

# REPOWER AFRIKA

## Introduction to Digital Campaigning and User-Generated Content

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### **Become your own content creator with these pro tips**

Digital campaigning empowers individuals to share their stories and drive change. With social media and smartphones, anyone can create impactful user-generated content through photos, videos, or messages. Our **#REPowerAfrika** campaign aims to amplify your voice, showcasing how renewable energy transforms lives across Africa. Your stories can inspire others to join the movement!

### **About the #REPower Afrika Campaign**

The **#REPowerAfrika** campaign aims to transform Africa's energy landscape by empowering communities with renewable energy solutions. We're pushing for a future where clean, affordable, and sustainable energy is accessible to all, especially communities that traditional energy systems have left behind. Our goal is to connect local, community-led projects across Africa that prove renewable energy is both scalable and sustainable while advocating for governments and financiers to invest heavily in clean energy solutions.

# 10 pro tips to become your own content creator!

## 1. Use Natural Light

When taking photos or videos, use natural daylight for clear, vibrant images. Position yourself where there's good lighting and minimal shadows, and avoid using flash unless necessary.

## 2. What's your Angle

How does where you are positioned change the feel of the photo? Move around. Get photos from far away, from the middle and close up. Move up high and down low.

## 3. Keep the Camera Steady

Hold your phone or camera with both hands or lean against something to avoid shaky shots. You can also use a tripod or phone stand if you have one.

## 4. Background

Be aware of what is behind the image. How does it add to the story? Does it distract you? What can it also communicate about the story?

## 6. Focus on Your Subject

What do you want people to focus on in your picture? It could be a person, a building, or anything else. The more interesting, the better! Tap on your subject on your phone screen to make sure it's in focus and not blurry.

## 7. Tell a Story

When filming or taking photos, focus on the story or message you want to share. For example, capture someone using solar-powered lights or the message on a banner at a protest. Emotions convey powerful messages! Including people laughing, talking, or moving can make your content more relatable and engaging.

## 8. Record Short Clips

Keep videos short (30-59 seconds). Focus on key moments that tell a story; people working on renewable energy projects or sharing how it impacts their lives. Make it impactful, highlighting real people and real change to inspire your audience!

## 9. Audio

Getting good audio is crucial. Move close to the person you are interviewing. Try to move away from distracting noises. Get a microphone if you can. If audio is difficult, you could do a voiceover or add captions later.

## 10. Horizontal or Vertical?

Take photos vertically (portrait mode) for social media stories. Use horizontal (landscape mode) for YouTube or longer videos.

# Keep it Simple!

You don't need fancy equipment! Use what you have—a phone or basic camera. Just focus on telling your story and capturing the moment.

## Ideas of what to shoot

- ★ Behind the scenes organising: pre-meetings, setting up
- ★ Banners, campaign t-shirts and signs
- ★ Speaker (look emotion on face, hand gestures)
- ★ Posed group shot
- ★ Close-ups of people's faces
- ★ People clapping, cheering, smiling, chanting, fists raised
- ★ Crowd at its largest
- ★ Signage that shows the name of the target (e.g. sign on a building)
- ★ Pamphlets or materials laid out.
- ★ Any “targets” or decision-makers
- ★ Any notable participants who are adding clout to your action
- ★ Interactions with passersby

By following these simple tips, you'll help us tell the powerful stories of your communities and showcase the importance of renewable energy.

When sharing content on social media, remember to keep your messages short and heartfelt and use relevant hashtags. The hashtag to use is **#REPowerAfrika.**

## Tips

- ★ Share high-quality images with good resolution.
- ★ Include 2-3 sentences describing the action: What's happening, who's involved, where, and why!

## **Tag Us!**

If you tag us using our social media handles on your social media posts, we will be able to see what you have posted and amplify it by resharing it!

**350Africa.org**

 @350Africa.org

**X** @350Africa

 @350Africa

If you're in any 350Africa WhatsApp groups or communities, you can also share your social media post links there, and we'll amplify them. Scan the barcode to join our **#REPowerAfrika** WhatsApp community!



**SCAN ME**