

WEST COAST NEW ZEALAND

Social Media Content Creation Guidelines



IMAGES

Image Quality

All images should be high resolution, either taken with a camera or a modern smartphone. Avoid blurry, pixelated, or over-edited images.

Aspect Ratio

We primarily post in a 4:5 vertical format (like the photos on the right). For this reason, please ensure your images are either vertical or can be easily cropped into this format. You don't need to crop them yourself, but keeping this in mind when framing shots will save time and preserve key details.

Incorporating People

Including people in photos is fantastic as it helps the audience imagine themselves in the scene. However, the focus should remain on the destination or activity, not on close-up shots of faces. Opt for natural, candid moments with people enjoying the location. Whenever possible, the people featured should reflect your target audience to build stronger connections.



VIDEOS

Video Quality

All videos should be high resolution, either taken with a camera or an iPhone. If using an iPhone, we recommend filming in 4K at 60fps with HDR turned off in the settings. This ensures crisp, professional-looking footage.

Aspect Ratio

To create mobile-friendly content, always shoot in a vertical 9:16 aspect ratio. While high-resolution landscape videos can sometimes be cropped into vertical, it's best to film directly in vertical format for optimal results.

Video Clips

Feel free to send individual video clips instead of complete videos. Our team is happy to edit them.