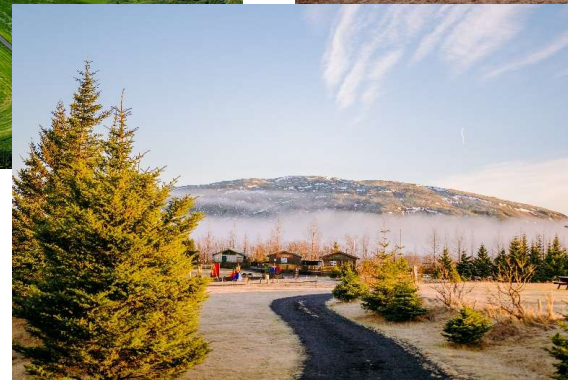
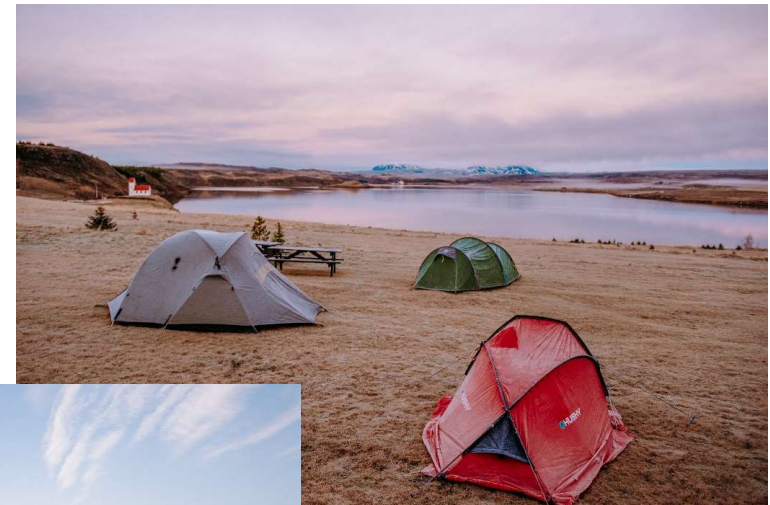


IMAGE & COMMUNICATIONS

AT ÚLFLJÓTSVATN



Halldóra Aðalheiður

halldoraolafs@skatarnir.is

**Marketing manager for the NSO,
Úlfljótsvatn and the Scout shop**



WHAT IS OUR IMAGE?



SCOUTING
ADVENTURE
EDUCATION
EMPOWERMENT
SUSTAINABILITY



OUR IMAGE
SHOULD ALWAYS...



OUR IMAGE SHOULD ALWAYS...

**REPRESENT
THE SCOUTING
LAWS AND VALUES**



OUR IMAGE SHOULD ALWAYS...

**BE SAFE TO TAKE
OUT OF CONTEXT**



OUR IMAGE SHOULD ALWAYS...

**LOOK FUN AND
ADVENTUROUS**



**OUR IMAGE SHOULD
NEVER...**



OUR IMAGE SHOULD NEVER...
BE OR LOOK UNSAFE



OUR IMAGE SHOULD NEVER...

**BE HUMILIATING, SAD,
UPSETTING**



OUR IMAGE SHOULD NEVER...
**BE OR LOOK OUT OF
CONTROL**



OUR IMAGE SHOULD NEVER...

**BRAKE THE SCOUTING
LAWS AND VALUES**



WAYS YOU CAN CONTRIBUTE TO OUR ONLINE IMAGE





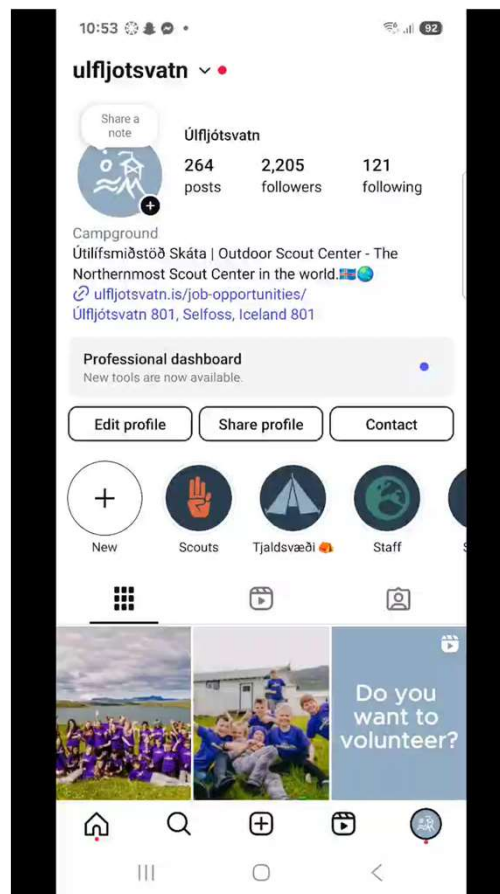
ENGAGE WITH **ÚLFLJÓTSVATN'S** **CHANNELS**





**THROUGH YOUR
PERSONAL CHANNELS**





SHARE – TAG – FOLLOW - LIKE

**OTHER WAYS YOU
CAN CONTRIBUTE
TO OUR IMAGE...**



WAYS YOU CAN CONTRIBUTE TO OUR IMAGE...

- **TAKE PHOTOS AND VIDEOS**
- **VERTICAL & HORIZONTAL**
- **FUN AND ACTION**
- **CONTRIBUTE IDEAS**
- **MAKE TIKTOKS**



A FEW TIPS...

- **TRY TO AVOID PERSONAL PICTURES OR CLOSE UPS OF MINORS**
- **PREFER GROUPS AND FAR AWAY PERSPECTIVES (MIN 3 PEOPLE)**
- **ASK FOR CONSENT**



SHARE YOUR PHOTOS AND VIDEOS ON SLACK

