

## Social Media Plan: YES, WE CAN!

### - DIY Videos -

**Objective:** Share video tutorials that are fun, empathetic and entertainment to those who are in their homes due to quarantine for COVID-19 contingency.

The videos should be representative of AMResorts brands. See [AMResorts Brand Guidelines](#) for reference.

#### Types of videos:

As discussed in our meeting, the content during contingency time will fall into 5 big categories, but the DIY is the one that we will be focusing our video efforts.

- **DIY (Do It Yourself) content** - the trend is that while people are at home, they need entertainment options or things to do. *Content will be generated showing in a friendly way Tips and advice such as: yoga classes, DIY homemade mask, kitchen recipes, cocktail recipes, crafts for children, games for parents and children, self-massage, etc.*
- **Melancholy:** This content aims to generate interaction through memories of hotel stays by travelers. *Example: share the best sunrise from our beach, mention favorite employee, leave a message for the team, etc.*
- **Travel Tips:** Tips on how to travel in a Smart way will be shared. *Example: how to pack a suitcase to travel to the Caribbean, Tips for planning a trip, etc.*
- **Environmental actions at home:** We will give advice on how to take care of the environment with good actions from home.
- **Destination:** the objective is to continue talking about how special the different destinations where AMResorts hotels are located are, in order to motivate travelers to book once the contingency has passed.

**DIY videos:**

These fall into the following categories, but not limited to these only:

Entertainment	Spa	Tips & EcoFriendly
<ul style="list-style-type: none"><li>• Spanish lessons</li><li>• Handcrafts to do with children at home</li><li>• Games to play at home with the family</li><li>• Etc.</li></ul>	<ul style="list-style-type: none"><li>• Do a homemade facial at home.</li><li>• Homemade facial scrub</li><li>• Automassage</li><li>• Relaxation points</li><li>• Give massage to others</li><li>• How to relax</li></ul>	<ul style="list-style-type: none"><li>• Packing the perfect suitcase</li><li>• Things to plan for your perfect beach wedding</li><li>• Ecofriendly tips at home</li><li>Etc.</li></ul>
Wellness	F&B	
<ul style="list-style-type: none"><li>• Stretching lesson</li><li>• Workout routine to do at home</li><li>• Guided meditation</li><li>• Yoga lessons</li><li>• Etc.</li></ul>	<ul style="list-style-type: none"><li>• Cocktail recipes</li><li>• Easy dessert recipes</li><li>• Cocktails recipes for KIDS or non-alcoholic</li><li>• Healthy dishes to prepare during quarantine time</li><li>• Guacamole lessons</li><li>• Pico de Gallo lessons</li><li>• How to pair a wine.</li><li>• How to enjoy wine.</li><li>• Etc.</li></ul>	

Do not limit to these ideas only. You can be creative; we are sure you will find other interesting ideas to be shared with your audience that they can benefit from when being at home!

**Creating your videos:**

**STEPS**

Please follow the next steps to ensure you will be creating the perfect video to be shared on social:

**1. Planning.**

- a. Determine the kind of video that you will be making from the list above.
- b. Prepare a story board so you can plan step by step what should be included in the video, the characters and elements in it, and more.
- c. Together with your resort’s team, choose who will be the people that should appear on the video, select the perfect scenery, props, and more.
- d. Plan, with your OPS team, the date and time of the recording session.
- e. Make sure you have all the equipment needed to record; like camera, cell phone, microphones (if you have these), tripod, etc.

## **2. Video filming time.**

- a. Get your gear and equipment ready.
- b. Make sure your set up or display is on-point. You will need the approval of the Quality Manager and probably the Entertainment Manager of your hotel to get everything in place.
- c. Staff members should be wearing their complete uniform according to standard.
- d. Execute the video as planned in your story board.
- e. You can take as much video as needed, try different angles. Videos don't usually are right in the first shoot, so shoot again, you might find that the best video is a compilation of many sequences.
- f. Record videos horizontally. This is important.
- g. For IG stories, get some videos vertically. But this will not be the main videos, but yes videos to IG stories and FB stories.
- h. All videos should be recorded with a semi professional photo camera or a cell phone that offers 4K or high quality video.
- i. Use a tripod or stabilizer to record your video if possible.
- j. If there is voice in the video, make sure the sound is clear. If this is not, avoid recording sound. Remember that not all videos should have voice, you can insert text to make it interactive too!

## **3. Editing**

- a. We have a designated editing team that will help us with this. For the moment we just need your material. However, if you are an editing expert and would like to join the team, please get in touch with Elle and Zuko.
- b. For video editors' team:
  - (1) All videos should be edited in the same format to show consistency.
  - (2) All videos should have the same closing image.
  - (3) Music – see more below.

## **Script:**

Use and standard opening and closing script. And make sure you also plan the script for the dialogue in the video if using voice.

Note: The person who will speak should avoid using slang language.

Examples of scripts in ENG and SP:

### Spanish:

#### *Apertura:*

Por favor grabar siempre 3 aperturas distintas, pues debemos de elegir por cuál nos iremos:

(1)Apertura mencionando el nombre del hotel:

¡Hola! Mi nombre es [primer nombre de la persona] y soy parte del equipo de [mencionar departamento] de [nombre completo del hotel] y para todos ustedes que están en casa les hemos preparado un video sobre cómo hacer [nombre de la actividad]. ¡Esperamos que lo disfruten!

(2)Apertura sin el nombre del hotel:

¡Hola! Mi nombre es [primer nombre de la persona] y para todos ustedes que están en casa les hemos preparado un video sobre cómo hacer [nombre de la actividad]. ¡Esperamos que lo disfruten!

(3)Apertura mencionando a la marca y hotel:

¡Hola! Mi nombre es [primer nombre de la persona] y soy parte del equipo de [mencionar departamento] de [nombre completo del hotel] y para todos ustedes que están en casa les hemos preparado un video sobre cómo hacer [nombre de la actividad] al estilo [nombre completo de la marca]. ¡Esperamos que lo disfruten!

#### *Contenido del video:*

El colaborador debe de realizar la actividad y describirla paso a paso de acuerdo a guión o storyboard propuesto.

#### *Cierre:*

[ADOC al video, siempre haciendo alusión de las próximas vacaciones]

Y que la persona diga al final: *“Nosotros le estaremos esperando”*

## Script:

### English:

#### *Opening lines:*

Please record always 3 different opening lines on each video, because we are still in the works of deciding what is best to show.

(1) Opening line mentioning your hotel's name:

Hi! My name is [just the first name or the name that the person is known as] and I am part of the [name of department] team at [full name of your resort]. We have prepared this fun video for all of you that are currently at home about [name what is the resort about]. We hope you enjoy it!

(2) Opening line where your resort's name is not mentioned:

Hi! My name is [just the first name or the name that the person is known as]. We have prepared this fun video for all of you that are currently at home about [name what is the resort about]. We hope you enjoy it!

(1) Opening line mentioning your hotel's name and brand:

Hi! My name is [just the first name or the name that the person is known as] and I am part of the [name of department] team at [full name of your resort]. We have prepared this fun video for all of you that are currently at home about [name what is the resort about] [resort's brand] style! We hope you enjoy it!

#### *Video content:*

Please align to what you've planned in your story board and full script.

#### *Closing:*

Close the video according to each topic. If possible, try to include in your speech the idea of "next vacations" assuming people will return to the resort.

And the person should say at the end: "We will be here waiting for you".

## **Message and Standards:**

*Language:* videos could be recorded in ENG or SP, or without sound.

If the recording is in English, you must make sure to include captions in Spanish and vice versa.

If you are sending your video, to the editing team, please make sure to include your captions in both ENG and ESP together with your file when sending it over.

*Message:* It is important that the person speaking uses a correct tone of voice, perfect diction, avoid using slang words, use clear words – the goal is that everyone can understand what the person is saying.

*Uniform:* The person(s) in the video should wear complete uniform according to standard. Please make sure the uniform or attire is “family friendly”, if it isn’t, please think of another outfit that align to this purpose.

*Videos without voice:* Not all videos should record voice, you could use pop up instructions in the video. This is fun too! Example: Tasty videos.

### *Music:*

- The music should go with the intention and theme of your video.
- We should use consistency in music. For instance, all wellness videos should use the same music, etc.
- Music should be copy right free. Try <https://www.youtube.com/audiolibrary/music> to find music.

*Background music:* Background music should allow to hear the voice of the person speaking, if this is the case.

## **Editing:**

*Subtitles:* If the recording is in English, you must make sure to include captions in Spanish and vice versa.

If you are sending your video, to the editing team, please make sure to include your captions in both ENG and ESP together with your file when sending it over.

*Instructions in video – how to:* If possible, include the instructions as pop ups in the video. This is not only fun, but remember that some people does not like to use volume in the videos, and prefer watching to the image only. This is not a must, but something to take into consideration.

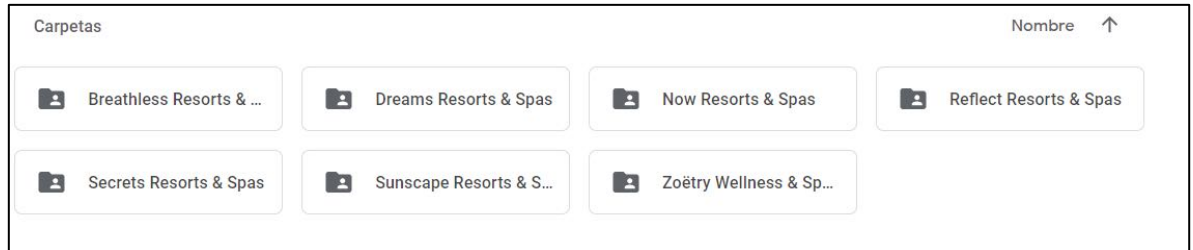
### *Closing image or video:*

- Image or video contains all AMResorts brands in it: Zoëtry, Secrets, Breathless, Dreams, Now, Reflect, Sunscape Resorts & Spas.
- Include the main webpage at the end of the video [www.amresorts.com](http://www.amresorts.com) (TBD).

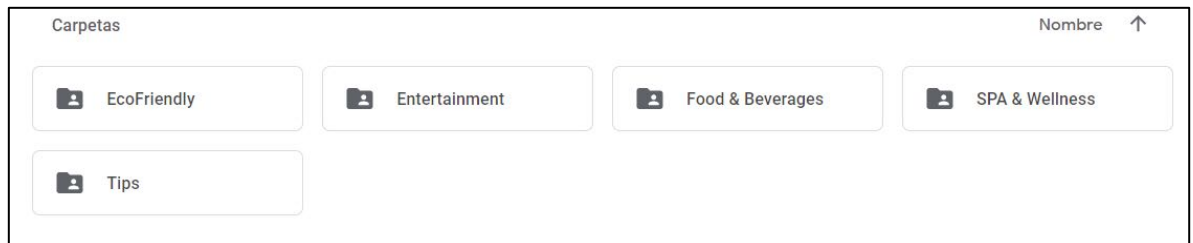
## How to send and label your material:

### UPLOAD:

- All your material should be uploaded to the following Drive:  
<https://drive.google.com/drive/folders/1V0etKVu3VFeQ4BqITaAROTdV1nwZHYZx?usp=sharing>
- Please note that the Drive has different FILES, one for each brand.



- Within each file, there are other sub-folders with specific topics, please upload your material in the right folder.



- Since most likely you will do different shots of a video, please only upload the final ones, but do it in a folder. You can create a folder. Example:

A screenshot of a Google Drive interface showing a folder named 'ZOPDB - Environmentally Friendly Tips'. The breadcrumb path is 'Compartido conmigo > ... > EcoFriendly > ZOPDB - Environmentally Friendly Tips'. The folder contains a list of files with the following columns: 'Nombre ↑', 'Propietario', 'Última modificación', and 'Tamaño de archivo'. The files are:

Nombre ↑	Propietario	Última modificación	Tamaño de archivo
ZOPDB_environmentally friendly_Body...	yo	11:12 yo	3 MB
ZOPDB_environmentally friendly_closi...	yo	11:12 yo	8 MB
ZOPDB_environmentally friendly_openi...	yo	11:12 yo	8 MB
ZOPDB_environmentally friendly_openi...	yo	11:12 yo	6 MB

LABEL:

Please label your content as follows:

- Mention your hotel Acronym
- Mention the title of the activity
- Mention which part of the video it is, like: opening 1, opening 2, closing, body.

Example:

*ZOPDB\_Environmentally friendly tips\_opening 1*

Or

*ZOPDB\_Environmentally friendly tips\_opening 2*

Or

*ZOPDB\_Environmentally friendly tips\_closing*

The above is highly important in order for the team to be able to edit the videos.

**NOTE: Do you consider really good at editing videos? Please message Zuko and get on board to the Editing Team!**