

Filming Instructions

1. Permissions

- Make sure you have permission from everyone featured in your video.

2. Video Length

- Aim for **30–90 seconds** (short, punchy clips are best).

3. Format

- **Portrait (upright phone)** is best for social media, but landscape is fine too.

4. Lighting & Audio

- Record in **bright natural light** (outdoors works well).
- Avoid backlighting (don't stand with a window or sun directly behind you).
- Film somewhere **quiet** and speak clearly.

5. Energy

- Keep it **warm, genuine, and enthusiastic**.

6. Finish Strong

- End your video by saying or showing: **#BringOutdoorEdBackIn**
- Tag: **@EducationOutdoorsNZ**

Filming Prompts (pick one if you need help to get started)

- “Outdoor Ed matters because...”
- “Thanks to Outdoor Ed, I...”
- “We can’t lose Outdoor Ed because...”
- “Outdoor Ed gave me...”
- “This is what I do, and this is why OE is important to me...”

OR

For a school group: you could get several students outside and film them in small groups saying ‘Bring Outdoor Ed Back In’, piece it all together, add the #BringOutdoorEdBackIn and then share. Here is an example on [Instagram](#)

How to Share

1. Post your video

- a. On your personal, business, or school social media page.
- b. Use the hashtag **#BringOutdoorEdBackIn**.
- c. Tag **@EducationOutdoorsNZ**.
- d. Set your post to **public** so it can be shared.

2. Bonus tags

- a. Tag your **local MP**, plus national leaders (Erica Stanford, Chris Luxon).

3. Email your video link

- a. Send the social media link to nceaconsultation@education.govt.nz.
- b. Subject line: Bring Outdoor Education Back In
- c. Copy in your **local MP**.

Struggling to share? Email the video or a message to celia@eonz.org.nz and she will help you out!