

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!
- **Potential Answer:** My name is NAME. I just caught this 48-inch FISH TYPE with CAPTAIN'S NAME. THIS IS THE BEST TIME EVER! We can't wait to come back!

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.

