



#StopAdani Local Group Digital Guide

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Part 1: Choosing and using a database

Having a database in which you can manage and communicate with your supporters is vital to building the size and impact of your group.

Setting up a gmail account

It's a good idea to set up a gmail account for your local group to manage general enquiries, subscribe to e-lists, use in setting up group accounts (e.g. facebook, twitter etc) so that you don't have to use personal email addresses, create and manage google documents (that allow multiple people to collaborate on a single document), and set up google forms for managing data (more on this below).

[Click here](#) to watch a short video on how to set up a gmail account.

We recommend that you create a name for your gmail account which describes your group, e.g. "stopadani[yourarea]@gmail.com" so that it's easy for people to remember.

Which database should I use?

There are a bunch of great tools available for communicating to and managing your supporters. At the most basic level, you can manage your supporters via a google form (see section below on that). The most common databases used by StopAdani groups are Mailchimp, ActionNetwork and Nationbuilder. Mailchimp is the most simple and a good option if you are just starting out, however it only allows you to email people.

If you're wanting something that will allow you to manage your supporters in a more sophisticated way and create event pages, ActionNetwork and Nationbuilder could be the way to go, however they are more expensive. Pricing is based on how many people's emails (referred to as "supporters" below) you have in your database.

Database tool comparison

	Mailchimp	ActionNetwork	Nationbuilder
Best suited for	Groups with basic needs and digital experience	More established and digitally experienced groups	More established and digitally experienced groups
Can manage your data	Very basic	Can manage according to actions	Can manage according to actions



		people have taken, where they live etc.	people have taken, where they live etc.
Can create event, action & petition pages	No. Event pages have to be set up separately. See section below on how to do this using google forms.	Yes	Yes
Can email your supporters	Yes	Yes	Yes
Price	Free < 2000 supporters Read more here	\$45/mth < 5000 supporters \$135/mth < 15,000 supporters \$225/mth < 225,000 supporters	\$72/mth < 5000 supporters \$192/mth < 15,000 supporters \$312/mth < 225,000 supporters
User Support	Basic but yes - here	Yes - here	Yes extensive support for paid customers and user support here . Facebook group here .

Managing data using a google form

If you choose to use Mailchimp, you'll need a way to create event and action pages so that you can collect the details of people who want to come. You'll also need an RSVP page in order for your events/action to show up on the [stopadani.com map](#):

LINK TO YOUR EVENT'S SIGN UP FORM

IMPORTANT: Your event wont appear on the map if the 'URL' field below is blank. This is because it's essential to have somewhere for people to RSVP. If **you're on Facebook**, set up a Facebook event and insert the link for the Facebook event into the 'URL' field below. Or if you have a preferred online RSVP form, then use this. If **you're not on Facebook**, please leave the 'URL' field blank and we'll be in touch. However, this will delay your event showing up on the map.

URL:



Whilst some groups use facebook events for this, it won't allow you to collect your RSVPs' details and contact them about future events and actions that your group is organising. The easiest way to do this is via google form. Google forms are completely free. All you need is a gmail account. To get started using google forms, click [here](#).

Set up the form just as you would a basic survey -- it can be completely customised for your needs. Keep your questions to a minimum so that the form can be completed quickly, but ensure that you always ask people for the following:

- First name
- Last name
- Email
- Phone (so that you can call/text to remind them to attend)
- Postcode

[Watch a short video of how to set up a google form and register an event.](#) This instructions in the video refer to an old form, but the same steps apply for any events created via the [#StopAdani map](#).

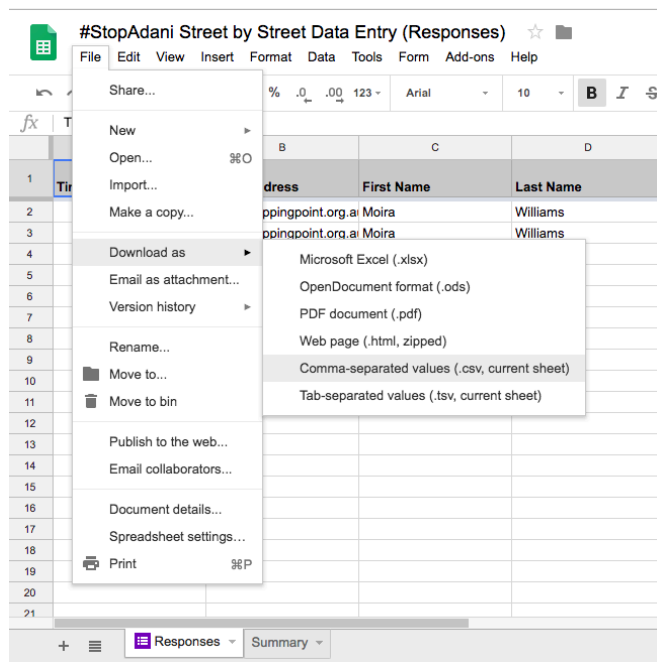
Once your event/action is over, don't forget to import the details of everyone who signed up via your form to your database. This will require you to export the data in your google form and import it into your database.

Exporting data from a google form:

Click on the "Responses" section of your form

- Select "File"
- Select "Download as"
- Choose "comma separated values" (csv)

Then you will have your data saved as a csv file that can be imported.



Importing data from your google form into mailchimp:

- Click [here](#) to learn how to import data from a google form

If you are using google forms and mailchimp a lot:

- You may like to explore using [Zapier](#) which will automate the import of your google form data so that you don't have to do it yourself.

Ideas for growing your database

Every action and event we organise is an opportunity to grow our group and movement. Here are some tips for ensuring that your database of supporters continues to grow:

Sign-up forms at everything. Take a sign-up form (either paper sign-up sheet or laptop/smartphone with an online version) at every action and event you hold. Import anyone new who signed up straight after the action/event. [Here's an example.](#)

Have a welcome email. As soon as you add someone to your database, send them an email to: warmly welcome them to your group (show that you really mean it), share your group's goals and plans, and let them know how they can get involved in upcoming events, actions and volunteering opportunities.



Have a “get involved” link on everything online. Create a basic sign-up form for anyone wanting to join your mailing list and put it everywhere - at the end of emails, on your facebook page, on your website if you have one. [Here's an example.](#)

Set data roles. Make it people’s roles in your group to be constantly importing new supporters, reminding people to take sign-up forms to actions and events and then following up with anyone who signs up.



Part 2: Communicating with your supporters

How to write great emails

There are many different types of emails you are likely to send: you could be sharing a campaign update, an invite to a meeting or an action, reporting back from a meeting or action or asking them to email or call a decision maker.

Most of all, in our emails, we want to invite people to act. A simple structure you can use to do this is:

Problem: 1-2 paragraphs, what's changed in the world and what do we need to urgently address.

Solution: 1 paragraph outlining our plan to address the problem.

Action: one action (only ever one) that the reader can take and how it will help address the problem (the theory of change.)

Context: another paragraph to give more information about the problem.

When to email your supporters

Email is about telling a story over time -- people generally stay on a mailing list for a while so you don't need to overload them with information all at once. You are better off sending a few emails a week with bite sized chunks of information than sending one email a month with an overwhelming amount of activity. Be consistent; send emails regularly and think about continuity. Don't jump from topic to topic without reaching a conclusion.

Some examples of good emailing moments include:

After a newsbreak, scandal, controversy : to capitalise on urgency and invite people to act.

After a loss: to acknowledge sadness, to thank people and remind each other that we are all in this together. No need for an ask in this kind of email.



After a win: to thank people for helping to achieve it and to emphasise the power of collective action.

After some progress has been made: to thank people, show that you are moving forwards and motivate people to keep going and new people to join.

Email style

As you email your supporters more, you'll learn what style of writing they respond to best, however here are some tips from some of the best email-writers in the movement:

Short is sweet. Most people don't read emails, they scan them, so if you can say it in fewer words, do. Keep language crisp, sentences punchy, and paragraphs short. Context is important, but don't use too many words telling supporters what they already know.

Think about your audience. Think about who you are trying to communicate to and what you want them to do. For example: is your primary audience activated campaigners looking for resources and the next big tactic? Or is it people who've just joined your database and are very new to the movement. For the former, less is more. For the latter, spend a bit more time bringing them into the strategy and context and sharing what you have planned.

Keep it conversational. Usually. Although there are times when a more formal tone is appropriate, mostly try to keep emails informal and conversational. Try to write how you talk. If it helps, think about someone specific and "talk" to them as you write. Use contractions such as "we're," "you'll," etc.

Break some grammar rules. Complete sentences? Don't really need 'em. And don't be afraid to start sentences with "and" or "but"!

Use imagery: When you can say it in pictures, do. Use photos that show the scale and diversity of participants at your actions and events wherever possible and let the beauty of the movement speak for itself.

Be warm and open: Getting an email from you should be more like hearing from a friend than hearing from a faceless group. Share personal stories, don't fear vulnerability, and tap into universal values.

Be honest and authentic: Strive to create positive, empowering frames wherever possible, but don't sugar coat or gloss over bad news. When it comes to climate change,



the odds are stacked against us. Our supporters know this. We owe it to them to be honest.

Focus on people power: We care deeply about the impact that climate change is having on people — especially people on the frontlines of fossil fuel extraction and climate change. We know this crisis will affect — and is already affecting — everyone on the planet, and we know that people power is the only thing that can turn it around. Emphasise the human impacts and power of working as a movement to fix this crisis.

Part 3: Promoting an action or event online

How to create an event on stopadani.com

The [stopadani map](#) is the place to list any and every #StopAdani action or event you are organising. We know that Adani and key decision makers keep a close watch on the map, so the more events and actions listed there, the more power we demonstrate.

In order for your event to show up on the map, you need to first create an event page outside of stopadani.com. If you use:

Mailchimp: this could be a google form. Read more about how to set one up [here](#).

- [Watch a short video of how to set up a google form and register an event.](#)

ActionNetwork or Nationbuilder: you can set up your own action and event pages using these platforms.

- **ActionNetwork:** [click here](#) for instructions on how to create an event.
- **Nationbuilder:** [click here](#) for instructions on how to create an event.

Whilst you might want to use a facebook event to promote your action, it's important to still set up a sign-up page where you can collect people's email addresses and phone numbers because facebook doesn't collect these details and not everyone is on facebook.

Once you've got your event page set up, [click here](#) to list it on the stopadani.com map. Once you've registered your event, it will be reviewed by a stopadani organiser and then published, so don't worry if it doesn't appear immediately on the map. If it still hasn't appeared after 24 hours, contact the #StopAdani Frontdesk team: info@stopadani.com.



How to promote your event

As a rule of thumb, it takes people seeing or hearing about something at least 3 times before they'll decide to show up, so it's a good idea to have a plan to reach them on a variety of different channels, including text, phone and/or email. With the flurry of email marketing these days, people are reading email promotion less and less, so inviting someone personally is your best option and then texting and phone calling your next best option.

[Here's](#) a template promotion plan you can use.

Phone-banking

Format

Get a group of 5-10 friends together or turn your local group meeting into a calling party one evening. If people can't come together, you could all make your calls at the same time from your respective houses.

When to call

Ideally hold your calling party 1-2 weeks out from your event. If it's a snap action, you could do this just a couple of days out. The best times to make calls are:

- Weeknights: 5-8pm
- Weekends: 2-4pm

Text Messaging

How to set it up

Set up a [Burst SMS](#) account and send a mass text-out to everyone in your database inviting them to come along.

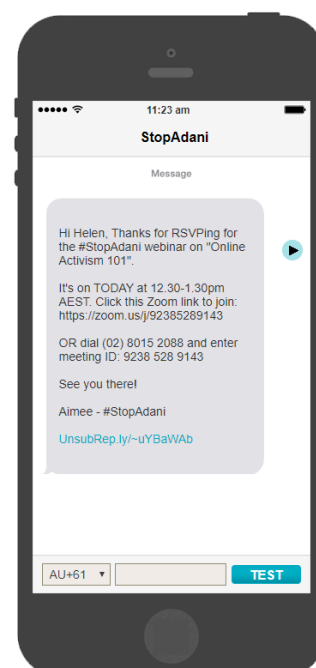
What to include

Keep the message short and don't forget to include:

What: a couple of words on what the event is, e.g. “#StopAdani Beach Party at Turnbull's Private Beach”

When: day and time

Where: exact location, [bit.ly](#) google map link





RSVP: include a [bit.ly](#) link to where they can RSVP

Why: a few words on why they should come

When to send

Ideally send your text message:

10 days out: to everyone on your database who is nearby

1-2 days out: as a reminder to everyone who has RSVP'd

Social media Promotion

Facebook events

Facebook events can be useful as they don't have the same algorithm constraints as pages. Urge people to invite their friends. Ask partners to promote it. Integrate it into your outreach plan. Post regular updates on an event - about 3-5 times a week depending on how close you are to the event. Be sure to include a link to an event RSVP page in the facebook event so that you can collect people's details. You can expect approximately 50% of the people who say they are attending a facebook event to actually turn up.

Social media graphics

Whip up some creative social media squares with a catchy photo and the event details (the when and where) then link to the sign-up page in the comments on facebook or by using a Link.tree on Instagram (see more info in the social media section). [Click here](#) to read about how to design a great meme. Aim to post something every few days in the fortnight leading up to your event.

Post on your own social platforms

Write a post on your personal facebook page linking to the event. Explain why it is important that people show up, tag friends and ask them to do the same. Invite your friends to share the facebook event and members of your group or other groups to co-host the facebook event and share with their networks.

Emailing

Follow the email writing tips outlined in Part 2. Aim to email people about the event:

First email: 2-3 weeks out

Follow-up email: 1-2 weeks out

Final reminder email to RSVPs only: 2-3 days out



As the event nears, you might want to play around with some different and fun email formats.

Managing your calling data

Here's a suggested [template](#) and process for managing and tracking your calling data:

Export your data: export a list of everyone with a phone number in your area from your database

Share your data with your callers: upload your data to google drive as a [google sheet](#) so that everyone can access it together and divvy the numbers up between the members of your group. You can do this by creating a column in the spreadsheet and initialling who is going to call who.

Create a basic coding system to track calls: record the outcome of the calls by creating an "outcomes column" and tracking as follows:

- Y = attending
- N = not attending
- NA = no answer, try calling again

Follow-up from calls:

- For everyone attending: send them an email with a link to the RSVP page or RSVP them yourself
- For everyone who didn't answer: arrange to call them back or send them an email/text message



Part 4: Basic Online Design

A picture is worth a thousand words. There are a bunch of pre-made resources on the StopAdani.com [Community Resources Page](#) however being able to create great graphics for promoting your actions and events is a handy skill to have. Don't worry if you can't create professional looking memes from the get-go. Practice makes perfect but we don't need to be perfect!

StopAdani Style Guide

Start by having a read through the [StopAdani Style Guide](#) to familiarise yourself with fonts and colours.

Free Design Tools

- [Canva](#): free design tool, instructions for making a meme [here](#) and a flyer [here](#)
- [PicMonkey](#): free on Windows & Mac, instructions for making a meme [here](#)

The #StopAdani Canva

#StopAdani has a volunteer Canva Pro account available for local groups to use. This account is set up with the #StopAdani fonts, logos and colours, plus lots of useful templates to help you make great #StopAdani graphics easily.

If you would like access to the #StopAdani Canva please request it [via this Google Form](#).

How to make a Meme

What's a meme?

It's an image that can be shared on social media with text layered over the top, for example:



URGENT
STOPADANI WEBINAR
6:30 THURSDAY 2ND AUGUST
ADANI SAYS THEY'VE LOCKED
IN FUNDING FOR THE MINE
WHAT DOES THIS MEAN?
HOW SHOULD WE RESPOND?

What a good meme can do

Tell a story. Our campaigns are filled with stories. Stories of activists; of political corruption; of impacted communities and of careless companies. Memes can help us to amplify and draw attention to those stories.

Break news. The media won't always cover your story or tell your side. But you can beat them to it by breaking the news yourself.

What it can't do. Memes should not be used to get people to take action. For this - share the link to your action and choose a powerful picture for the share image. Facebook's algorithm also preferences videos over images currently, so try to mix up your content a bit and use videos as well as memes.

Designing effective memes

Pick a powerful image as your starting point. [The Stop Adani Flickr has lots of powerful images you can use.](#)

Ensure it's readable. Font and background should be contrasting colors. Don't make it too text-heavy. Focus on imagery.

Generous borders. Otherwise part of your message might get cut off

Alignment. Keep all your text the same alignment so readers can easily follow along



For example:



Part 5: Social Media

Growing your Social Media Followers

Post engaging content

- Ask yourself: “would I reshare this on my own social media? Do I know 10 people who would share it?”.
- **The key ingredients for a shareable post are:**
 - **Timeliness:** share a unique take on breaking news that’s relevant to #StopAdani - but don’t go off topic to exploit a trend.
 - **Emotion:** make people feel something - anger, hope, solidarity, excitement
 - **Humour:** Make people laugh!
 - **Informative and helpful:** Provide new and important information and let people know how they can use this information to make change.
 - **Validate their sense of self:** People follow you because they care! Post content that they would be proud to share because it validates their values.
- Use a variety of media: videos, links to articles, notes, graphics
- Share a mixture of content: positive/negative, fun/serious, detailed/simple

Be Consistent



- Especially for platforms like Facebook and Instagram, in order to achieve good results you need to post regularly.
- You're then seen as a "go to" place for info.
- You don't want to post too much and annoy people, but not too little so they wonder where you've disappeared to (or forget about you altogether!)

Be Human

- Don't act like it's a robot posting. Make people see it's a human behind it. (for example: don't just post a link with no commentary)
- Listen to what others are sharing. Show how this is a community. (*Resharing, retweeting is important*). Show support for others' actions and events by sharing content from their pages.
- Connect with others. Don't operate in vacuum. Respond to comments.
- Tell stories: through images or text or video etc. Show the faces of this movement.

Facebook Best Practices

Posting

- When more people engage with your posts, more people will see them. The Facebook algorithm is always changing, but posting content that gets people sharing, commenting and reacting is still the best way to increase your reach.
- Leave space of at least 2 hours between posts. You can do more during days of action, but still leave some space otherwise posts won't perform as well.
- Try to at least have 1 post a day. Follow the morning [Adani News] media wrap email to get ideas for articles to post.
- It's better to have multiple people posting to share the load around your group. Try setting up a daily roster.

Images

- If you are sharing a meme or a photo, avoid posting a url in the text of the post as facebook deprioritises these posts - try posting it in the comments instead.
- If you want to drive people to a link (an action page, petition, event rsvp etc.) it's important to add a strong image to the link by configuring the social share information on your website. If your link isn't updating with the new image, put it through the [Facebook Sharing Debugger](#).
- After you've inserted a link and the sample post/share image has appeared, you can then delete the url in the text box and replace it with your compelling post text.
- For photo albums -- try and keep it under 10 photos. Choose only the best. Make sure you also tag people in it.



Videos

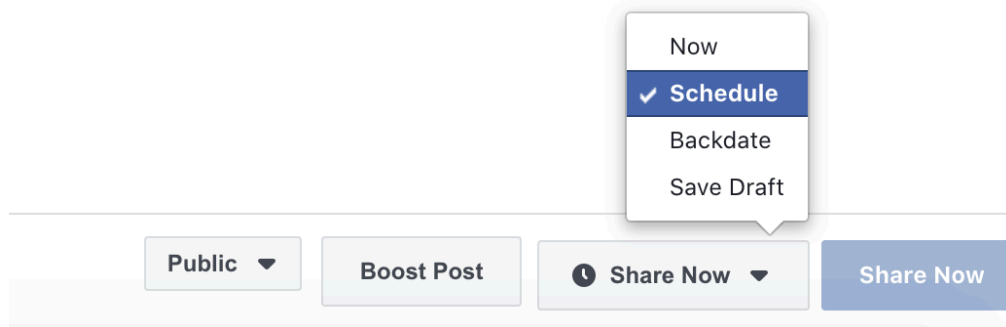
- Currently, facebook prioritizes videos and links over graphics. However, all audiences are different, so it's important to get to know what yours likes.
- Videos should ideally be under 2 minutes. There should be a strong hook in the first 5 seconds.
- Most people watch facebook videos without sound. Try to caption your videos by adding titles during your edit, or including an .srt file for subtitles.
- Try to upload videos directly to Facebook. Do not share YouTube links.

Comments

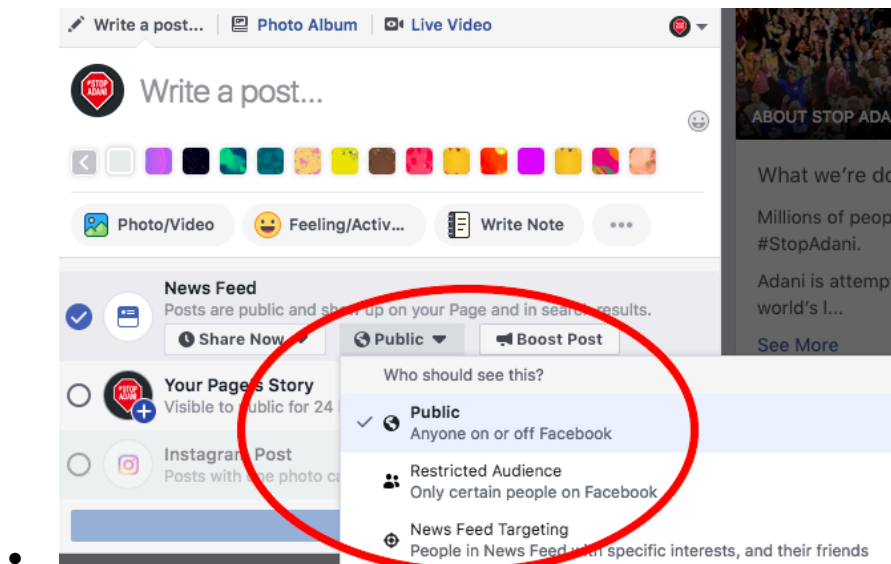
- There might be a lot of racist/awful people commenting on a page. It's good to monitor and hide/delete/report any that are offensive, but it's up to you how much time you put into this.
- It can take time to engage with people in the comments section. If you have time and if there are legitimate questions or comments feel free to respond.

Targeting and Scheduling Posts

- Don't forget you can schedule posts. Head to "Creator Studio" on your page and select "Create post". Once you're happy with your post, click the button with the little clock on it and select "Schedule" from the pop up menu.



- Don't forget you can target posts depending on language, audience, country:



Instagram best practices

Links

- Links in Instagram post text are not clickable. If you want to direct people to click on a link (to sign up to your mailing list, take action etc) you'll need to put the link in your bio and let people know they can find it there.
- [Set up a free Linktr.ee account](#) so you can include more than one link in your Instagram bio. See the [#StopAdani Linktr.ee](#) as an example.
- Keep your Linktr.ee to 3-4 of the most important links. You can easily update and hide links so that you're always pushing your followers to the most important thing.

Feed

- Post strong images and videos to your Instagram feed, ideally daily. Watch what people like, comment on and share to stories - post more content like this!
- You can only post videos up to 60 seconds long to your feed. Any videos longer than that will be posted to IGTV.
- Use relevant hashtags so more people can find your posts and follow you, but don't go too crazy!
- Instagram doesn't let you use line breaks! [Use this app to format your text first.](#)
- Use apps like "Repost" (Available in Google Play and the App store) to share other people's pictures and videos. Always credit people by tagging them in your post.



- Connect your Instagram account to your Facebook account so that you can post from Facebook's Creator Studio on your computer (instead of using your phone call the time!) [Instructions here.](#)

Stories

- Stories are a great place to cover events as they're happening! Post photos and videos of your events and actions as they unfold - no need to make them perfect.
- Stories are also a great place to share Instagram posts from others that you don't necessarily want to share in your own feed. Just hit the paper plane icon under the post and send it to your stories!
- Use text to add more context to your stories so people know what's going on. It's a good idea to use similar colours and fonts to create a consistent persona.
- If you go live on Instagram stories, make sure you hold your camera in portrait.
- Use gifs and stickers to make your stories more dynamic!
- Get people interacting with your stories by using polls, quizzes, countdowns etc.
- People can only share your stories if they are tagged in them. For example, if you would like #StopAdani to share you story, tag @stopadanimovement
- Only use hashtags in a limited way. For example, if there is a hashtag associated with an event, use it (i.e. #ClimateStrike, #MarshDumpAdani)

IGTV

- Videos posted to IGTV must be at least 1 minute long. [Click here for more info on IGTV video requirements.](#)

Twitter Best Practices

Sharing information

- When sharing news articles try to not just share the headline, think about it and provide a more personal analysis.
- Try and tweet a stand alone piece of information (unless you're live tweeting an event). The trick is to pack as much in there so that people who just see the tweet can understand what's going on.

Imagery

- Include an image if you can. You can also add multiple images in a single tweet
- You can include gifs now.
- You can also share short videos too. You can record, edit and share videos from the Twitter app. The latest length they allow is 2 minutes and 20 seconds. You can also upload videos. The ideal image size for a Twitter graphic is 1024 x 512 pixels



Engaging with others

- Respond to people periodically.
- Retweet really good posts from others. Try to have a mixture of retweets and original posts.
- Make sure you tag (@) other organizations or people when referencing their work.
- When a Tweet starts with a @username, the only users who will see it in their timeline (other than the sender and the recipient) are those who follow both the sender and the recipient.
- If you have time, respond to questions people ask you on Twitter

Joining the conversation

- Always use hashtags, but in a limited way. Use them strategically. Is there a hashtag for an event (e.g. #QandA, #ClimateStrike)? Is there a hashtag for a natural disaster? Think of it as a way to join the conversation.
- Twitter lists are very important. This helps you better track what's being discussed. This way you not only find things to retweet but also see other important news. Think of building Twitter lists for journalists, partner organizations, important voices etc.

Part 6: Digital Storytelling

The power of storytelling

Facts and figures don't change hearts and minds. Stories do. They build connections and relationships and they can motivate people to act and stay involved in our movement.

Everyone has a story to tell and share with others - as individuals, and as groups - about why we are part of this movement to StopAdani and why we care about climate change. Online platforms like facebook provide us with the opportunity to communicate these stories to audiences at a much larger scale than we've ever been able to reach before.

Every action and event we organise is an opportunity to share a story and build our movement. Sharing personal stories from participants, especially everyday people or people from diverse backgrounds, can:

- Make what might seem daunting to those who are not already involved in our movement feel more relatable and inspire them to get involved
- Give inspiration and energy to those who are already involved to keep going
- Spread the news of the work we are doing outside of our usual circles and amplify our impact



- Show that our movement is made up of and open to people from all different walks of life

Planning your stories

Before you jump into the field with your smartphone or camera, think through:

- Who are you trying to reach with these stories and what is their level of awareness? What online platforms do they use?
- Once people hear these stories, what do you want them to do?
- How will people find these stories? Where will they live?

Using video to tell stories

Fortunately, you do NOT need fancy tools to tell powerful stories online. These days, a smartphone will do just fine!

Benefits

Video is the most engaging way to tell movement stories. You see the organizers and leaders talking whereas in an article or blog that authenticity isn't as strong. Facebook's algorithm also favors directly uploaded videos. Videos are great for capturing energy, emotion, momentum and showcasing the different personalities that make up our movement.

Before you film

Get your phone ready. Be aware of how much space you have on your mobile phone, videos can take up a lot of space if you're recording. Also, check how much internet access or data do you have left if you want to do a livestream. If possible, bring a wifi hotspot with you as back-up. Make sure your phone is fully charged and have an external battery pack to hand. If you have a microphone, make sure it's packed and ready.

Get your team ready. Are you filming alone or will you have someone with you? It's good to have a partner, especially when covering actions which may be tense, big and involve numerous different components taking place at once. While one person is filming another may be monitoring a situation, talking with interviewees, or figuring out where to film next.

Identify your best moments and people. Think through the main messages and moments you want to capture. Before the action or when you arrive, identify people with



powerful stories to share that you can interview whilst the action is getting started and also whilst it's taking place. Identify any iconic places you want to include in your shots.

Videoing live versus recording and uploading later

When videoing, you need to decide whether to record live (e.g. Facebook live) or take shots to edit together later.

Videoing live. This works well when there is an unfolding action with key exciting moments and you want viewers to have a more immersive experiences as they watch things progress. It is best to try and plan your live video when the most crucial parts of an action/event will be happening. Try and promote that you'll be going Live ahead of time so people know to watch.

Best platform: Facebook Live (see details below)

Ideal duration: 10-20 minutes

Number: Aim for a single Facebook Live for people to follow. It will take time to build viewers, so keep your livestream going throughout.

Record and upload later. You can also choose to do a series of recordings at an action, edit together the best bits and then upload later. What you should be aiming for is to record a key moment of action where people are moving and messages are being shared.

Best platform: upload directly to facebook for best reach. For storing and archiving your videos, set up a Youtube or Vimeo channel (free of charge).

Ideal duration: Under 2 minutes for each clip.

Number: If you're uploading video clips later onto social media, try and choose the best ones to share.

How to Record with Facebook Live

[Find a guide to Facebook Live Video here](#)

How to Release your Video

If you haven't opted for Facebook live, you can either release your videos as raw files on your social media accounts or you can do some editing. If you're sharing on social media, it's important to keep in mind that most people watch videos on Facebook with the sound off, so you might want to upload subtitles (as an .srt file) on facebook as well.



Edit before releasing? How much you edit depends on time, capacity and money. Often what gives a video extra power is the “breaking news” aspect of it. Editing can take time, which can delay the impact. However, a well edited video a day later or so can still be very shareable.

Protecting people’s identities. If after you’ve recorded your video and you learn there are people’s identities you need to protect in the crowd, go in and blur their faces. You can do this in video editing software or using tools like [ObscuraCam](#)