

HEIHEI

Social Media Show Content

Kia ora koutou Producers,

Well, we're live! Thanks so much for your support of HEIHEI's social media to date.

If you haven't already, we'd love for you to connect with us on social media!

HASHTAG #NZHEIHEI (Be sure to use this on all original content pertaining to HEIHEI)

FACEBOOK <https://www.facebook.com/nzheihei>

INSTAGRAM @nzheihei

TWITTER @nzheihei

SNAPCHAT @NZHEIHEI (or use the snapcode ghost below).

And, to help us continue to promote your shows, we'd be very grateful if you could please provide us with a couple of pieces of content. We've included some suggestions on the next page - but if you've got other inspired ideas, please just let us know!

We look forward to hearing from you!

Mā te wā,

Erin & the Narrative team (on behalf of TVNZ)

Erin@narrativecampaigns.com

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Samples Of Content That We'd Love For You To Provide

In order for us to make HEIHEI the successful online community that we know that it can be, we are looking to share and capture the fun and energy behind each show.

CONTENT SUGGESTIONS	REQUIREMENTS
Still images of your characters / presenters for "Meet the Stars of HEIHEI"	<ul style="list-style-type: none">• jpeg / png (transparent background) format named w/ specific details• Character names supplied• Episode number & details if appropriate
BTS videos of your presenters / show / team	<ul style="list-style-type: none">• 15 seconds or less OR 30 secs OR 1 minute
GIFs of your characters / presenters / team	<ul style="list-style-type: none">• Gif or mp4 format
Video Interviews with your characters / presenters	<ul style="list-style-type: none">• 15 seconds or less OR 1 minute
Share animatics	<ul style="list-style-type: none">• 15 seconds or less OR 30 secs OR 1 minute
Trailers for upcoming series / promotions	<ul style="list-style-type: none">• Appropriate end tags
Clips of recent episodes	<ul style="list-style-type: none">• 30 secs - 1 minute
Fun Q&As with cast and crew	<ul style="list-style-type: none">• 1 min - 3 mins
Show-specific character vignettes	
Coordinated messages from influencers and stars of HEIHEI	<ul style="list-style-type: none">• 30 secs - 1 minute
Content (images and video) targeted at kids specifically and parents specifically	<ul style="list-style-type: none">• 30 secs - 1 minute

File Requirements:

Video files

H.264 / MPEG-4 format, resolution at least 720p, 2.3 GB max file size

Facebook video carousel:

1:1 square aspect ratio, H.264 / MPEG-4 format, resolution at least 720p, 2.3 GB max file size

<15 sec clips provided in Instagram Story format:

- Minimum Video Width in Pixels : 500
- Aspect Ratio Tolerance : 1%
- Maximum Video Ratio : 9:16
- Maximum Video Duration in Seconds : 15

File Upload:

- <https://driveuploader.com/upload/sRvgA6qux2/>

