

**Workout  
for Water.**

**LES MILLS** in support of **unicef** 

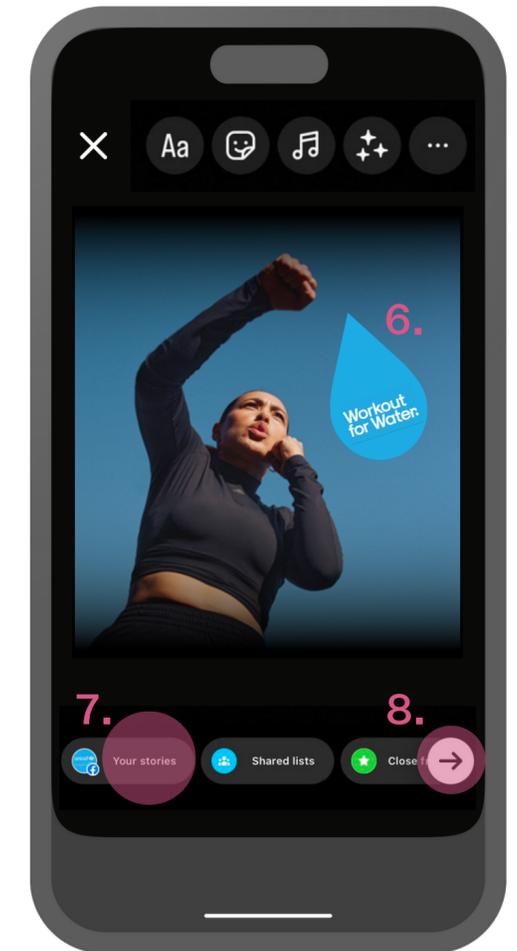
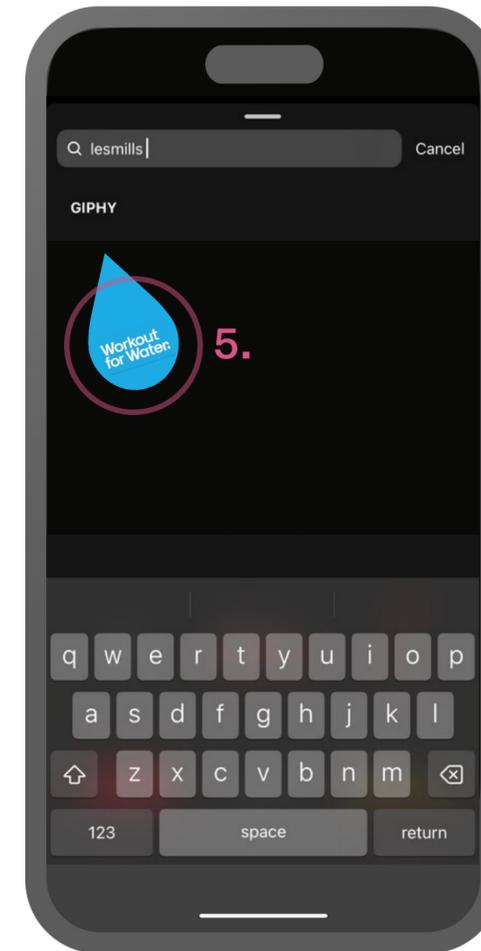
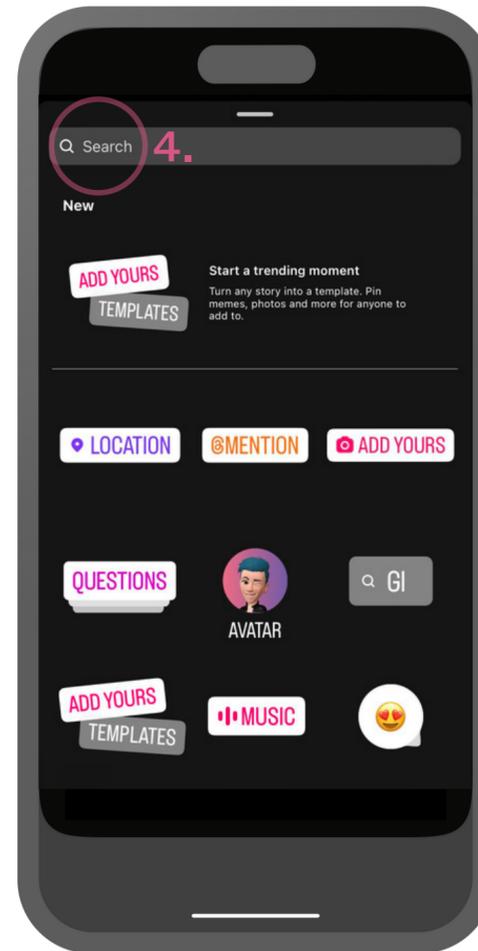
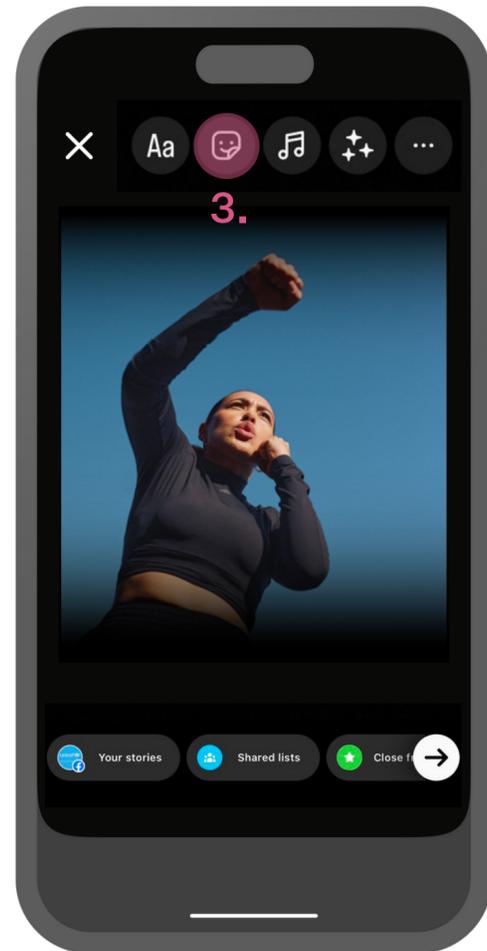
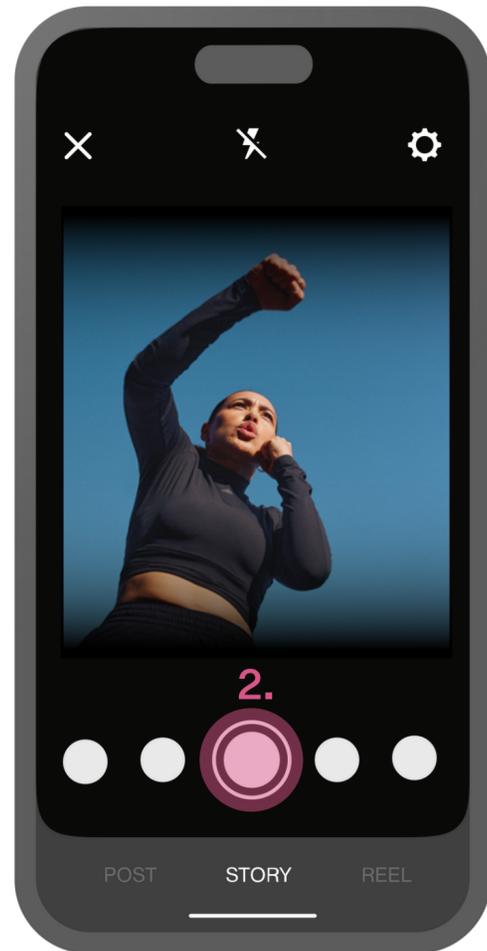
# **SOCIAL MEDIA GUIDE**



**UNICEF/UN0304111/ARCOS**

# SOCIAL MEDIA STICKERS

## Instagram GIPHY - Instructions



1. Open Instagram and tap your story icon to add a new story.

2. Take a photo by tapping the record button or take a video by holding down the record button.

3. To add a **GIPHY** to your Instagram story, select the sticker button at the top of the screen.

4. Type '**lesmills**' into the search bar.

5. Select the **Les Mills GIPHY** you want to add to your story.

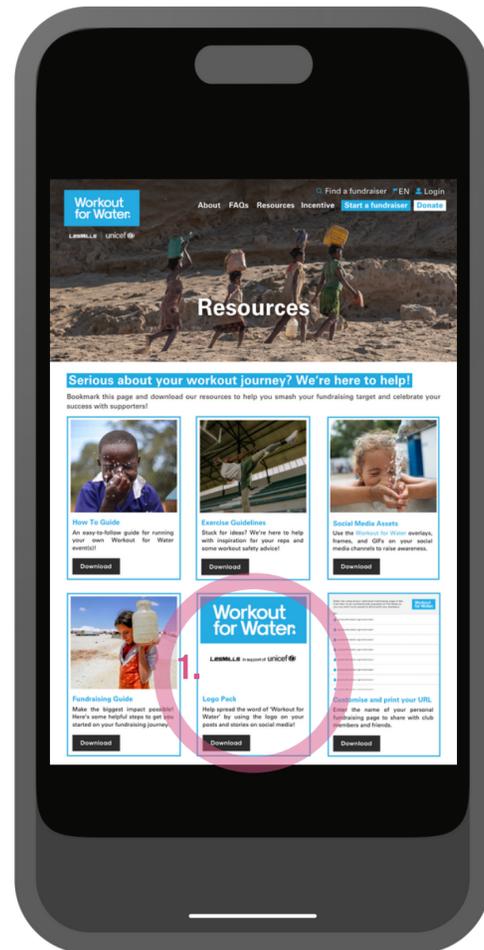
6. Position and / or resize the **GIPHY**.

7. Post your story by selecting 'Your stories'...

8. ...or click the arrow to manually select who you want to send your story to.

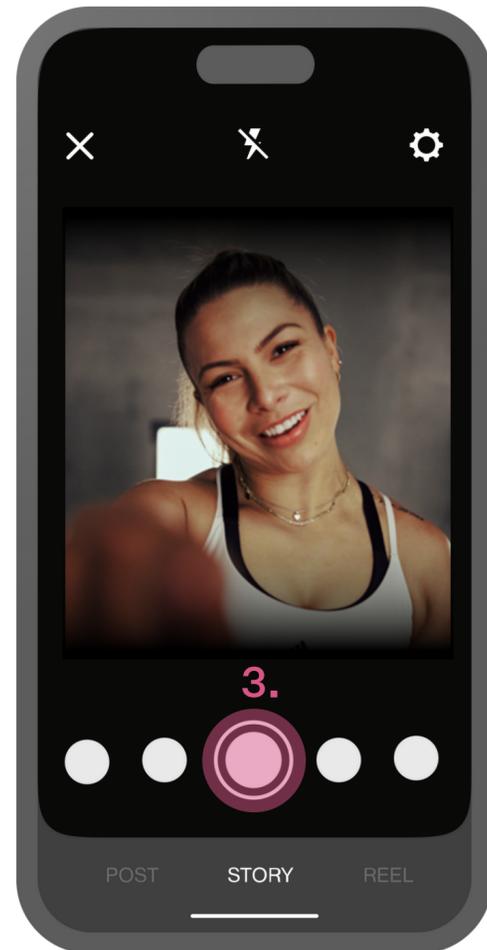
# SOCIAL MEDIA OVERLAYS

## Instagram Overlay - Instructions



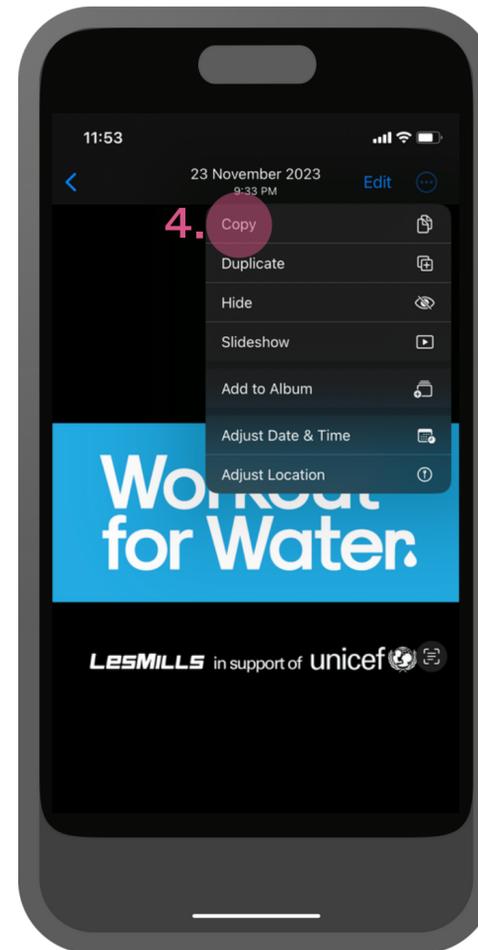
1. Download our 'Logo pack' [here](#) or go to the 'Resources' page on the [Workout for Water](#) website and save them to your phone -

[www.workoutforwater.org/resources](http://www.workoutforwater.org/resources)

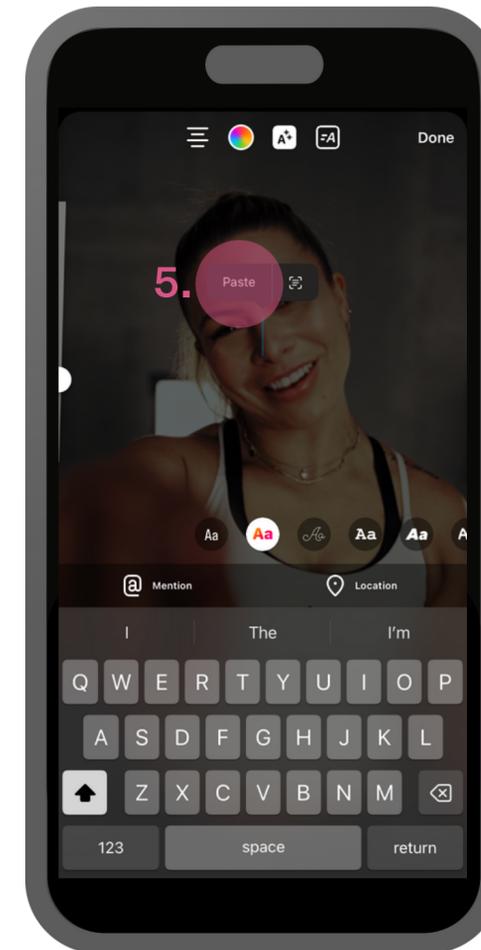


2. Open Instagram and tap your story icon to add a new story.

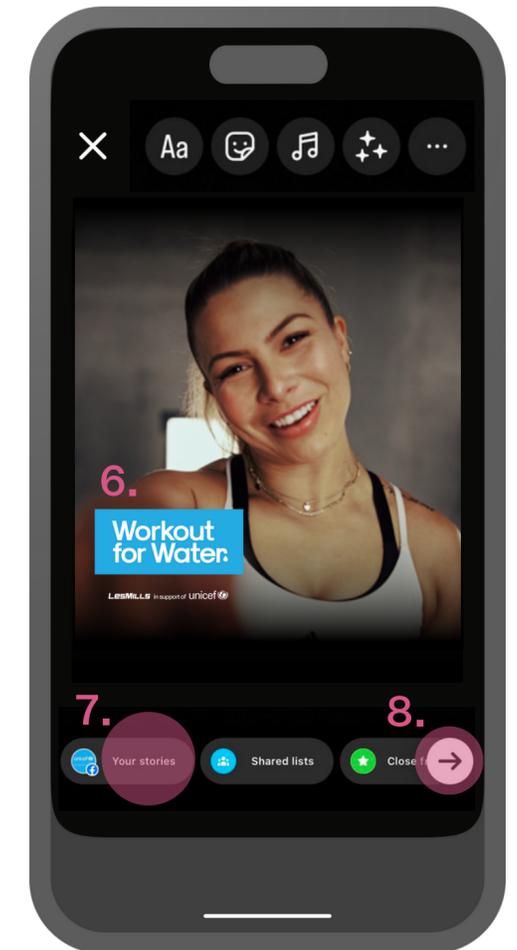
3. Take a photo by tapping the record button or take a video by holding down the record button.



4. Go to your home page. Open the 'Photos' app on your phone and find the downloaded [Workout for Water](#) logo you want to use. 'Copy' the image.



5. Go back to the Instagram App. Click on your photo or video and click 'Paste'.



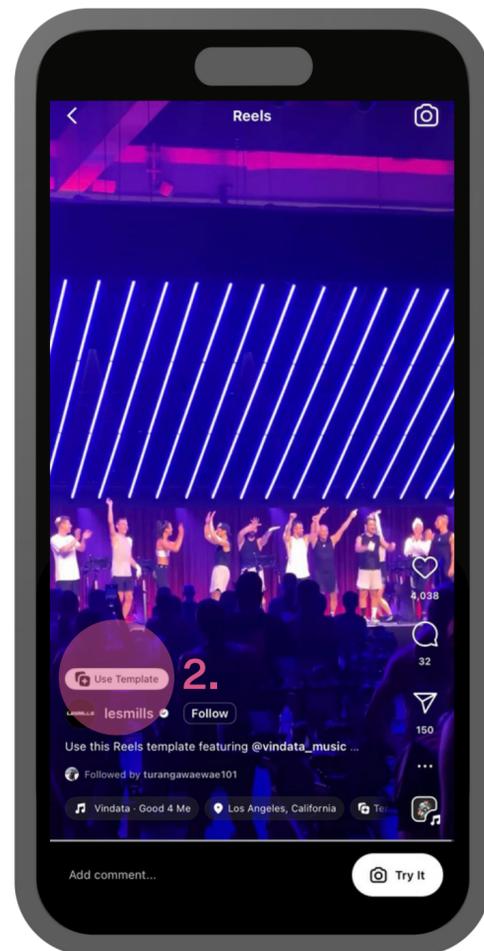
6. Position and / or resize the [Workout for Water](#) logo.

7. Post your story by selecting 'Your stories'...

8. ...or click the arrow to manually select who you want to send your story to.

# SOCIAL MEDIA TEMPLATES

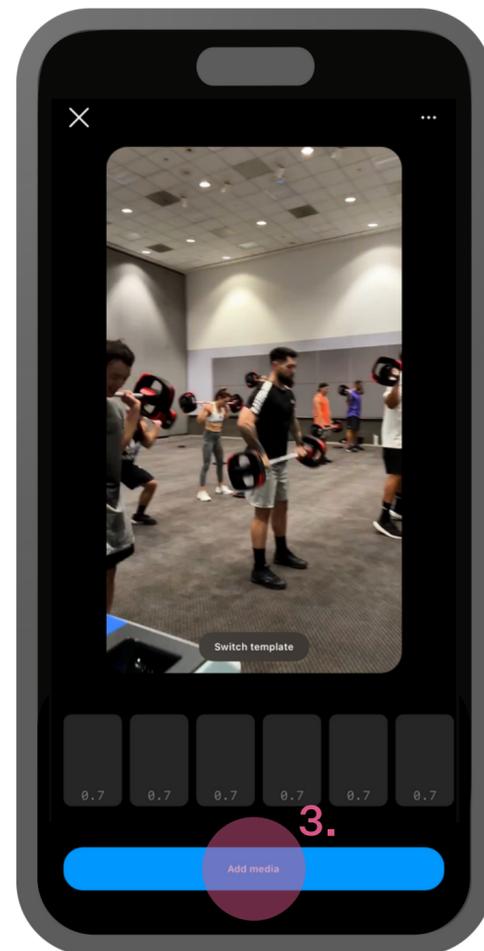
## Instagram Reels **Template** - Instructions



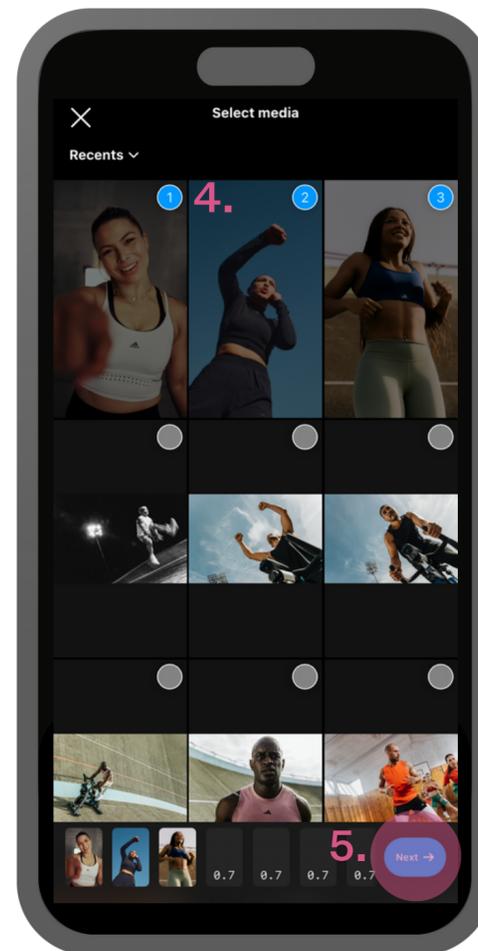
1. Open Instagram, tap the + at the bottom and tap Reel. Swipe across to **'Templates'** Find a Reels template you like. Click here for an example of a template to use:

<https://www.instagram.com/p/CvRC5jgL7Ek/>

2. Click 'Use Template'.

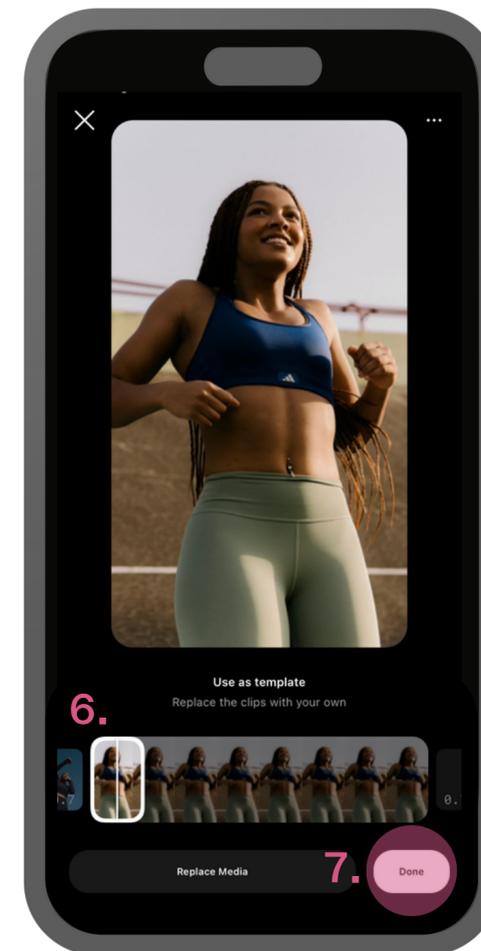


3. Click 'Add Media'



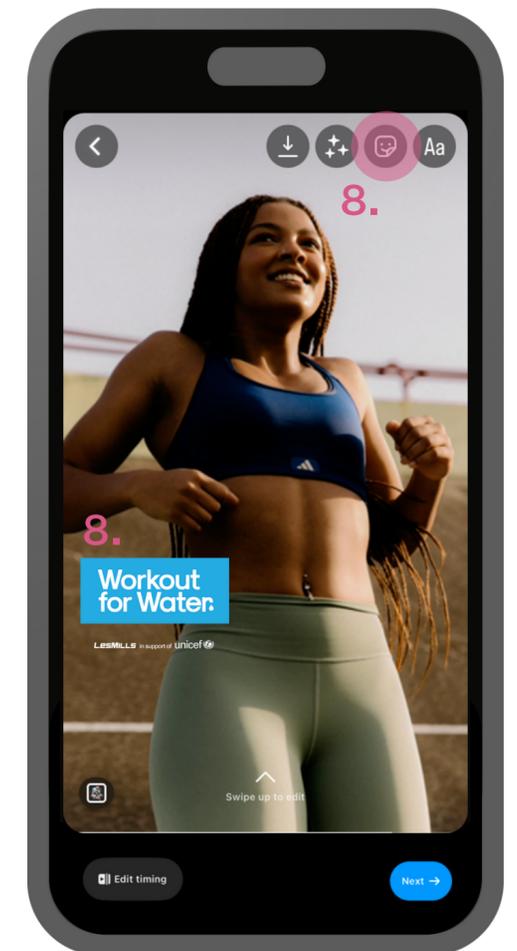
4. Select the images or videos you'd like to use in your new reel from your camera roll.

5. Once you're done press 'Next'.



6. The photos and images you select will then be put into the order that you selected them.

7. If you're happy with the order and timing of your Reel, push next.



8. You're almost ready to post your reel. But first, follow steps from the previous pages and add some **Workout for Water GIPHYs** or **Overlays** to make your reel pop even more!