

MEGA MILES CHALLENGE 2024 SOCIAL MEDIA GUIDE

Thank you for helping to make May even more Mega by reading this quick social media guide to help spread the word far and wide about our Mega Miles Challenge. With your help we hope to inspire more people within the Civil Service community to get involved!

Video/reel ideas

You can make great quality videos using just your mobile phone! Here are a couple of ideas to get you started;

- 'b-roll' film – this could simply be a short video of your feet; walking, jogging or even running. It could also be you recording your surroundings as you walk. If you have a pet why not take them with you and include them too!
- Video diary style – this involves short face-to-camera videos (done every few days if you have the time) showcasing your training/practice and fundraising efforts. Some things you might like to include are;
 - Why you're getting involved in the Mega Miles Challenge
 - How you get your miles in each day? From walking to work; doing the school run; walking the dog or going for an evening run.
 - What are you doing to increase your fundraising? Any tips to share?

Top tips

- Adjust camera settings to the highest quality and clean your lens!
- Think about background scenery, noise and light
- Smile and look in the camera lens when you start and finish – be yourself
- Take a picture of your face in the centre of the shot wherever you are filming
- Prep some words beforehand – one point per video works best.
- Film in landscape and portrait where possible
- Visit our [Mega Miles Challenge promoters page](#) to make use of our toolkit which includes social media images you can use.

Once you're ready please share your videos into the [Sharepoint](#) folder and let us know when you've done it so we can upload to our social platforms.

Please follow us, like and share our posts – here are our social media handles;

[Facebook](#) (@cfcsuk)

[Instagram](#) (@cfcs_uk)

[X \(Twitter\)](#) (@cfcs_uk)

[LinkedIn](#) (@The Charity for Civil Servants)

[YouTube](#) (@cfcs_uk)

And don't forget we plan to use videos you share with us to support the promotion of the Mega Miles Challenge across our social media channels, therefore please don't film anyone who is not happy with this.

THANK YOU FOR YOUR SUPPORT