

ASES NATIONAL SOLAR TOUR

HOW TO: HOST A VIRTUAL SOLAR SITE

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HOW TO FILM A VIRTUAL SOLAR TOUR:

WAYS TO FILM A VIRTUAL SOLAR TOUR:

- Film a selfie video - keep it simple and easy!
- Consider asking a spouse, housemate, or your children to help be videographer for you, that way you can focus on sharing your story in front of the camera.

SETTING UP THE SHOT:

- **CHOOSE A GOOD BACKGROUND:** If you or your videographer can get you and your solar panels in the shot that is ideal. If you can't make that shot work, include your electric vehicle, the inverter, an electric bill in your hand, or another green feature in your house. Otherwise, a nice shot of you in front of your house is great!
- **LIGHT IT UP:** Try shooting outside on a sunny day for the best lighting. If you are shooting inside, it's always best to turn on all the lights! Move close to a window or light source and make sure the light is facing you and not behind you.
- **SAY CHEESE:** Make sure to smile. Feel free to include any friendly family and pet faces at home with you.
- **CONSIDER NOISE:** If you choose to film your video outside, make sure to keep noise level in mind—such as traffic and construction. Try to reduce noise other than your voice as much as possible. You may need to do a few takes if you have any interruptions.
If you have a set of headphones that have a microphone attached use it! The sound will be much better, particularly if you're outside. If you don't have a microphone, don't worry, the built-in microphone on your phone works just fine.
- **UP CLOSE AND PERSONAL:** Keep the distance between you and your videographer pretty close to make sure you can be well heard during your video.
- **GO SIDEWAYS:** Video is normally seen in horizontal (landscape) instead of vertical (portrait). So unlike selfie photos you take, go ahead and turn your phone so your video is being shot in landscape mode.
- **REMINDER:** Be sure to elevate the camera to eye level (put laptop on pile of books or something else if needed) and look in the camera rather than at your computer or phone screen. If filming outside hold your phone up to eye level as though you were having a conversation with a person.

WHAT TO SAY IN YOUR VIRTUAL SOLAR TOUR:

- The typical format for a virtual tour is to record an introduction and talk about your solar story and then take the audience on a tour to show off your solar system! Feel free to customize it to what works for you!
- Be sure to start off your video with your name, where you are located, and when/why you went solar
 - "My name is (name), I am located in (location). Welcome to the virtual tour of my solar (home, school, nonprofit, business). I/we went solar because (fill in with your solar story)".

- What else to share in your video:
 - How many kilowatts your system is or how many kilowatt hours your system produces each month
 - Why you decided to go solar
 - What was the process like going solar
 - Why you would encourage other people to go solar
 - What you wish you knew before that you now know about solar

WHAT TO HIGHLIGHT ON YOUR VIRTUAL SOLAR TOUR:

- Some ideas of what to include on your solar tour, feel free to customize as you see fit:
 - Solar Array
 - Inverter
 - Electricity Bill
 - Any other sustainability features at your home - for example, EV's, battery storage, composting, geothermal, grey water system, gardens, green building materials, etc.
 - Your family, pets, yard, scenery etc. - make it personal to you and your home solar system!

TIPS FOR YOUR VIRTUAL SOLAR TOUR:

- **KEEP IT SHORT AND SWEET:** Your video should ideally be no longer than 5 minutes but can be as short as 30 seconds. Keeping your video within this length will make it more likely that viewers will watch it all. The average watch time of the 2020 National Solar Tour video was 2 minutes and 30 seconds.
- **PRACTICE MAKES PERFECT:** Practice what you are going to say in your video a few times before starting to record. You can also record a few takes and choose which one you like best!

WANT TO GET MORE CREATIVE?

- Here are some other ideas to take your video to the next level!
 - Do you have an electric vehicle? Show off your solar powered ride. Give folks a quick tour of your charging station and walk through how your electric vehicle works!
 - Let your kids tell the story of how you went solar
 - Include your pets in the movie
 - Drone videos are a great addition if you have access to that technology
 - Download our National Solar Tour Sign for your family to use in a video or make your own sign!

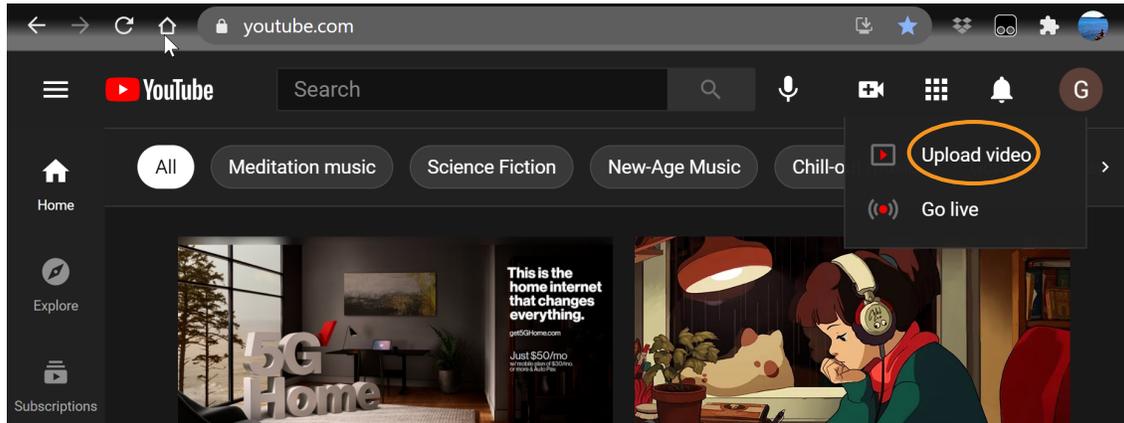
UPLOAD YOUR VIDEO TO A PLATFORM:

- Upload your video to a platform that will host it. We suggest YOUTUBE or VIMEO.
- Once you have your link to the video, fill out a Solar Site sign up form and fill in your video link when asked

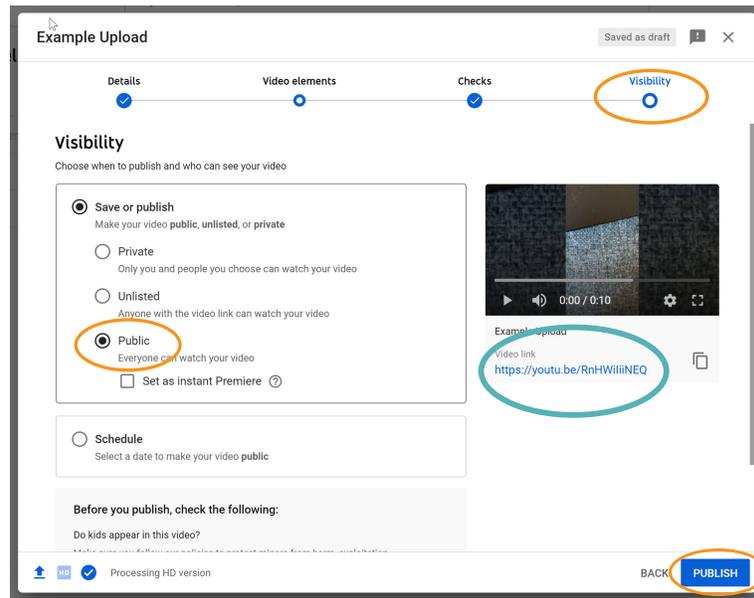
UPLOADING A VIDEO TO YOUTUBE

*For this option you must have a Google account. This can be a Google email.

- 1) Go to **youtube.com** and click **SIGN IN** in the upper right-hand corner.
- 2) Once logged in, click the video camera button and hit **UPLOAD VIDEO**.



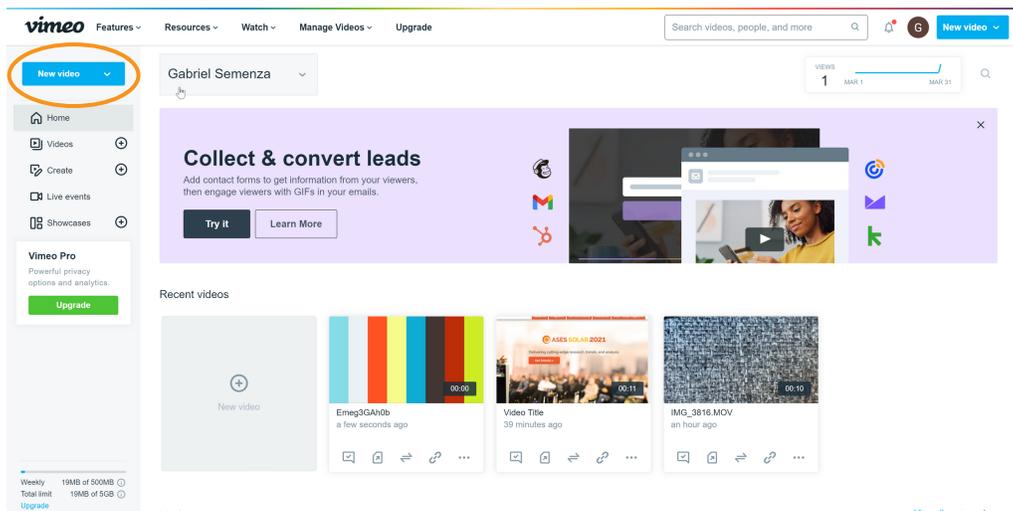
- 3) Click **UPLOAD VIDEO** and then **SELECT FILES** that you wish to publish.



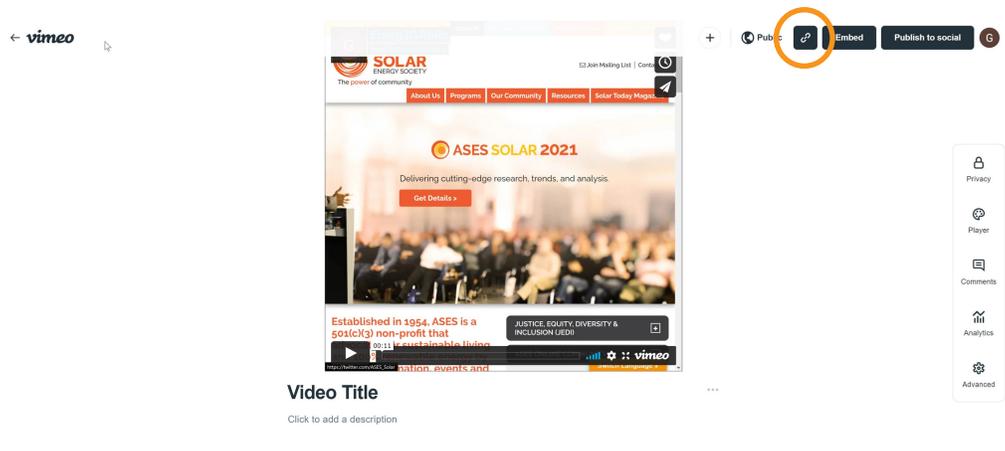
- 4) While your video is uploading, choose a title and provide a short description of your video. You will be asked if your video is appropriate for children.
- 5) Click **VISIBILITY** and either choose **UNLISTED** or **PUBLIC**. Note: your video will not be viewable by others unless one of these options is selected.
- 6) Now **copy the provided link** and put this some place you will not lose it. Click **PUBLISH**.
- 7) The next pop-up window confirms that your video has been successfully published.
- 8) Finally, go to **nationalsolartour.org/signup** where you can sign up your Solar Site and share the link to your video!

UPLOADING A VIDEO TO VIMEO

- 1) Go to vimeo.com, click **NEW VIDEO** in the upper right-hand corner and then hit **UPLOAD**.
- 2) Fill out your information to either create an account or log in with a previous account. **Note: A Google/Gmail account can be used.**
- 3) Once you are logged in, click **OR CHOOSE A FILE** and select the correct video file.
- 4) For those already logged into Vimeo, click the **NEW VIDEO** button on the left side of your screen and then find **UPLOAD**



- 5) Now that your file is uploading, you can edit its title underneath the image of your video and add a description.



- 6) Click the **LINK** button to copy the web address to your published video. This button can be found at the top of the screen, to the left of the **EMBEDDED** button. **Note: for those with Vimeo subscription plans, be sure to set your privacy settings to public.**
- 7) Finally, go to nationalsolartour.org/signup where you can sign up your Solar Site and share the link to your video!

GO LIVE!

- Go live on Facebook Live or Instagram Live to let your friends and neighbors tune in and engage with you in real time about your solar system.
- If you decide to go live, please let us know on your Local Solar Tour or Solar Site form. We will reach out to you to find out when you plan on going live and to help you with your event! We will add your live stream to our events calendar and post the link to your Tour when you go live!
- Learn how to use [Facebook Live](#) and [Instagram Live](#).
- Once you are done going live, save your video (by clicking the box in the bottom left corner) and then upload your video to your Tour Webpage for people who missed it to watch!

WAYS TO SHOOT YOUR PHOTO SOLAR TOUR:

- Print out a National Solar Tour sign to use in your photos
- Take some selfies - keep it simple and easy!
- Consider asking your spouse, child, or neighbor to help by being your photographer, that way you can be in some of the photos.
- Try to take a few different shots of each part of your system.

SETTING UP THE SHOTS:

- **CHOOSE A GOOD BACKGROUND:** If you can get photos of yourself with your system in the background that is ideal.
- **LIGHT IT UP:** Try shooting outside on a sunny day for the best lighting. If you are shooting inside, it's always best to turn on all the lights! Move close to a window or light source and make sure the light is facing you and not behind you.
- **SAY CHEESE:** Make sure to smile. Feel free to include any friendly family and pet faces at home with you.

WHAT TO HIGHLIGHT ON YOUR PHOTO SOLAR TOUR:

- Some ideas of what to include on your solar tour, feel free to customize to your family, business, school, etc:
 - Solar array
 - Inverter
 - Electricity bill
 - Electricity production data
 - Any other sustainability features at your home - for example, electric vehicle, battery storage, compost, geothermal, etc.
 - Your family, children, people working, pets, etc. - make it personal to you and your solar system!

REGISTER YOUR SOLAR SITE:

1. Go to nationalsolartour.org/signup
2. Select "**Solar Site**" for the first question
3. Then choose "**Add Entry**"
4. A new form will appear, please **answer the questions in the order they appear**.
5. Fill out your **contact information** for the main Solar Site organizer and any additional organizers. Please note, you can click the small "+" next to the last box on the right to add more than one additional contact.
6. Select the type of Solar Site you are hosting, then **input the name and description of your Solar Site**. Let attendees know your system size and what other features are at this site. If applicable, let us know the organization or company name.
7. Choose whether your Solar Site will be **in-person, virtual or a hybrid** Tour.

For a **virtual Solar Site**, please fill out the following:

- Select if you would like a **webpage** for your virtual tour created for you or if you already have your own.
 - If you would like one created for you, select if you would like to **display your email** for attendees to ask you questions and **upload a photo (landscape preferred)** to feature on your webpage.
 - If you already have your own, please provide us the link so we can send attendees there.
- To choose whether you would like to showcase your solar journey through **photos or a video**.
 - For **photos**, upload photos and answer the questions about your solar journey.
 - For a **video**, submit a Youtube or Vimeo link to your video.
- Choose if you will **livestream** parts of your Solar Site

For a **hybrid Tour**, please fill out the following:

- The **date(s) and time(s)** of your Solar Site tour - Please note, you can click the small "+" next to the last box on the right to add more than one date/time.
- Choose if you would like a **custom webpage** created for you or if you already have your own.
 - If you would like one created for you, choose if you would like to **display your email** for attendees to ask you questions and **upload a photo (landscape preferred)** to feature on your webpage.
 - If you already have your own, please provide us the link so we can send attendees there.
- Tell us your **Solar Story**. Select how you would like to showcase your solar journey through a **photos or a video**.
 - For **photos**, upload photos and answer the questions about your solar journey.
 - For a **video**, submit a Youtube or Vimeo link directly to your video.
- Select if you plan on **live streaming** any part of your Solar Site tour.
- Choose if you would like a **yard sign or brochures** for your Solar Site. **Note, you can help ASES save the planet and reduce waste by creating your own or reusing old yard signs.**

8. Let us know about your previous National Solar Tour involvement.

9. Fill out the final details and additional information. **Be sure to sign up for our email list too!**

10. When your finished, select "**Add Entry**"

11. **Agree to Terms & Conditions**

12. When finished, select "**Submit**"

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PROMOTE YOUR SOLAR SITE:

- **SOCIAL MEDIA POSTS** - Use the social media graphics and captions on the resource page to let your social networks (Facebook, Instagram, Twitter, Linked In, Nextdoor) about your Solar Site. You can also make your own graphics using Canva.com, BeFunky.com, Adobe, etc. or email solartour@ases.org for us to help you make one.
- **FLYERS** - Post flyers showcasing your Solar Site around town- at local coffee shops, shopping centers, bulletin boards, etc. Again, you can use the flyers provided on the resource page or make your own flyers on different online graphic makers like Canva, BeFunky, Adobe, etc. or email solartour@ases.org for us to help you make one.
- **CREATE AN E-BROCHURE TO HELP EDUCATE ATTENDEES** - E-brochures can be posted on your Solar Site Webpage
 - Add home specs
 - Add a list of resources: designers, builders, suppliers, retailers
 - Include money & energy saved
- **BE INVOLVED:**
 - On your Solar Site sign up form, choose to have your email listed on your Solar Site Webpage. This will allow attendees to contact you with any questions they may have.

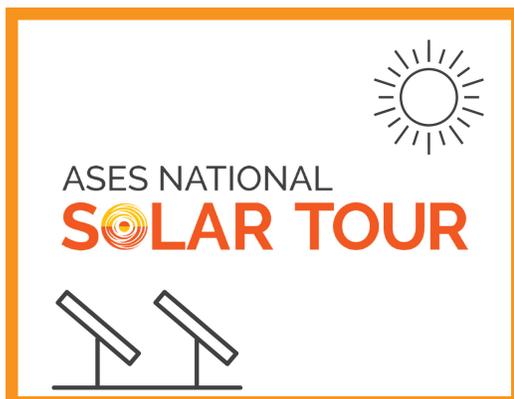
FILL IN FLYER:



NST PROMOTIONAL FLYER:



NST SIGN:



For more resources and printable versions of the graphics above go to nationalsolartour.org/resources.

SOCIAL MEDIA POSTS:



For more resources and printable versions of the graphics above
go to nationalsolartour.org/resources.

SOCIAL MEDIA CAPTIONS:

- **FACEBOOK:** The 2021 in-person and virtual National Solar Tour brought to you by @americansolarenergysociety is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The Tour occurs October 2-3 showing a collection of Solar Sites and Local Solar Tours around the country. Find my <<Virtual/ in-person/hybrid>> << Local Solar Tour or Solar Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2021 #<<Local Solar Tour or Solar Site Name>>
- **TWITTER:** The 2021 in-person and virtual National Solar Tour brought to you by @ASES_Solar is coming up on October 2-3. Find my <<Virtual/ in-person/hybrid>> << Local Solar Tour or Solar Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2021
- **INSTAGRAM:** The 2021 in-person and virtual National Solar Tour brought to you by @ASES_Solar is right around the corner on October 2-3. Find my <<Virtual/ in-person/hybrid>> << Local Solar Tour or Solar Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2021 #Solar
- **LINKEDIN:** The 2021 in-person and virtual National Solar Tour brought to you by @americansolarenergysociety is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The Tour occurs October 2-3, showing a collection of solar and sustainable Solar Sites and Local Solar Tours around the country. Find my <<Virtual/ in-person/hybrid>> << Local Solar Tour or Solar Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2021 # SolarMovement
- **ONLINE NEWSLETTER:** The 2021 in-person and virtual National Solar Tour brought to you by the American Solar Energy Society is right around the corner. This event is the largest grassroots solar, renewable energy and sustainable living event in the nation. The National Solar Tour will occur October 2-3, showing a collection of Solar Sites and Local Solar Tours around the country. Find my <<Virtual/ in-person/hybrid>> << Local Solar Tour or Solar Site Name>> details and RSVP at nationalsolartour.org! #NationalSolarTour #SolarTour2021 # SolarMovement

BE SURE TO TAG ASES WE CAN SHARE YOUR POSTS!

- **Facebook:** @americansolarenergysociety
- **Instagram:** @ases_solar
- **Twitter:** @ASES_Solar
- **LinkedIn:** @American Solar Energy Society

Thank you for creating a virtual Local Solar Tour and contributing to the National Solar Tour! For more resources and printable versions of the graphics above go to nationalsolartour.org/resources.

If you have any questions or need support, feel free to reach out to Narelle Kipple, Tour Director, at solartour@ases.org.