



# WFRS CONTENT CREATION

## Briefing & Guidelines

December 2023

# Introduction



In the frame of the collaboration with the WFRS, there is a common will to develop communication on social media related to the world of rose enthusiasts. The objective is to create content (short capsule videos) with the Associate Members with rose themes.

WFRS encourages each Member Country and Associate Member to provide FELCO with one capsule video. These capsule videos must be shot by WFRS members and be no longer than one minute and a half in length; which is intended to social media use. They must focus on testimony about FELCO tools or pruning and rose growing tips.

Themes that can be addressed by members

- + Pruning tips: how you take care of the rose pruning in your area of the world
- + Harvesting tips: your personal advices and practices to grow rose in the best conditions
- + FELCO tools selection: how you do select your FELCO tools and for which purpose in rose you do use them
- + Testimony: testify of your own personal experience with FELCO tools



# Video Guidelines

Some tips on how to shoot the video:

1. Ask someone to film you, so that using the external camera will provide a better quality video
2. Always shoot in Portrait format (vertically)
3. Choose a location that is not too noisy, in your environment of using the tool (garden., etc.)
4. Keep your FELCO pruning shears in your hand when you are filming
5. Speech, comments should be given in front of the camera
6. Take a short break between your sentences

# Examples

## Example 1:

- + Situation to share your personal experience with FELCO tools
- + Shoot in portrait, looking at the camera when talking
- + Take in hand the tool you are talking about

## Example 2:

- + Situation to share tips about growing, pruning or harvesting rose
- + Shoot in portrait, looking at the camera when talking
- + Take in hand the tool you are talking about
- + Perform what you are explaining possibly





# Video Guidelines

How to send the video:

1. Send the video to this email: [erosato@felco.com](mailto:erosato@felco.com)
2. In object, mention “WFRS Capsule Video”
3. Kindly indicate your name, country and the specific area you have been filming the video
4. Kindly indicate the type of rose and the subject of your video
5. To send the video in better quality, we recommend you using <https://wettransfer.com/> or <https://www.swisstransfer.com/> : It is free and you can access the website directly from your mobile phone and upload the video.
6. Include in the email the link to download the video, so as not to compromise the quality

If you wish, you can send separately some small clips in which we see you using the tool.



Merci