



Telling your Campout Story



Big Canopy Campout is all about connection. We want to provide an opportunity and a platform for people, projects and places to tell their stories and share all the different, weird and wonderful ways we interact with forests, trees, tree climbing and spending time in a positive way within these wild spaces.

Our online platform provides a space for people to interact and join an event without the added pressure of time, money and logistics of travelling to one specific location. Our event is made up of hundreds of smaller events around the world.

That's why sharing your personal campout is so important to creating the event itself! BCC is not a competition it's about community and we want to hear from you.

Here we have some guidance and suggestions to get involved in our online community during the your 2022 Big Canopy Campout!

First make sure you've registered your campout and appear on our Big Canopy Campout World Map!

Instagram - @canopycamp #CanopyCamp2022

Facebook - @canopycamp

Website Community Page - create a profile and share your photos and videos direct to BCC

Which language should I post in?

Whichever language you wish and is appropriate for *your* audience- we just ask that you use the **@canopycamp & #canopycamp2022** in English so that your post is connected to the rest of the campaign.

Camera & Phone Imagery

Good quality images do not necessarily mean these come from a professional camera or photographer!

Here are some theme ideas to capture throughout the weekend. Remember this is about your story.

Preparation (packing your equipment, packing the car/van/bike, first views of your camp spot, gathering the family etc)

Set-up (what trees, wildlife, plants and views are around, did someone forget their rain jacket?, anything to do with what you're cooking and eating!)

Camp (what are you sleeping in, where-tree, van, tent, garden, park, lighthouse!?)

Team (who are you spending your campout with, trees, birds, dogs and racoons all count as team members)

Sunrise/Sunset or any point in which the sky gets you to notice it

Equipment! Oh how we love kit. Got a favourite mug, we wanna see it! Got a BCC carabiner or product -**TAG US!!** Want to share a lovely little climbing system to haul your bags up into the canopy, yes please! Don't be shy but please be safe!

Wildlife This is always a wonderful addition as we move around the world and share the differences in local wildlife around the world.

Canopy Selfies Trees and people. Doesn't get much better!

Food! What are you eating :)

Film & Drone Imagery

When filming on your phone always use your phone in the **landscape position!**

Use the same themes as above but get creative with how you tell the story! Some tips here:

Time-lapse - always wonderful to watch, find a good vantage point to get the changes in camp set-up, light, weather and activities!

10 -30 second clips are perfect for re-sharing - With shorter length videos we can re-share on Instagram stories and add to our post campout event short film.

Canopy Views - A canopy sleeping spot! Take pictures of others in the tree, change perspective and film your descent

Camp Introductions -Who are you! Where are you! Got a story, campaign or project about protecting forests you want to share?

TREES - It's why a lot of us are here :) show us what trees you have in your corner of the world, share some facts...

Some Do's & DON'T's.

- 1. Get permission if required**
- 2. Have the correct permits and permissions for any drone or filming**
- 3. Do not climb if you are not qualified and experienced to do so**
- 4. Do not share content that shows reckless or dangerous behaviour**
- 5. Inform yourself about protected areas to ensure you do not have a negative impact on wildlife i.e. bird nesting seasons**

Any questions get in touch!

e-mail - hello@bigcanopycampout.com

www.bigcanopycampout.com

instagram - @canopycamp

facebook - @Canopycamp