

Berkeley Habitat “Sweat Break”

Social Media Support Information

Hey there! We are so glad to have you with us at Habitat for Humanity of Berkeley County this week. Thanks for being a part of our mission to build affordable housing for those in our area.

Throughout the week, we need YOUR help to get as much content as possible for our social media. If you do ANYTHING with us throughout the week, please be sure to tag us!

- Instagram: [@habitatberkeleycounty](#) / [@berkeleyhabitatrestore](#)
 - Facebook: [@berkeleyhabitat](#)
 - Twitter/X: [@hfhberkeley](#)
 - LinkedIn: [@berkeleyhabitat](#)
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Logistics:

Do you have an iPhone? Please go into your camera settings and please make sure to **check “Most Compatible”** in your camera settings! Since iPhones automatically save photos as HEIC files, we will need you to **upload your photos to a GoogleDrive link** that Christi will share with you.



We would love to get as many photos and videos as possible from you and your classmates, and share them on our social media throughout the week! Any content questions you may have, please contact:

Christi Porter
marketing@berkeleyhabitat.org
(762) 260-9296

Instagram Stories Take-Over:

We want you to designate **ONE PERSON** from your group to be the leader of this task... Probably your most tech-savvy social media guru who loves to be in front of the camera. 😊

Are you the chosen one? Here's your instructions:

1. Make sure you **text Christi** your name and your college's social media handles ASAP. We want to collaborate with you and tag you (and vise-versa)!
2. Take as many **VERTICAL** photos and videos of you and your classmates as you work with us throughout the week. Try to keep each video to less than 90 seconds. Here's some content ideas:
 - Interview your classmates about what they are currently doing.
 - At the start of the day, ask your classmates what they are most excited about.
 - If someone from our team comes and visits, take some photos of them speaking, socializing, and smiling with you and your classmates.
 - Talk to the camera - Where are you? What are you and your classmates doing? Get some photos and videos of the action! Don't hesitate to narrate.
 - At the end of the day, ask your classmates what they liked most about that day's activities.
 - At the end of week, interview your classmates and ask them, "What impacted you the most this week and how will you take those lessons and apply them back home?"
 - Trendy (PG) content - Run any ideas by Christi before shooting so that we can talk about it!
3. Send them to Christi as soon as you can (via the GoogleDrive link), and we will post your content to our Instagram stories and tag you and your school! Be sure to share your personal Instagram handles if you want to be tagged.
4. ****NOTE:** Please text Christi if you have any questions!

Summary:

Please review your schedules and let us know if you have any questions about the days coming up! We can't wait for you to see what's in store with us this week at Habitat for Humanity of Berkeley County.