

A person in a blue hoodie stands on a wooden balcony, silhouetted against a bright sunset. They are holding a camera up to their eye, capturing a view of a mountain range with evergreen trees in the foreground. The sun is low on the horizon, creating a warm, golden glow across the sky and the landscape. The balcony has a wooden railing and is part of a building with large windows.

Photo, Video and Social Influencer Collaborations and Contracts

Raise your hand if contracts and deliverables make you feel like this.....

$V = \frac{1}{3} \pi r^2 h$
 $A = \pi r^2$
 $C = 2\pi r$
 $V = \pi r^2 h$

	30°	45°	60°
sin	$\frac{1}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{\sqrt{3}}{2}$
cos	$\frac{\sqrt{3}}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{1}{2}$
tan	$\frac{\sqrt{3}}{3}$	1	$\sqrt{3}$

$\int \sin x dx = -\cos x + C$
 $\int \frac{dx}{\cos^2 x} = \tan x + C$
 $\int \tan x dx = -\ln|\cos x| + C$
 $\int \frac{dx}{\sin x} = \ln\left|\frac{x}{2}\right| + C$
 $\int \frac{dx}{a^2 + x^2} = \frac{1}{a} \arctg \frac{x}{a}$
 $\int \frac{dx}{x^2 - a^2} = \frac{1}{2a} \ln\left|\frac{x-a}{x+a}\right| + C$

$\tan(\theta)$
 θ/rad

$ax^2 + bx + c = 0$
 $a(x^2 + \frac{b}{a}x + \frac{c}{a}) = 0$
 $x^2 + 2\frac{b}{2a}x + (\frac{b}{2a})^2 - (\frac{b}{2a})^2 + \frac{c}{a} = 0$
 $(x + \frac{b}{2a})^2 - \frac{b^2 - 4ac}{4a^2} = 0$

What We're Going To Cover

Best practices for:

- Photography collaborations and contracts
- Video collaborations and contracts
- Social influencer collaborations and contracts
- Questions





Best Practices: Photography

- Quantity of photos client will receive
- Are the photos raw or edited?
- Can you make selections from all photography or will the photographer curate a gallery of the best images for you to choose from?
- Exclusive or non-exclusive license
- License use: Unlimited, limited or digital use only
 - Where do you want to be able to use the photos? This will help you determine the most appropriate license.
 - Unlimited: widest use case, allows for all mediums
 - Limited license: most likely this will limit how long you can use the photos and possibly what mediums
 - Digital use only: paid social, organic social, website, blogs. Credit or no credit? Does it depend on where it is placed?
- Duration of license
- Delivery date of assets
- Share image style and aesthetics you're looking for. This will help make sure you're delivered the product you're imagining in your head.

Best Practices: Video

- Completed video pieces
- Duration of edited video piece
- Whose channels will it live on?
- License duration
- Number of edit rounds
- Are you asking for the correct format? YouTube vs Facebook vs Instagram Reel vs website
- Can you modify the completed piece in any way?
- Delivery date of assets





Best Practices: Video B-roll

What is B-roll and why do we care?

- B-roll is the raw/unedited video captured during a video production project.
- B-roll helps extend the life of a project and an investment by allowing you to repurpose and utilize the video in as many ways as possible.

When does purchasing B-roll make sense?

- It's a great conversation to have for any project that includes capturing new video.
- If you're covering an area that is hard to capture or you've not captured ever/recently.
- In some cases, it might be too expensive.



Best Practices: Video B-roll

Considerations for B-roll:

- What would you like to do with raw video?
- Do you need ALL the video, or would a 20-minute sizzle reel meet your needs?
- Do you want to be able to edit the video at your discretion?
- Do you want to be able to share among partners or with Visit Idaho?
- License and use case
- Ask for a location and time code sheet if it's all in one file. It can be incredibly hard to accurately name a location or trail months later. Save yourself the headache.



Best Practices: Social Media Influencers

Why We Collaborate with Influencers

- 65% of people discover a new brand or product through an influencer once a week.*
- 71% of marketers rate the quality of customers and traffic from influencer marketing as better than other marketing sources.*
- Influencers create unique content that stands out from traditional advertising.
- Influencers bring authenticity to a brand.

Source: MediaKix, mediakix.com



Best Practices: Social Media Influencers

You're ready to share your destination's story through influencers, hooray!

Things to consider:

- Do you have a clear brand identity? Can you easily convey what messaging is important to your group and stakeholders?
- Do you know what you do NOT want covered?
- What platforms do you want to engage?
- How are you going to measure success?
- What deliverables are most important to you?
- Does the influencer match the authentic story you are hoping to tell?



Best Practices: Social Media Influencers

When you're ready to move forward with social influencers, you'll want to create a contract using the appropriate legal counsel.

You'll want to make sure you are covered for items like:

- Term & Termination
- Indemnification and Limitation of Liability
- Insurance
- Confidentiality (if needed)

Idaho Tourism cannot provide legal counsel.



Best Practices: Social Media Influencers

Social Influencer Deliverables & Defining the Ask

- Scope of Work: What is the project overview?
- Dates in-market
- Social storytelling: number of posts for all platforms, number of story slides, do they have to post while in-market? Required tagging? Posting schedule.
- Written content: outline topic, length of article, # of articles, if it includes photography, where it will live and for how long, delivery date
- Photography: Quantity of photos, edited or unedited, license terms, delivery date.
- Video: completed works or b-roll? Created for what platforms? Topic? Duration of video, number of edit rounds, whose channel will it live on, publication schedule, delivery date.
- Pay structure: reimbursement, contract fees
- Federal Trade Commission disclosure requirements

Don't be afraid to negotiate and ask questions. It's much easier at this point in the process.

You can always walk away. This should be a good fit for both parties.



Questions?

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