

How to create a vignette

Vignettes are short videos that are used to showcase a destination or product on social media. The key is to keep them short and eye-catching, so people want to watch them. These vignettes will be posted as Reels on Instagram and as videos on Facebook.

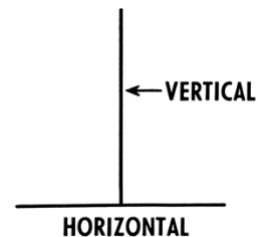
Concept idea of vignettes: The goal is to communicate that the community/business/experience is open and ready to welcome visitors. Include what community you are in; a verbal greeting of welcome, we can't wait to see you again, welcome back, etc. Partners are encouraged to use their own hashtags, and to also include #ExploreBCnow and #ExploreBC.

How to make a vignette:

1. Use your camera or phone to record individual clips or a complete video. It should be no more than 50 seconds - 1:10min long.
 - Option to record individual clips at different locations, then compile into one vignette
 - Option to record the full video in one shot

While recording keep in mind:

1. Vignettes should be recorded with your phone or camera vertically (1080x1920), to work within the pre-set dimensions of social media channels.
2. Once the camera is in position, hold steady and begin recording.
 - Shots should include the product, person, destination or business you are showcasing.
3. Once recordings are complete, you can decide to create a vignette with graphics on [Canva](#) or insert directly on to [Instagram](#).
 - Both options are excellent and Canva is only necessary if you would like to add graphics or verbiage to individual video clips.
 - ⇒ You can create the final Vignettes in Canva and upload the file onto Instagram and Facebook without any edits.
 - ⇒ Or, you can put together the video clips and add music to the vignette in the reel tab on Instagram.
 - ⇒ In both options, you can customize video clip lengths and add music to the background.



**NOTE: if you would only like to hear music in your vignette, be sure to turn off sound for the video clip before adding the music.*

4. Once the vignette is done, write your caption including the 'Travel Now to ...' verbiage, choose a cover photo, add the location, tag @hellobc and your regional DMO, and be sure to use relevant, local, and regional hashtags, as well as #ExploreBCnow and #ExploreBC.

Relevant Links:

- [Canva](#)
- [How to make a Reel on Canva](#)
- [How to make an Instagram Reel](#)