

Instagram Reels Benefit – How-To Guide

Option 1: Submit Your Own Content

Showcase your business with an Instagram Reel by submitting a video that meets these guidelines:

Submission Guidelines

- **Length:** 20 seconds or less
- **Format:** Vertical (9:16), Caption included, and song choice selected
- **Focus and quality:** Highlight an experience, product, or behind-the-scenes moment in a well-lit setting, clear visuals, and minimal background noise

Where It Will Be Shared

- **Visitor-Facing Businesses:** [@yountvilleca Instagram](#)
- **Non-Tourist-Facing Businesses:** Yountville Chamber [Facebook page](#)
- **Collaboration:** You will be tagged and can reshare via the Instagram collaborator tool

How to Submit

1. Upload your video to Google Drive, Dropbox, or WeTransfer
2. Email the link to **jackie@yountville.com** with a brief description
3. The Chamber will review and schedule the post

Option 2: Chamber-Created Content

Prefer us to create the Reel? We'll visit your business and produce a short, engaging video.

What to Expect

- **Scheduling:** We'll coordinate a time that best showcases your business
- **Filming:** We capture key moments in a concise, engaging format
- **Brand Representation:** The content will authentically reflect your brand while aligning with our audience

How to Prepare

- Identify the key highlight (signature dish, special event, unique experience)
- Ensure your space is camera-ready
- Have a point of contact available during filming

Where It Will Be Shared: Same as Option 1 (Instagram, Facebook, and collaboration tagging).

Examples for Inspiration

- [Stanly Ranch](#)
- [Bardessono Hotel & Spa](#)
- [Restaurant at North Block](#)

Interested? Reach out to Jackie Roldan, Membership Engagement Manager at **jackie@yountville.com**.