



## What is **We Are f-stop**?

**We Are f-stop** is the guest blog on the fstopgear.com website to Educate & Inspiring Visual Storytellers as they travel around the Globe.

### BLOG CONTENT

Since this is a first-person Guest Blog, we like everything to be told from your perspective (except for the About you at the end which will be in 3<sup>rd</sup> person and there is an example given). Since the goal is to Inspire & Educate, the more authentic and detailed you can be the better. Not every paragraph will be relevant for every We Are f-stop, but just do your best and if something doesn't feel correct, don't do it (or ask).

#### PARAGRAPH 1: OVERVIEW

- What was the adventure about?
- Why was it important to you?
- Who else joined you on your Adventure?

#### PARAGRAPH 2: CHALLENGES

- Biggest Challenge(s) you faced during the Adventure
- How you overcame those challenges
- What you learned from those challenges

#### PARAGRAPH 3: FUN & SURPRISES

- Best Moment of the Adventure
- Most surprising moments of the adventure
- Best Food on the Adventure

#### PARAGRAPH 4: TRICKS & TIPS

- Trick & tips you suggest. Give as much detail as you can, make it relevant to the Adventure if possible.

#### PARAGRAPH 5: WHAT'S NEXT

- Who are you as a Visual Storyteller?
- What do you usually shoot, and where?
- What's next for you?
- Where else can we see your work?
- Any other details about yourself

#### PLEASE MAKE SURE YOU TELL US:

- *Where the story took place* – please be as precise as possible so we can tag the location (both on the guest blog but on Social when we promote the We Are f-stop).
- *When the story took place* – give absolute dates rather than relative dates: March 11-20<sup>th</sup>, 2010 *NOT* 2 weeks ago
- *What gear you used during your story* – of course tell us what f-stop gear you used, but please tell us what else you brought and used. We are a friendly company and





we will link in other brands in the text of the post – remember the point is to inspire & educate!

## WHAT ELSE TO SHARE

Please tell us a little bit about yourself (just we know more about you as a person), this is aside from Paragraph 5 of above. Some people have an Intro Bio, some don't (if you don't we will build one for you), but try to include a bio if possible.

### HERE IS AN EXAMPLE OF A BIO (TIM KEMPLE)

Tim graduated from college, "moved into" an old RV and wandered the world climbing rocks. Somewhere in there he picked up a camera, and years later, he can still climb 5.14, but is far more well-known for his iconic images of world-class athletes in wild places for clients such as The North Face, Dodge Ram, BF Goodrich, Mitsubishi, Farm Credit and Amtrak. In recent years, he has gone deep into VR and 360 content for Jaunt VR, Yeti, TNF, Eastman and others, developing a rare early fluency with VR. He also thrives helping light and fast film crews, informing an epic yet intimate, authentic style apparent in recent digital campaigns for BF Goodrich, Eastman, The North Face and Macy's.

### SOCIAL LINKS:

- Instagram – usernames for everyone involved; hashtags you would like us to consider when we post.
- Facebook – URL / usernames for everyone involved
- YouTube – if you have a channel.
- Website – we need your website so we know where to send folks

You can see a very large list of Links / Services and we are happy to include as many as you want, take a look here - <https://fontawesome.com/icons?d=gallery&s=brands>

## HOW TO SUBMIT

Please label each of your images (please also include Meta Data already in the images) format should be: filip-weihai\_header.jpg | filip-weihai\_01.jpg | filip-weihai\_02.jpg | filip-weihai\_03.jpg

We accept: JPG, PNG, GIF images (video can be any format as we will link to your YouTube / Vimeo or will host on the f-stop Vimeo Account if you don't use a professional service). Please remember to also Caption each of your Photos so we can put the most accurate information (use the file name as a reference); you can have both a photo title & photo caption for each image. Header Feature Images for the story need to be Landscape orientation (the other images can be landscape or portrait). Please resize images to 1080px long edge, 96dpi.

Please make sure you include your image release waiver so we can post your Adventure on our website, on our social, and promote your We Are f-stop through our network.

Please submit a Word Document, Plain Text or similar so they team can copy & paste to build your story. If English isn't your first language, let us know and one of our Content Team will give it a quick polish for grammar (without changing meaning).





Our email has a size limit of 35MB, so if your attachments are larger you can try Zip Compressing them or send us a DropBox / WeTransfer.

Please send emails to: [weare@fstopgear.com](mailto:weare@fstopgear.com) so the team can review and publish your Adventure. This is a shared Inbox and we will try to reply to you within 24 hours to confirm everything is set.

## WHAT HAPPENS NEXT

Once we have your submission, the team will review and ensure that it Inspires or Educates. We will then build your Guest Blog post and the content team will review it. When we know what day it will be published, we will send you the link and details so you can announce the story on your website – backlinking is important for us.

We will also post to our Instagram, Facebook and Twitter accounts, and the **Digital Marketing team will purchase a promotion to add even more attention to the Story**. We hope that you will share with your network too!

