



KEEP LOUISIANA BEAUTIFUL

Love the Boot Week Video Challenge: How Do You #LoveTheBoot?

Please help us build momentum for Love the Boot Week, Louisiana's largest litter removal and beautification effort happening in all 64 parishes April 5-13. Participate in the #LoveTheBoot Week Challenge on social media! This document includes the instructions for participating, sample scripts, and sample social media post copy. An example video and animated graphics for your video are available in the linked folder.

Step by step instructions:

1. Download this [folder](#) for an example video and animated graphics for creating your video.
2. Select your spokesperson. This person could be a student, teacher, principal, executive director, volunteer, board president, or YOU. Anyone in Louisiana can participate in the challenge.
3. Film your video. Use the tips and suggested script below. Add your personal flair!
4. At the end of the video, your spokesperson should challenge another organization or person to show how they #LovetheBoot.
5. Edit you video or post as is! Try adding the [animated graphics](#) provided. Music is great too!
6. Post to your social media accounts. Please remember to tag @KeepLouisianaBeautiful on Facebook and Instagram so we can see and share your challenge video.
7. KLB would also like to have the video file to share at the Love the Boot kickoff in April. Email a link for KLB to download your video to marketing@keeploouisianabeautiful.org. The video can be uploaded to Google Drive or a similar [platform](#) and then shared with KLB.
8. Reach out to KLB with any questions about this challenge: marketing@keeploouisianabeautiful.org.
9. Sign up to participate in Love the Boot Week at www.lovetheboot.org. Plan an event or volunteer!
10. Continue to spread the word using the Love the Boot marketing graphics available [online](#).

Suggested equipment and props:

- A phone for recording
- Litter
- A litter grabber if available, or gloves
- Garbage bag
- A Love the Boot Week shirt if you have one from past years

Tips for filming:

- Hold your smartphone horizontally for a video that will fill the screens of most viewing platforms. If you are making a video for Instagram Reels, then portrait is the way to go. Do both orientations if you have time!
- If you are holding your phone:
 - Keep the phone close to your body.

- Rest your elbows on a sturdy object nearby.
- Use your body to absorb bounces and shakes
- If you have a tripod available, this tool is great for stabilizing your phone. You can also have a friend or colleague hold the phone while filming.
- Pick a location with good natural light.
- Move your phone closer to the spokesperson instead of zooming in to avoid blurry footage.
- DO NOT text or email your video. This will compress your video and make it blurry. Use your phone's airdrop feature, connect your phone to your computer with a cord, or upload it to a Google Drive or similar sharing platform.
- You can also edit on your phone and upload to social media directly.
- Keep your video short. 30 seconds max.

These scripts are just suggestions. Make it your own and have fun!

Script Option A – Litter Clean-up:

I am **NAME, TITLE** of **ORGANIZATION NAME**. Love the Boot Week, Louisiana's largest cleanup and beautification event is coming up April 5-13.

How do I #LoveTheBoot? I pick up litter when I see it and put it where it belongs.

Action: Pick up litter and put it in a trash can or bag.

I challenge **NAME, TITLE** of **ORGANIZATION NAME (or just organization name)** to show how they #LovetheBoot!

Script Option B – Litter Clean-up:

I am **NAME from BLANK Parish**. I #LoveTheBoot by doing my part to pick up litter in my neighborhood.

Action: Pick up litter and put it in a trash can or bag.

NAME, TITLE of **ORGANIZATION NAME** - how do you #LoveTheBoot?

Social Media Post Copy to Post with Video (make sure to tag @KeepLouisianaBeautiful):

Love the Boot Week, Louisiana's largest cleanup and beautification event is coming up April 5-13! How do I #LoveTheBoot? I do my part to pick up litter in **NAME OF COMMUNITY** to improve quality of life for all. You can sign up to help @KeepLouisianaBeautiful at www.lovetheboot.org.

@Handle of the person/group you are challenging – how do you #LovetheBoot? I challenge you to participate in the Love the Boot Week Video Challenge. Let's keep the momentum going!