

*Red  
Wine & Blue*



**RED WINE & BLUE'S COMMS & MEDIA TRAINING**

# TELLING OUR STORY:

**Using Photos & Videos to Build Community**





# WHO WE ARE?



**ASHLEY HUFFORD**

**Director of Creative Content**

Has worked at RWB since 2021



**ABIGAËL MARTIN**

**Content Producer**

Has worked at RWB since 2022

From Lancaster!

# WHERE TO FIND US

## INSTAGRAM

[@redwineblueusa](#)

## THREADS

[@redwineblueusa](#)

## TIKTOK

[@redwineblueusa](#)

## FACEBOOK

[Red Wine and Blue](#)

## X/TWITTER

[@RedWineBlueUSA](#)

## YOUTUBE

[@RedWineBlueUSA](#)

## LINKEDIN

[Red Wine and Blue](#)

## SUBSTACK

[substack.redwine.blue/](#)

## PODCAST

[redwine.blue/okay-but-why/](#)



**RED WINE & BLUE'S COMMS & MEDIA TEAM**

# **WHAT WE THINK ABOUT “CONTENT”**

- We view content as an on-ramp for people to get involved and as ongoing tools to stage engaged!
- Balancing national and state content
- Putting out a mix of rapid response, educational and storytelling
- We love working across states, whether helping to make videos/graphics/carousels breaking down what's happening in-states or nationally across the country





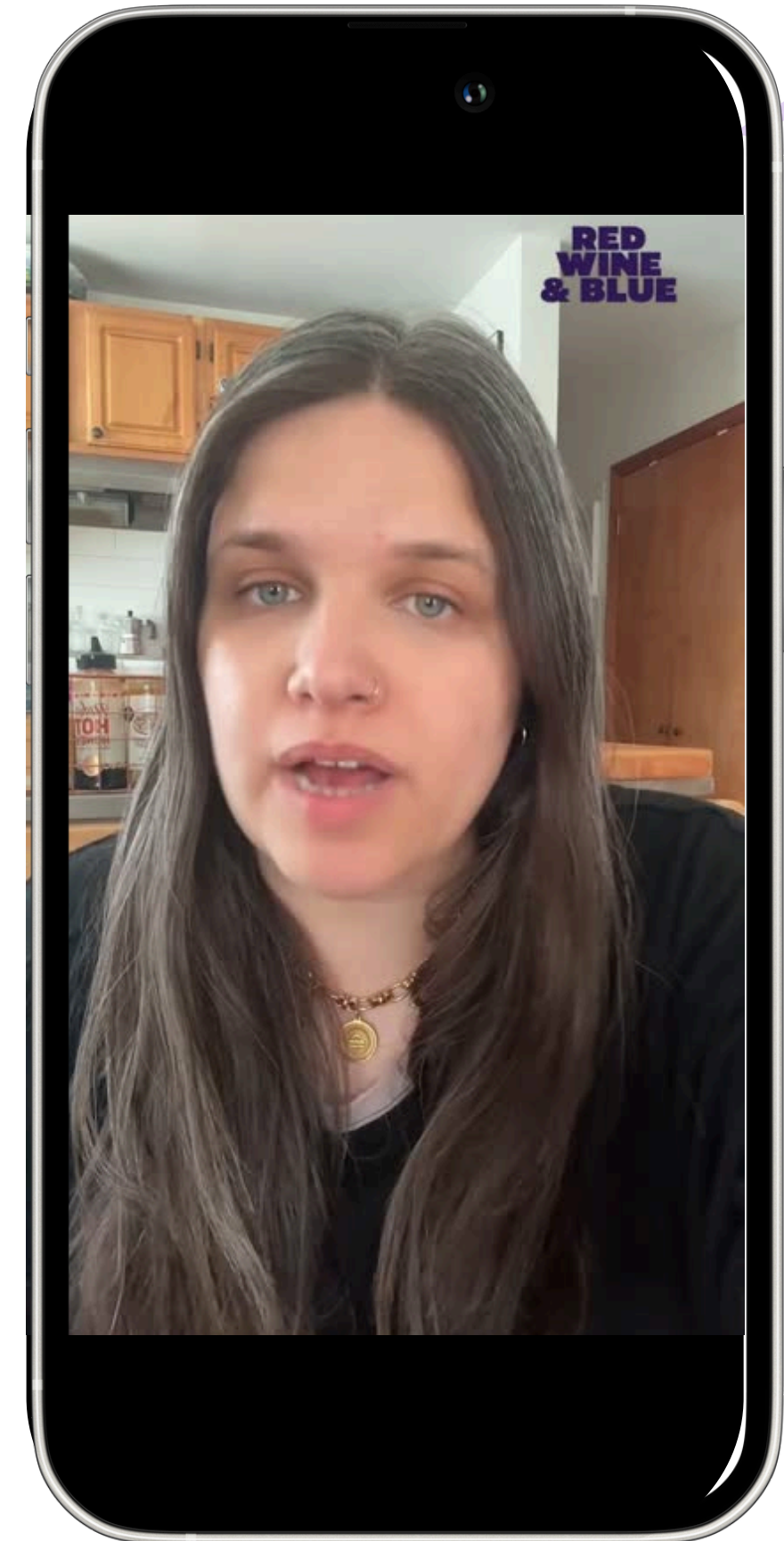
# WHAT TYPE OF CONTENT DOES RWB MAKE?

LET'S BREAK IT DOWN



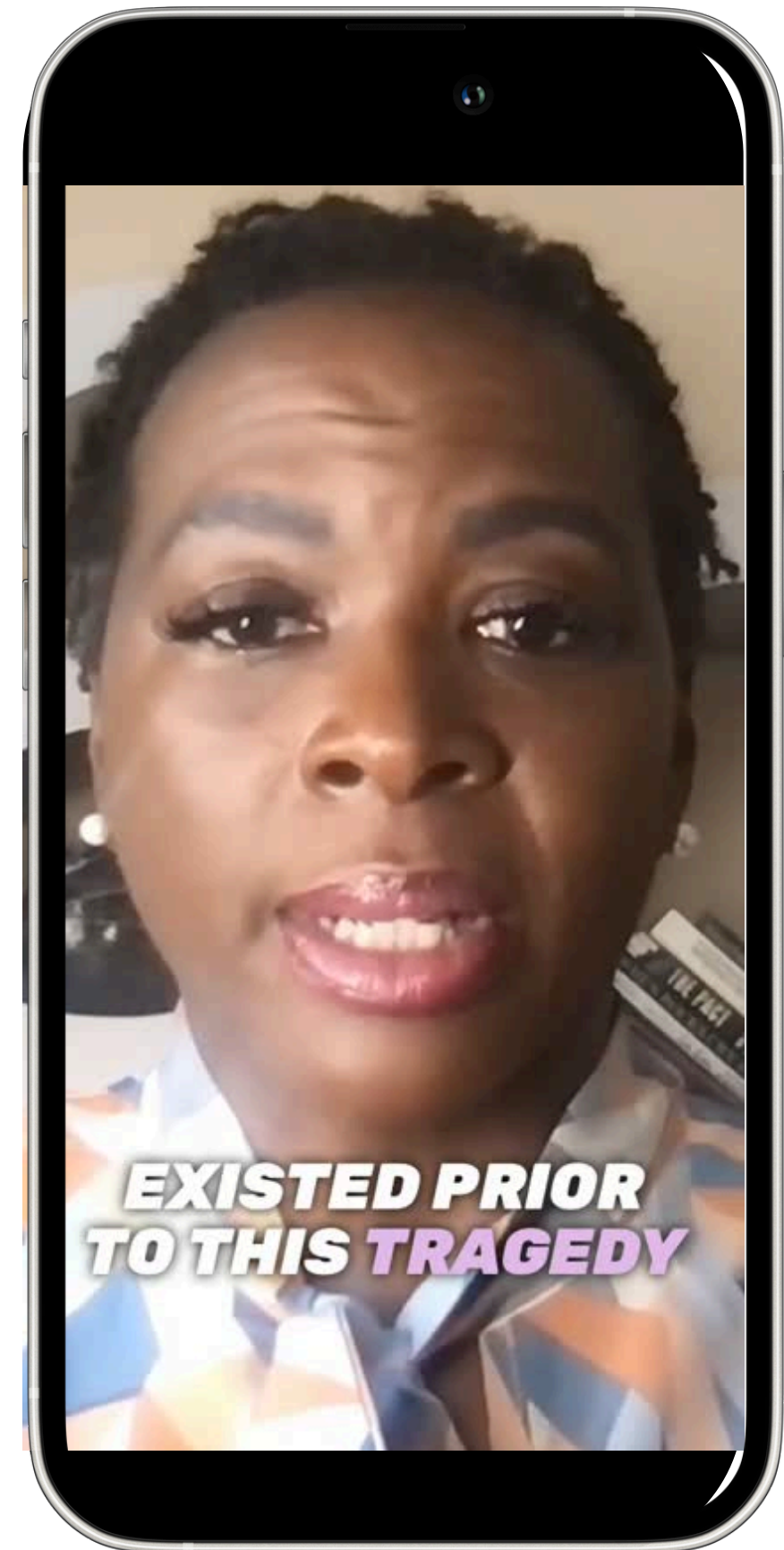
# EXPLAINER VIDEOS

Short, powerful, deep dives that break down complex topics in a way that's easy to understand and hard to ignore. These videos are designed to inform, engage, and give women the tools they need to take action



# COMMUNITY STORIES

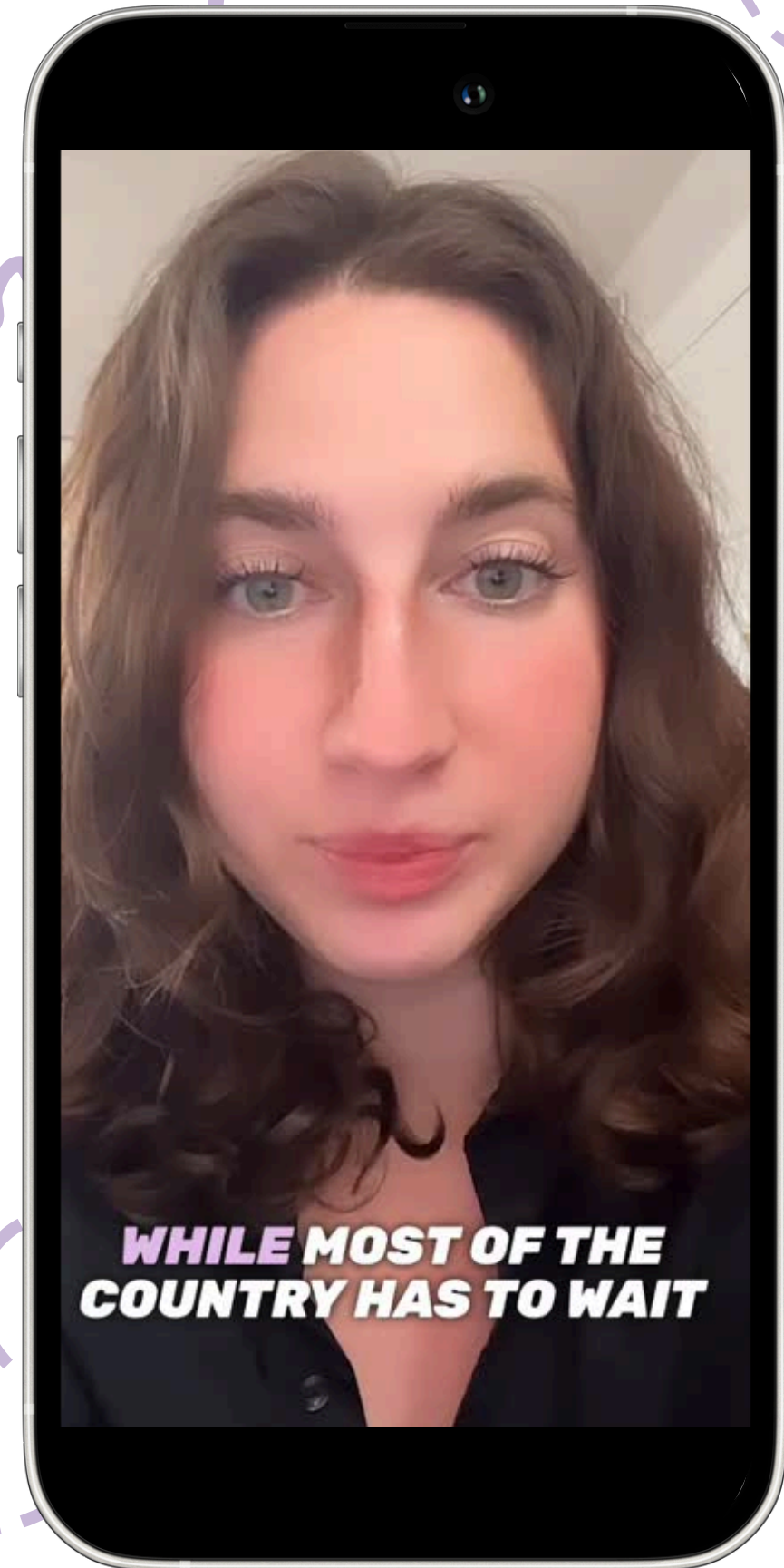
Real conversations with Troublemakers, community heroes, and experts on the front lines. These interviews spotlight the people making change happen sharing their stories, their struggles, and their strategies to inspire and empower others. (like YOU!)





# STATE SPECIFIC CONTENT

Tailored content that shines a spotlight on state issues, victories, events, and community momentum. Perfect for rallying local women around the issues and initiatives that matter most in their state or celebrating wins!



# GRAPHICS

**YOU'RE MY  
GALENTINE  
'TIL THE END  
OF TIME!**



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## OHIO PRIMARY DATES

Absentee  
ballots  
can be  
requested  
now!

**2/20**

Deadline to  
register to vote

**2/21**

Early in-person  
voting begins at  
your county board  
of elections

**3/19**

**\*Election Day\***  
polls open from  
6:30am - 7:30pm

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**U.S. maternal  
deaths are at  
their highest in  
60 years, with  
a 40% increase  
in 2021.**

\*2021 IS THE MOST RECENT AVAILABLE DATA

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*Troublemaker Training*



... know what

**SWEEP SALON**

**WHAT STATE LEGISLATURE**

**DO AND WHY YOU**

**AND REALLY CARE**



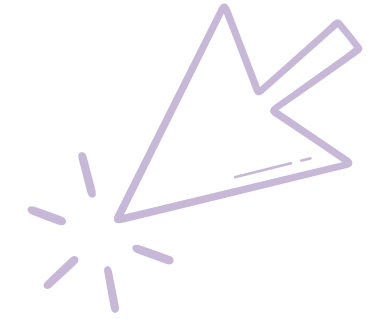
# FACEBOOK POSTS

Facebook posts that combine personal storytelling with eye-catching images can be a powerful tool for informing your audience! These posts cut through the noise of social media by connecting on a human level.



Katie Paris ▸ SWEEP by Red Wine & Blue

👤 All-star contributor · March 2 · 🌐



My husband and I have worked in politics for decades. This was literally our wedding Save the Date. 😂 At the time, Jeremy was counsel to the chair of the Senate Judiciary Committee and he's worked on voting rights ever since. That's why I invited him to join us Monday, 3/3, at 8 pm EST for our super timely event on the SAVE Act (very proud of my Canva skills superimposing the event date on our pic), which you may have been hearing about in your group chat. We'll also be joined by the Georgia woman who went viral on Tiktok for speaking out against it at Rep. McCormick's town hall (we found her through our Instagram post!), the two congresswomen leading the fight against it in Congress, and the head of one of the leading civil rights orgs in the country. You will learn the facts about the SAVE Act. You'll get resources to share with everyone you know. And you'll get the confidence you need to call your reps.

All of our rights are threatened — especially women. But we have the power to stop it. We can win this one. Hope you'll join the husband and me Monday night.

Xoxo,  
Katie  
Founder, RWB





# TRENDING SOUNDS

Finding viral trends and sounds and putting a RWB spin on it

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# EVERYTHING ELSE!

## HOW TO FIGHT DISINFORMATION

INSTEAD USE A LINE THAT PROVIDES TRUTHFUL INFORMATION:

- I believe that students must learn accurate history. Teaching the fairy tales does not prepare them for the future or to be successful in a global economy.
- All students should feel welcome and accepted at school. No one should be told their stories or history is inappropriate.

TRAININGS

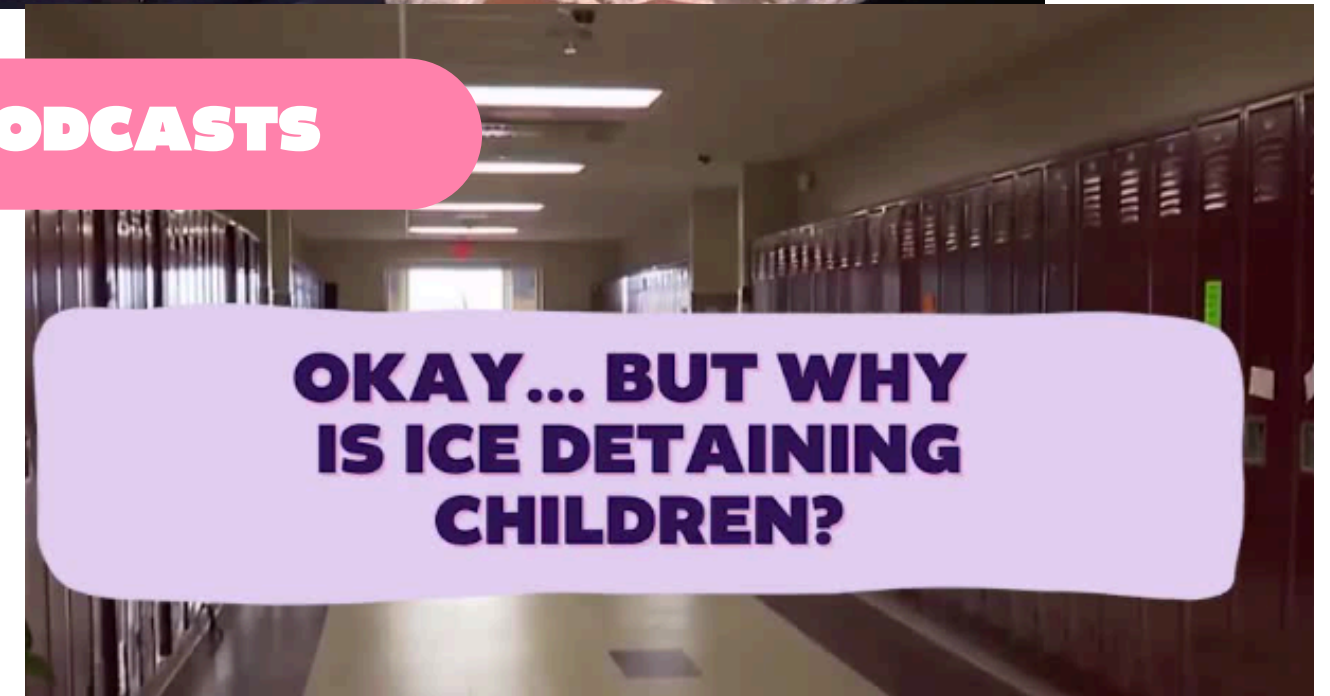


NEWS RESPONSE



OKAY... BUT WHY DON'T ABORTION LAW "EXCEPTIONS" WORK?

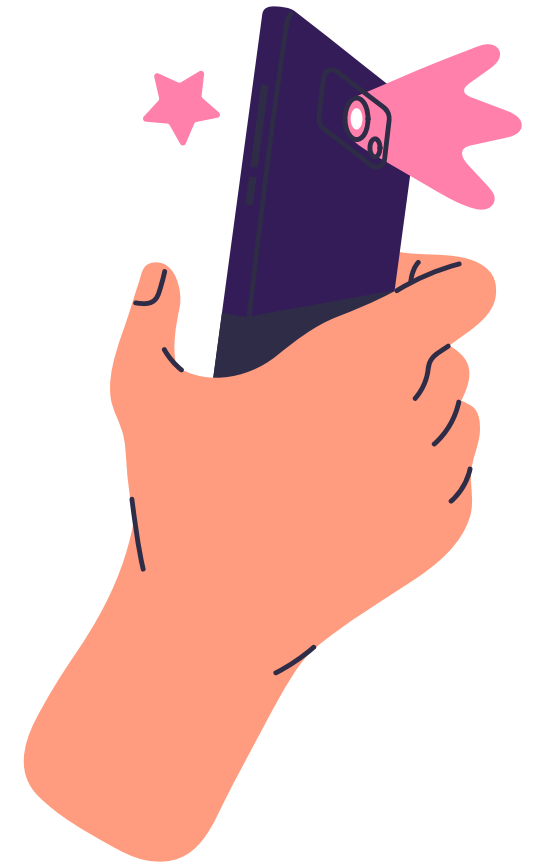
PODCASTS



OKAY... BUT WHY IS ICE DETAINING CHILDREN?

# OKAY, BUT WHY?

## HOW DO PHOTOS AND VIDEOS HELP YOU!



### Build Engagement

Photos & videos get more likes, comments, and shares and brings more people into the conversation.

### Spark Conversation

Content gives people a reason to ask questions, show support, or join in.

### Grow Your Impact

The more visibility your group has, the more people can join, share resources, and take action.

### Put a Face to Your Group

Seeing you makes your group feel real, welcoming, and personal

### Celebrate Your Wins

Show off what you've done, from events to community actions, and inspire others to follow your lead!

### You'll Have It for Later

Photos and videos are great to look back on, re-use, and share when big moments come up (like press opportunities or future events)





# WHAT DOES EVENT CAPTURE LOOK LIKE?

HOW DO I TAKE GOOD PHOTOS AND VIDEOS?



# MAKING EVENT CONTENT

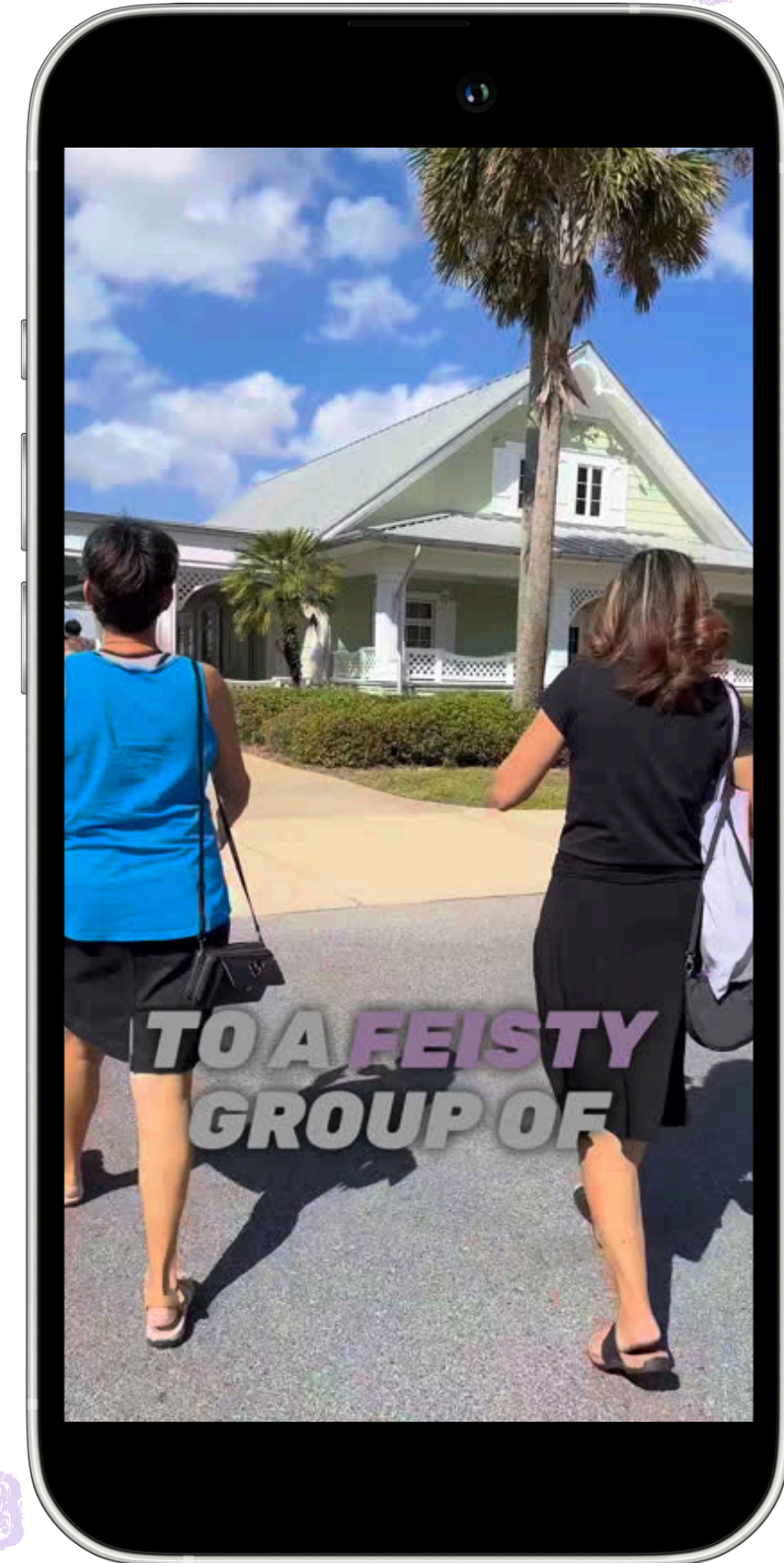
## BEFORE THE EVENT:

### Film a quick intro video:

- Introduce yourself
- Say your location + what the event is
- Make it vertical
- You can film yourself (selfie-style) or have someone film you

Ex: “Hey, I’m [Name] and I’m here in [City/County] for our [TroubleNation group name] craft night!”

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# DURING THE EVENT:

## PHOTOS (5–10 total)

- Mix of horizontal and vertical
- Capture people, food, wine, signs, moments
- Be sure to get 3–4 group shots of women smiling together

## VIDEOS (3–5 vertical clips)

- Film short moments of someone speaking, presenting, or asking a question
- Faces should be visible if possible
- When taking a photo ask them for a short video of smiling or laughing or saying their group name





# DURING THE EVENT:

## BONUS:

- If someone says something funny, powerful, or personal. Ask if you can capture that on camera.
- It can be very casual. Ask a few questions, have a quick convo, and see where it goes

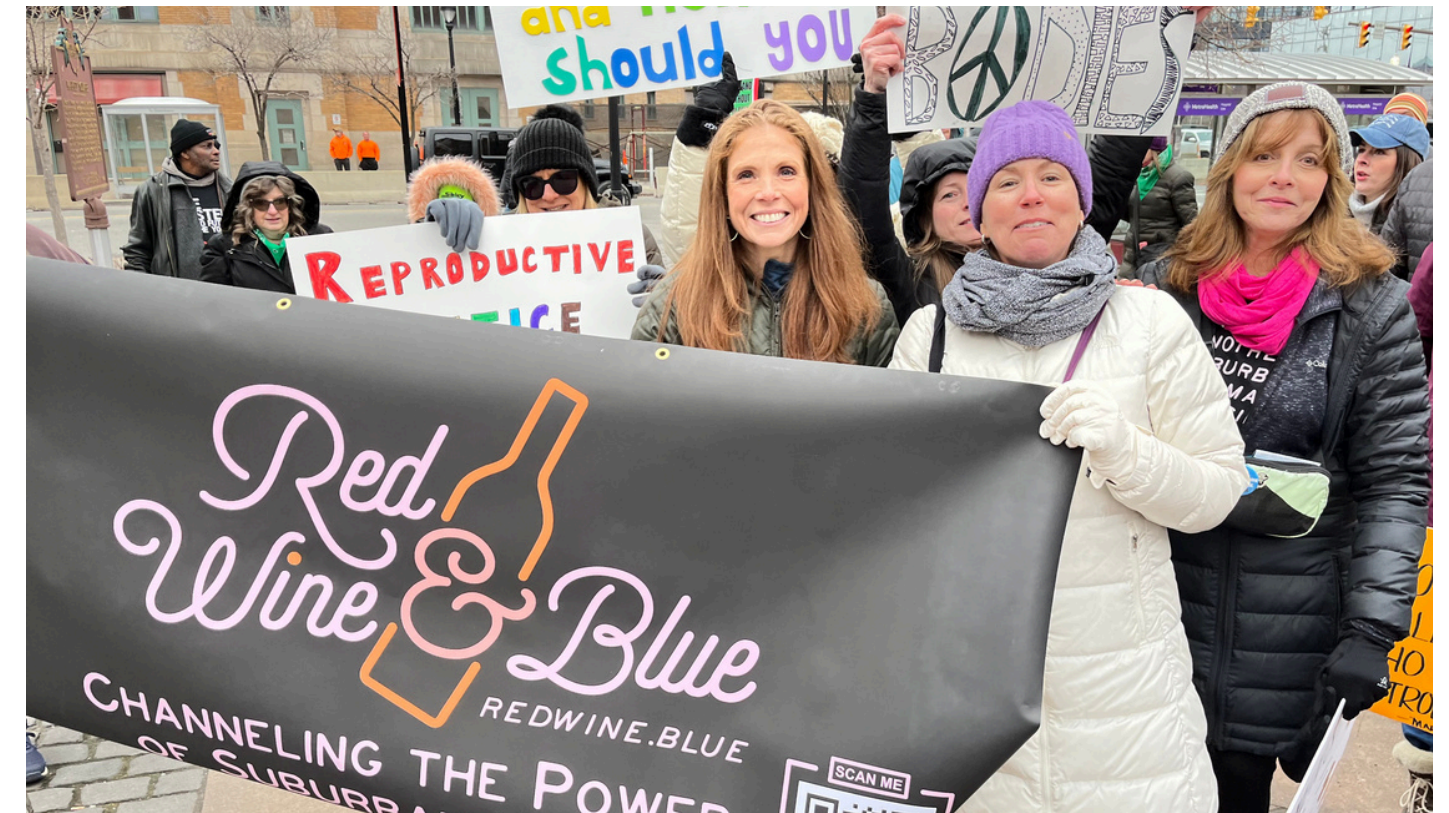
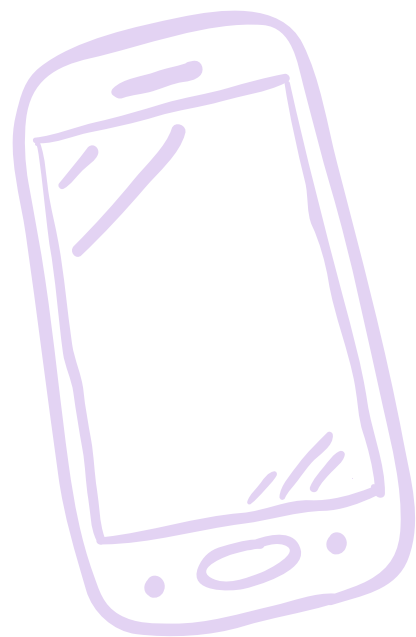




# AFTER THE EVENT:

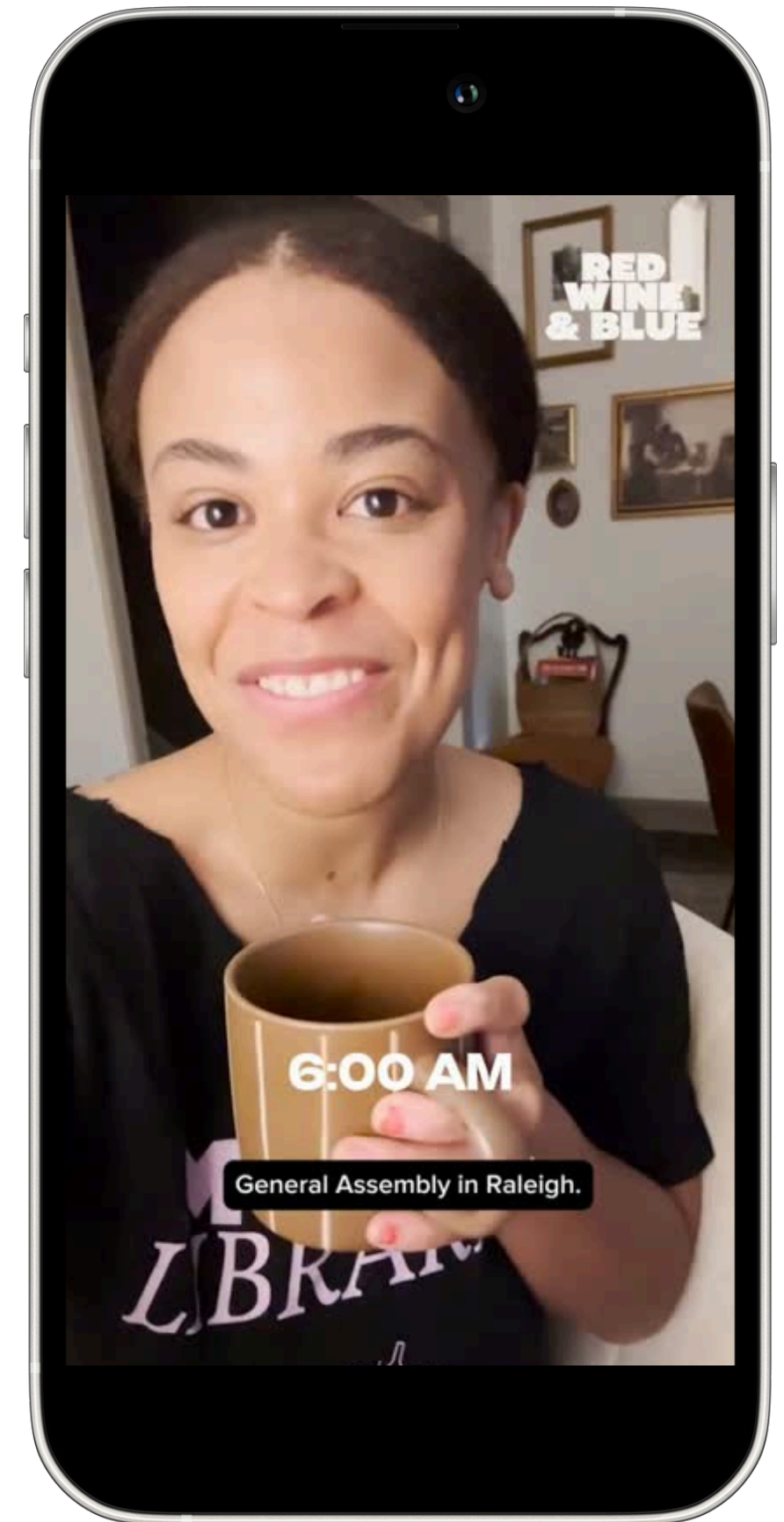
## Wrap-up vertical video:

- Share how the event went and what stood out
- Doesn't have to be the same person from the intro video
- Ex:
  - “We’re back in the minivan heading home from the rally in Bucks County. We had such an incredible time talking to moms about why books matter!”





**THE MORE  
YOU SEND US  
THE MORE  
MAGIC WE  
CAN MAKE!**





# TIPS FOR CAPTURING CONTENT

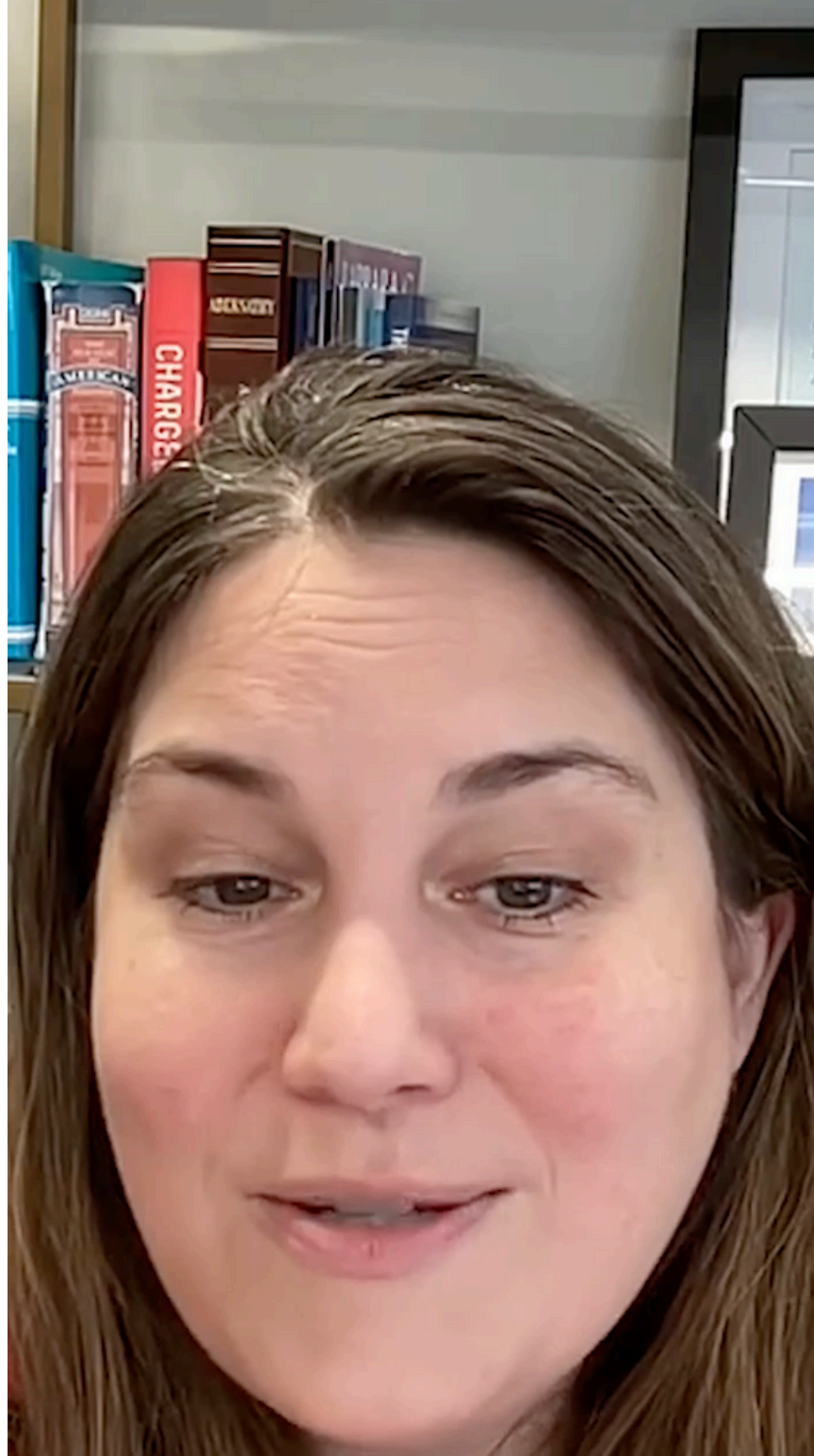
- **Clean both front and back camera lenses** before shooting.
- Keep **eye contact with the screen** while capturing the photo.
- Position the **sun behind the person with the camera** for optimal lighting.
- Take multiple shots in quick succession (**click, click, click**).
- **Leave space above** the **subject's head** and ideally their **feet** in the frame.
- Ensure a **clean and clutter-free background**.



**Keep an  
eye glass  
cleaner on  
you!**

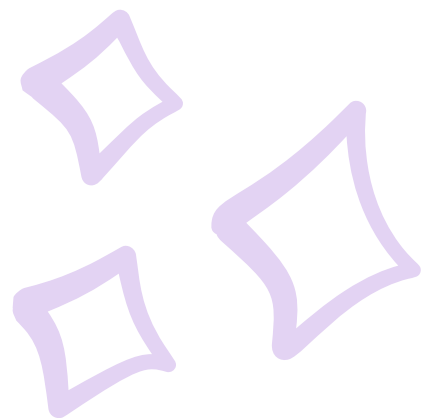


# EXAMPLES OF 'LESS GOOD' FRAMING



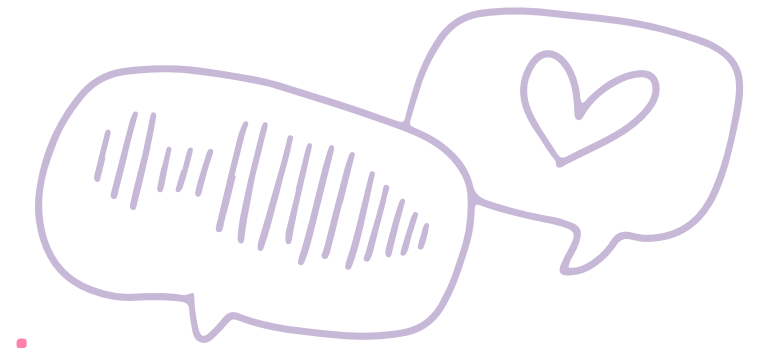


# EXAMPLES OF GREAT FRAMING





# AUDIO TIPS



**DON'T STRESS! JUST THINK ABOUT 2 THINGS:**

## **1. Your environment**

Before you hit record, take a quick listen around you. We tend to tune out background noise, so you may not even realize it's happening! *If you can hear it, the microphone can hear it.*

Kids or spouses talking, a helicopter or leaf blower outside, or a barking dog can mess up an otherwise great piece of content.

## **2. Your microphone**

When you're recording, make sure you're not covering up or tapping your microphone. This is especially common on phones, but can happen with any audio device.

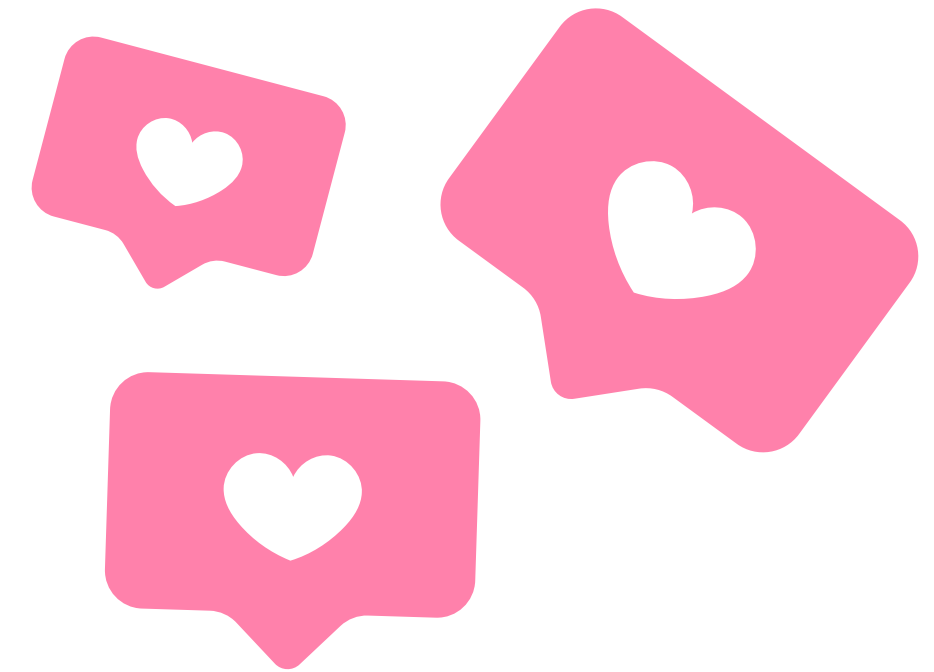
*Totally not required: if you record a lot, consider buying an external mic! The content team can help you choose one.*



# WHY IT MATTERS

Great info can be hard to focus on when the framing or audio is bad.

The best framing is framing you don't even notice!



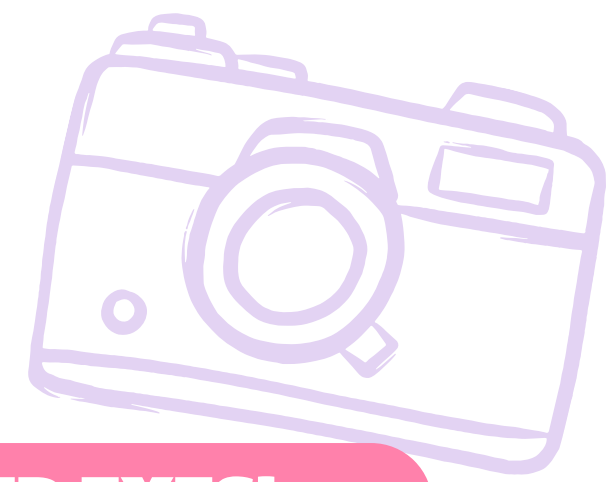
# ALL CONTENT IS GOOD CONTENT

- We don't need a ton of REALLY excited video to make a good video
- We DO need good lighting & good framing and a few different angles.



# PHOTO EXAMPLES

LESS GOOD:



**WATCH FINGERS!**



**LOOK FOR SHADOWS**

**CLOSED EYES!**



**CUTTING PEOPLE OUT +  
MESSY TABLES**



**FRAMING**





# PHOTO EXAMPLES

GOOD PHOTOS:





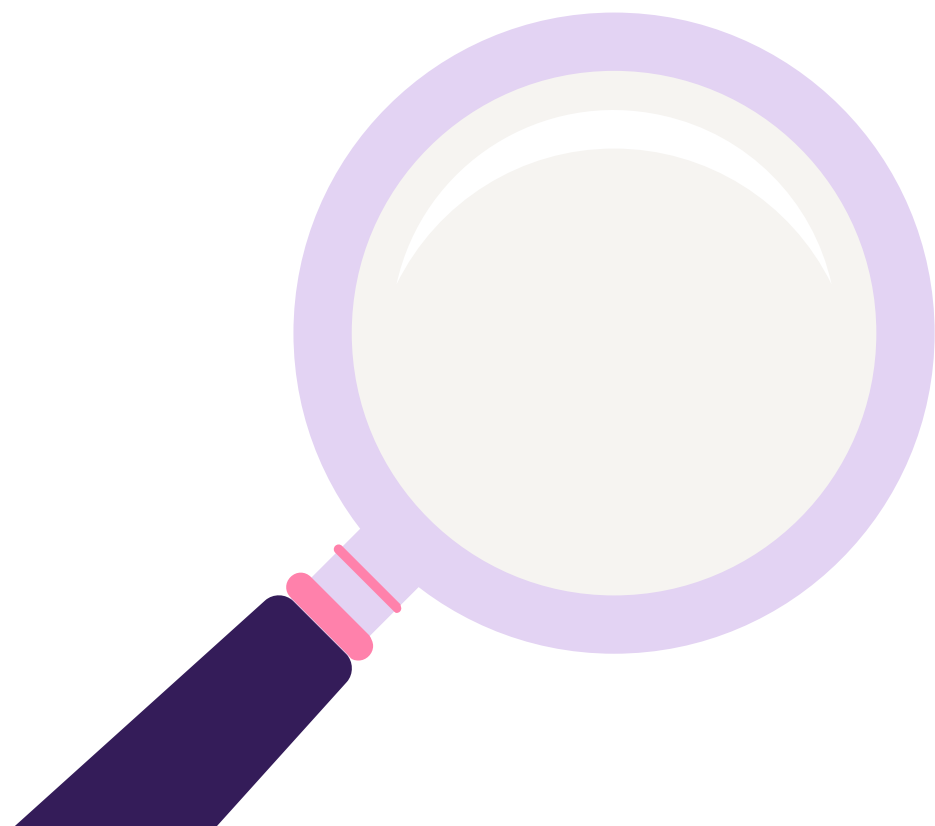
# QUESTIONS?



# SCAVENGER HUNT

## PHOTO PROMPTS

- Group photos
- Power pose
- Looking at each other and laughing



## VIDEO PROMPTS

- Film yourself saying, “Hi, I’m [name], and I do this work because...”
  - ex. I want a better world for my kids, I care about my community, diversity is what makes America great
- Film “I’m a TroubleMaker of course I ...”
  - ex. show up at my school board meeting to speak out against book bans, talk to my neighbors about why this election matters, love to organize a craft night to have fun while we learn