

Social Media Briefing - collaboration request to all the participants - European Hot Air Balloon Championship – Wieselburg, Austria, August 2025

Hi everyone!

I am Ágata, I will be running social media for the FAI/CIA, collaborating with the media team of the organizer during the championship, and I'd love your help showing what this event looks and feels like from your side, from the ground, from the air behind the scenes...

Here's how you can help make it great:

Photo & Video Guidelines

We're not looking for polished productions, we want real, authentic moments, filmed with your phone or go pro are more than enough. Just check these basics:

1. Film vertical (portrait mode)

All social platforms are vertical-first, especially Stories and Reels, where we are going to focus more on.

2. Talk to the camera

If you have time and want to do it, from time to time describe what you're doing or what you're feeling. 10 to 20 seconds is enough, then send it to our media WhatsApp group so we can share it on stories.

3. Show full moments

Capture short clips of things like:

- Team preparing the balloon
- Weather and landscape shots
- Launch, flight, landing
- Packing up
- Funny or personal moments

You can share this with us on our media whatsapp group and we will decide if we edit it for reels or stories.

4. Keep it natural

We want your personality, just speak like you normally would, nothing complicated.

**How to Send Photos and Videos in High Quality - VERY IMPORTANT -
Please don't send files as "photos" on WhatsApp, they get compressed and lose a lot of quality. Send them as files/documents instead. Is easy, let me explain.**

On iPhone:

1. Open WhatsApp
2. Go to media whatsapp group for the event

3. Tap the + button
4. Choose "Document" - choose from photo or video.
5. Tap "Browse" and find the photo or video in your Files
6. Select and send

On Android:

1. Open WhatsApp
2. Go to the media whatsapp group for the event
3. Tap the paperclip icon
4. Select "Document"
5. Browse and choose the photo or video
6. Send

IMPORTANT NOTE: When you send your content. and send a text saying your name - country and location so I can give better context on our posts.

What to Capture (Ideas)

- Conditions and weather
- GoPro or phone footage from the basket
- Personal reflections before/after flight
- Moments of fun, pressure, teamwork
- Any cool scenes: views, people, balloons, animals, etc.

Where to Send Content

Send everything directly to me on WhatsApp:

To the media group, where everyone can share their content, so we can cover the event from everyone's point of view.

I'll handle edits, posts, and tags, you just send me what you've got. The more the better.

Whatsapp group for everybody to share photos and videos

https://chat.whatsapp.com/F1PX4sC4oVB05DC6apEc2d?mode=ac_t

Interview Tips (Instagram format)

If you're up for a quick interview or being filmed:

- Be casual, natural, and clear
- Speak in full sentences so clips make sense without extra context
Example:
Instead of: "Yes."
Say: "Yes, I'm excited for this flight, conditions are looking great."
- You can look at the camera or the person you're talking to, depending on the vibe

Final Note

Thanks for helping tell the story of this event! The more perspectives we get, the more engaging it is for everyone following along.

I will be filming, photographing and interviewing you during the whole event, beforehand I want to thank you for your time and collaboration.

Thanks a lot!

Cheers,
Ágata.