CREATING EXCITING REACTION VIDEOS

Short videos that show the excitement of being on the charter are great to share on social media because video draws strong engagement. When you have a group on board, and they are relaxing while waiting for a bite or enjoying the bonding time, take a few seconds to get some in-the-moment video. Always ask your guests if it's OK that you make a quick video to show much fun they are having. Using a phone, turn the camera horizontally and ask your guests one of the example questions below.

** Have guests sign release forms that will allow for images/ videos to be used on social media and promotional materials.

This line can be added to any liability waivers guests sign prior to starting to fish (if required).

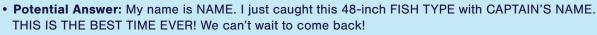
EXAMPLE VIDEOS COULD BE

Group together sitting on the boat

- QUESTION: Did you enjoy your time with CHARTER CAPTAIN NAME?
- Potential answer: "We had such a great time with CHARTER CAPTAIN. It was so much fun that our family can't wait to come back."

Individual who just caught a large fish

• Question: Tell us your name, what type of fish you just caught and ... how fun was that!



Individual (parent) who talks about how easy it was to plan • Question: How easy was it to plan today's trip? Are you guys having fun? • Potential Answer: CHARTER CAPTAIN'S NAME is the best! We didn't have to do anything besides catch fish! We highly recommend booking with CHARTER CAPTAIN'S NAME. BIG CATCH — Film entire team on board • Question: What do you think about that MONSTER FISH, NAME? • Potential Answer: This is awesome! I can't believe I caught this fish! Thank you so much, CHARTER CAPTAIN'S NAME.

