

SOCIAL MEDIA POST GUIDELINES

Congratulations on putting together your Inside Out Group Action! By sharing your message and putting up your portraits for the world to see, you are becoming a special part of the Inside Out Community!

We are so excited to see you bring your Group Action to life! We look forward to receiving all your documentation (this includes photos, videos, boomerangs, etc.) Behind the Scenes **and** Installation Images as you carry out your pasting with the rest of your community!

Remember, your images will travel the world on our website and social media platforms, so **take as many great pictures and videos as possible!** Make sure at least one person is taking pictures of your pasting in the highest resolution possible. The more you document from your Action, the easier it will be to measure its impact and share with the rest of the Inside Out community to see. Collect stories, ask people if the project has affected them, and if so, in what way? We want to know how you have felt throughout the process.

**** PLEASE NOTE **** Keeping Inside Out free of branding is very important to us. Therefore, sponsors should remain anonymous and **no logos, brands or watermarks** may be associated with your Group Action or any of its documentation, including but not limited to photos, videos, audio, social media posts, etc.

No hate speech, profanity, expletive gestures, or content of the sort is allowed. We want to encourage people of all ages and backgrounds to watch and share the content we post on our social media and website.

We will not be able to share the footage you submit on our platforms if it does not comply with our guidelines.

To make a video submission:

We would love to see your Action installation process in **video** to inspire and encourage other Group Leaders to do the same. We encourage you to document as

much of the pasting process as you can- from how you make your glue, to pasting the posters, the participant's interactions, through the finished outcome! If possible, try to capture the entire pasting once you're done.

Just like your portraits, the best footage from Group Actions is **always expressive, emotional, and captivating**. We want to see how your community brings the Inside Out Project to life!

Here are a few brief scripts you can follow to help you put together a few **short 30 second to 3 minute** 'trailers' to promote your Inside Out Action for us to share online via our website and social media platforms:

GENERAL SCRIPT

"Hello Inside Out World!

My name is NAME, I am (state if group leader, participant, or volunteer) Today's is DATE/MONTH/YEAR we are in CITY/STATE/COUNTRY and we are pasting our Group Action titled TITLE. For this action we are pasting # portraits!

- *In one to three sentences state a brief description of the message you want to convey through your Inside Out Action.*

OR

- *If you participated with a portrait, state a quote in one to three sentences you would like to include along with your portrait. This can be anything from sharing how you feel, your brief personal story, if this is your first Inside Out Action, if you want to continue participating in another Inside Out Group Action, or a thank you message.*

This is our Inside Out Group Action!"

SCRIPT FOR GROUP LEADER STATEMENT

"Hello Inside Out Project!

My name is NAME, I am the group leader for our Inside Out Group Action titled TITLE. Today is DATE/MONTH/YEAR we are in CITY/STATE/COUNTRY and we are pasting # portraits!

I heard about the Inside Out Project when ...

The idea to create an Inside Out Action came to me when ... (2-3 SENTENCES)

OR

I was inspired to create an Inside Out Action by ... (2-3 SENTENCES)

The message we want to share with the rest of the world through our Inside Out Action is ... (STATE YOUR ACTION STATEMENT)

OR

Through this Inside Out Group Action, we hope to raise awareness of ... (STATE YOUR ACTION STATEMENT)

Creating this Group Action has given me the opportunity to learn ...

I am very (share how you feel: Excited/Nervous/Happy) to bring our Inside Out Group Action to life and share it with the rest of the Inside Out Community!"

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We want to hear all about how you brought your action to life, and learn more from your community. As you create your videos and share your experiences with the rest of the participants, try to keep these questions in mind as you record your responses:

- **How did you learn about the Inside Out Project?**
- **What inspired you to create your own Group Action?**
- **What is the message you want to convey with your Group Action?**
- **What changes do you want to create in your community from this Action?**
- **What have you learned about yourself, the participants, and your community throughout this project?**
- **Do you expect to see more Inside Out Actions take place in your community?**

SCRIPT FOR HOW TO MAKE YOUR OWN GLUE: VIDEO TUTORIAL

"Hello Inside Out World!

My name is NAME, I am (state if group leader, participant, or volunteer) I'm participating in IOP GROUP ACTION TITLE and today we're going to show you how to make your own glue paste!

Here are the materials you will need to paste your portraits:

- Buckets
- Water
- Glue Paste Mix
- Brushes (wheatpaste brushes, or others similar are ideal for this task)
- Squeegee
- Posters

Step 1: Grab an empty bucket and fill it with water, leave a few inches near the rim for mixing. If you have a lot of posters, you might want to make 2-3 buckets for everyone to use.

*Step 2: Once your buckets are filled with water, grab your glue paste and start carefully pouring it into the bucket. You want to start mixing the glue paste in the water as you pour, so keep stirring the bucket until you finish all the glue. **Keep in mind** different glue paste solutions, require different proportions of water so mix accordingly!*

Step 3: Once you're done making your glue paste in your buckets, you'll notice the solution will make the water sticky and gooey. That means the glue is ready to go!

Now it's time to paste your portraits! Things will get sticky but it's going to be worth it once you're done!"

SCRIPT FOR HOW TO PASTE YOUR POSTERS: VIDEO TUTORIAL

"Hello Inside Out Project!

My name is NAME, I am (state if group leader, participant, or volunteer) I'm participating in IOP GROUP ACTION TITLE and today we're going to show you how to paste your posters on a surface!

Here are the materials you will need to paste your portraits:

- Buckets
- Water
- Glue Paste Mix
- Brushes (wheatpaste brushes or similar hardware brushes are ideal for this task)
- Squeegees
- Posters

Now that you've made your own glue paste, it's time to put up all your Inside Out portraits for the world to see!

Step 1: *Grab your brush, dip it into the glue bucket and paste a layer of glue directly onto the surface of your wall. Make sure there's no gaps between your strokes. It's very important you paste this layer of glue on the surface **before** you paste your poster so that the paper adheres.*

Step 2: *Start from the furthest edge of the wall and line up the corners of your portrait parallel to you and/or the previous poster, so that it's not slanted. Paste your poster onto the wall using your hands and try to smooth out any wrinkles so it's as straight as possible.*

Step 3: *Immediately after you've placed your poster onto the wall, cover the entire paper with your glue paste again using your brush. Make sure the corners and edges are well covered, so it's well glued.*

Step 4: Brush off the excess glue onto the wall. If you use too much glue, your poster can rip, so make sure you keep an eye out and not use too much glue!

Step 5: Grab your squeegee and use it to smooth out the wrinkles and air bubbles caught underneath the poster. We recommend doing this gently but firmly, and in an up-and-down motion as you push the wrinkles and air bubbles to the edges of the poster and onto the wall.

Step 6: If you see there's still some wrinkles, you can use your fingers to carefully smooth out any last details you missed.

Step 7: Grab your next poster and repeat!

As you paste your posters, you will see how your Inside Out Action gradually comes to life! Remember to take as many Wild Images as you can **and** document your process using video to share with the rest of the Inside Out Community to watch!"



Get creative! Remember each video should be a maximum length of **3 minutes**. We encourage you to make several clips if necessary and ask **as many participants as possible** to take part in your videos by giving a short statement or even just saying their name next to their portrait. We want to hear from as many people in your community who took part in your Action and share your excitement to inspire others to do the same!

Need some inspiration? Here are two video examples:

<https://www.youtube.com/watch?v=2wLEXI74Atg>

<https://www.instagram.com/reel/CE1HF52HsOy/?igshid=1si7cvyexsb42>

Send us your footage via DropBox, WeTransfer, or email AND tag us on your social media posts @insideoutproject and use the hashtag #insideoutproject to share and repost on our platforms! Let us know if you have any questions, we are here to help.

Looking forward to watching your Group Action come to life!

- The Inside Out Team