share it.

Capturing Event Content:

- Assign dedicated staff or volunteers to capture photos and stories during the event.
- If budget allows, hire a professional photographer.
- Encourage participants to share their experiences and insights.
- Capture the event using a variety of means (photos, videos, quotes, etc.).
- Candid shots and behind-the-scenes moments are always great to capture!
- If possible, ensure the venue has free Wi-Fi access. Free and reliable internet connection will make guests far more likely to share their content in real time.

Following an event, we recommend that you send out an email or make a social media post to ask those that attended for their feedback and content too. It is also a great opportunity for you to share links to relevant resources or recaps to encourage further engagement.

Send all event content to jan.biega@cauds.org so CAUDS can share and promote it! Try to include a brief description or caption for each piece to provide context and relevance.

Please Note:

- Let us know what content you are comfortable being used promotionally (website testimonials, ads) and which you would prefer to be used informational only (presentations to other communities, government bodies, donors, etc.).
- CAUDS does not take any ownership of your videos or photos. but we may use them on our social media, in our reports to funders, or in our future promotional materials.
- We have provided a [Consent Form](#) for you to use (more on consent below).

Social Media:

Use these tips to help promote your event and facilitate guests share their event experience through social media.

- **Create and promote an Event Hashtag:** Hashtags spread the visibility of the event, aggregate guest content and foster engagement among attendees.

- **Advertise your social media handles and hashtags:** Ensure that guests know how to tag you while sharing their digital content! Advertise on your website, promo materials, emails, newsletters, and social networks.
- **Repost your guests' content:** Repost as much of it as possible - not only will guests appreciate it; it will also help grow your virtual audience and spread awareness about your community initiatives.
- **Engage with your audience:** Besides reposting it, you can also engage with guests' content by giving likes, making comments, and participating in conversations.
- **Make your Event photo-friendly:** Incentivize guests to create/share content by offering unique or visually stimulating photo opportunities.
- **Share Across Channels:** Distribute the content across multiple channels and platforms to reach a wider audience.

Ideas for social media channels:

For TikTok: Create a Challenge

Create a TikTok challenge related to your event concept. Consider giving a prize on the day of your event to the TikTok posts with more likes or shares.

For Instagram: Use Stories

Stories provide real time engagement, encourage dynamic content, offer great metrics, and facilitate resharing other peoples' posts. Post live coverage, interactive features, or highlights.

For Snapchat: Create Snapchat Filters for Events

Snapchat allows you to create filters or "geofilters" for your event that are linked to certain locations. When a user is near the geographical area linked to your geofilter, the filter you created will easily appear in their app. This means that your guests can overlay your event geofilter on their own Snapchat videos or images and share it with their friends and family.

For Facebook: Create an Event Page

Facebook is an excellent resource for building a centralized online hub where attendees, participants, and interested individuals can access event updates, share their experiences, and engage in discussions, both leading up to and after your event.

Other Options for Content Capture and Sharing:

- **Local Media:** We encourage you to ask local media to attend your event to cover it. CAUDS representatives are always happy to be interviewed and always encourage more visibility and reach for community event organizers.
- **On-site Surveys or Feedback forms:** Encourage guests to share their thoughts and suggestions. It captures content from this event and helps inform the next one!
- **Presentations:** There may be opportunities to do oral presentations about your event, including at other CAUDS events. Let us know if you have an interest in public speaking.



- **Create a Newsletter:** This content can be shared with your own mailing list or as part of the newsletter for another organization. CAUDS would be more than happy to promote and share your event with its mailing list. Contact heather.allen@cauds.org

Creative Documentation: You are of course also welcome to find unique and creative ways to document your project. For example:

- You could create a booth at your event where people can be interviewed about their experiences with AUD and be recorded if they feel comfortable.
- You and your fellow organizers could record a podcast to reflect on or tell people about the project. Maybe someone in your neighbourhood or community already has one and could interview you as part of it.
- Some people put up sheets of paper at an event with questions like “How do you think this project will make our neighbourhood better?” or “What was your favourite part of today?” You could provide some markers and see what happens!
- Someone involved could do an artwork about the project.

Consent:

For privacy reasons, it is of course important to ask people’s permission before photographing or videoing them. Here are some suggestions about getting that permission:

- Have the welcomer at the entrance of the event ask people to sign the waiver and/or alter their name tags if they do not wish to be photographed/videoed.
- If your event has lots of participants, it can be easier to identify who does NOT want to be in photos and videos. If someone does not want to have their or their children’s images taken, they can be asked to step aside for any group or posed photos.
- If you are doing unplanned photos or videos throughout the event, people who do not wish to be in photos can identify themselves (such as wearing a colour-coded sticker on their name tags).
- Put up “notices of photography and video,” letting attendees know that photography and video will be taken at this event and should they like to opt out, to speak with an event organizer.
- If unsure, blur or crop out faces in photos before you share them or only submit photos that do not include people’s faces.

Why Share Your Stories:

- Sharing your stories and content help foster a sense of community and connection among attendees.
- Sharing your experiences allows us to document the impact of our events and initiatives, highlighting the value AUD awareness brings to the community.
- Your stories can inspire and motivate others to attend future events, engage with our organization, and take action in their own lives.



- By sharing your content, you help amplify the reach and visibility of our events, reaching a wider audience and increasing awareness of AUD.

Thank you for being a part of our event and for sharing your stories and content. Together, we can create meaningful connections, inspire change, and make a positive community impact!