

Social Media Toolkit

Welcome to social media toolkit for *Into Nature's Wild*. Here you'll find everything you need to promote the film across all of your social media platforms including Facebook, Twitter, Instagram, and YouTube.

In addition to fun promotional ideas and sample copy, you'll find ways to position the film to help you reach and engage your audience and create buzz for the film.

All photos, graphics and video assets referenced in this toolkit can be downloaded from the *Into Nature's Wild* [marketing resource site](#).

In this toolkit, you will find:

- Sample copy to accompany film stills, videos and photos
- Promotion and contest ideas
- Film stills (46)
- Branded images (5)
- Fun Fact images (8)
- Q&A Trivia images (4)
- Countdown images (12)
- Inspirational Quote images (8)
- Critic Review Quote images (8)
- Sample ads
- Memes (6)
- Trailers (3)
- Behind-the-scenes videos (3)
- Character videos (3)
- Fun Fact videos (6)
- Short videos (13)
- GIFs (4)

We hope you have fun creating some great promotions!

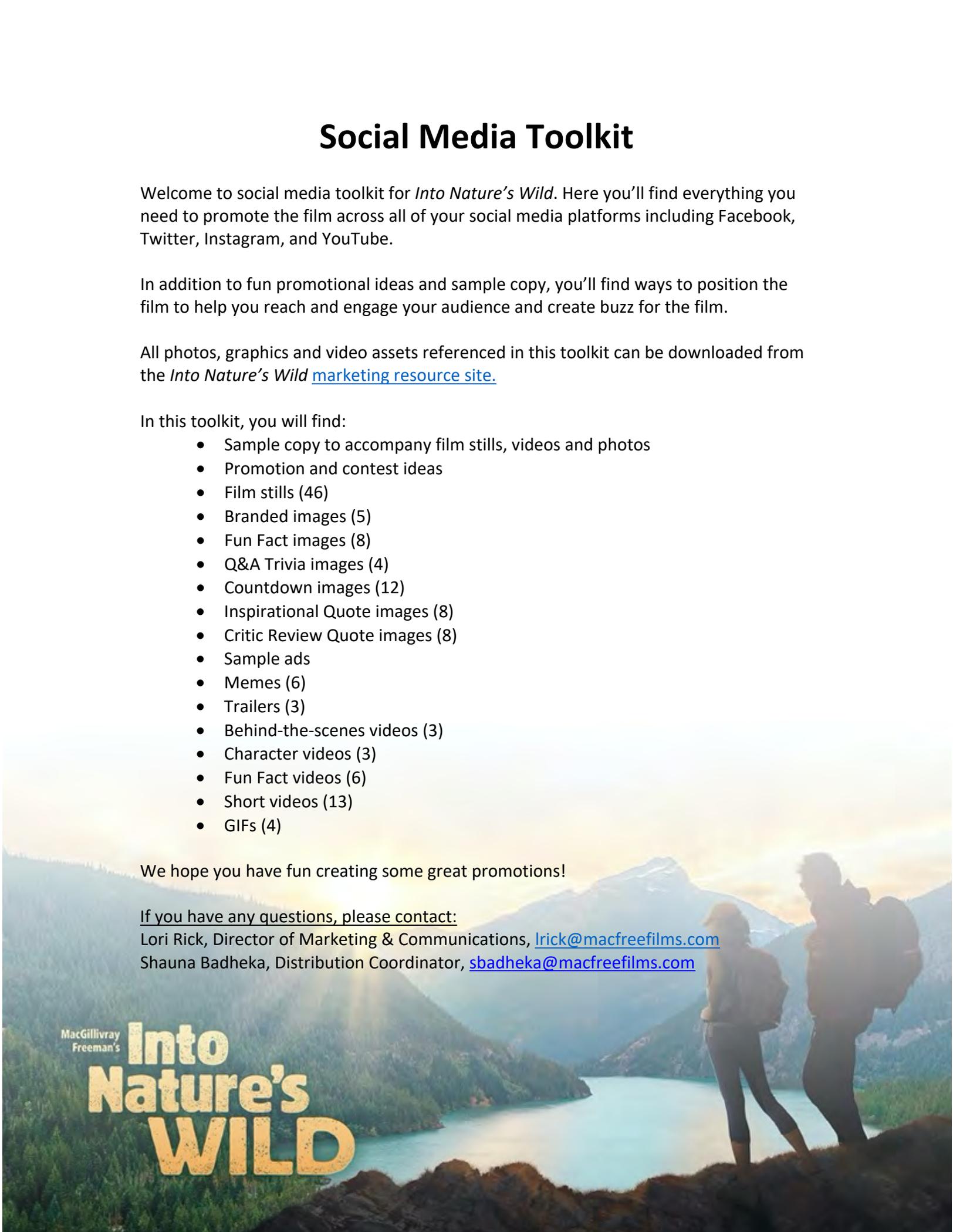
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MacGillivray
Freeman's

**Into
Nature's
WILD**



Film Synopsis

From the Academy Award® nominated producers of the acclaimed hit film *National Parks Adventure* comes ***Into Nature's Wild***, a visually stunning cross-country adventure into the hidden wonders of the natural world. A non-stop ride via kayak, bike, train, hot air balloon, zipline and more, ***Into Nature's Wild*** explores some of the most beautiful but little-known landscapes of North America, from the wilds of Alaska and the lush coastline of Oregon to the ancient canyons of the Southwest and the rolling hills of the Appalachian Trail. Setting out on this journey are three trailblazers – pioneering Native American astronaut John Herrington, Alaskan pilot and youth advocate Ariel Tweto, and record-breaking long-distance hiker Jennifer Pharr Davis – who share a passion for connecting people to experiences in the wild. As they wind their way through the scenic byways, ancient homelands, secret gems and hidden trails of North America, viewers will discover the special human connection we all share with the natural world.

Narrated by Academy Award® winner Morgan Freeman and directed by Academy Award nominee Greg MacGillivray, ***Into Nature's Wild*** is a MacGillivray Freeman film produced in association with Brand USA. The film is presented by Expedia and United Airlines.



Sample Social Media Copy

General tagline samples to engage your audiences. Be sure to use the hashtag **#IntoNaturesWild** in all of your posts and follow the MFF social accounts to find photos, videos, relevant articles and more to share with your audiences.

Facebook: **@MacGillivray Freeman** Instagram/Twitter: **@MacFreeFilms**

- Step off the beaten path and connect to your inner trailblazer in #IntoNaturesWild, a new giant screen film about the secret wonders of the natural world.
- Kayak the wilds of Alaska, climb a 400-foot Utah cliff and dive into the deepest lake in #IntoNaturesWild on the only screen big enough to show it.
- Did you love the giant screen film #NationalParksAdventure? From the same producers, @MacGillivray Freeman, comes #IntoNaturesWild, a new cross-country adventure into the secret wonders of the natural world. Opening [DATE]
- Immerse yourself in an epic adventure on the only screen big enough to show it and discover some of nature's most amazing secret wonders in #IntoNaturesWild, from the award-winning producers of #NationalParksAdventure.
- From the wilds of Alaska and the lush Oregon coast to the ancient canyons of the Southwest and the Appalachian Trail, discover nature's secret wonders in #IntoNaturesWild.
- Nature is waiting. Come explore it in #IntoNaturesWild, opening [DATE].
- Meet a pioneering astronaut, an Alaskan pilot, and a record-breaking long-distance hiker as they show us the hidden wonders of the natural world in #IntoNaturesWild.
- Spending time in nature enhances our creativity and well-being. Discover the secret wonders of the natural world in the new giant screen film #IntoNaturesWild, get tickets here [LINK]
- Escape the tame and come explore the magic of nature in #IntoNaturesWild. Experience it all on the giant screen [DATE]
- Humans have explored the wild for thousands of years. Connect with your inner trailblazer and discover the secret wonders of nature in #IntoNaturesWild.
- Dare to venture into some of nature's best kept secrets in #IntoNaturesWild now playing on [CITY NAME]'s largest screen.
- #IntoNaturesWild is a non-stop ride by kayak, bike, hot air balloon, train and more into the hidden wonders of the natural world.
- Discover the magic of spending time in nature in this cross-country adventure into the wonders of the natural world, #IntoNaturesWild

Ideas for Social Media Promotions

The following social media promotions are designed to engage your audience in a conversation and generate excitement for the film. The “Go Wild” options are suggestions to take the promotion a step further. Pick a few that you think would excite your online community and have fun!

In addition to creating a dynamic online conversation, promotions can also be used for giveaways (promotional items, tickets, etc.). Be sure to include proper rules and regulations before executing any contests or sweepstakes.

Nature Spotlight of the Week

Each week feature a different location seen in the film and include a fun fact about each spot. A selection of fun facts can be found on page 29. Have your followers guess the location to win swag or tickets to a screening.

- **Sample Post:** #IntoNaturesWild star @JenPharrDavis finds some amazing locations on her hikes in the wild. Can you guess the name of these naturally formed cliffs near Mammoth Lakes? The first person to guess correctly will WIN TWO TICKETS to see #IntoNaturesWild on the giant screen at [theater/museum name]! Good luck!



Go Wild: Can nature be found around your theater or museum? Maybe you have some exhibits that feature cool things from the great outdoors? Take photos of staff interacting with nature/nature exhibits and incorporate it in your film promotion.

Moose On The Loose!

Take photos of the moose plush (offered in the promo package), around your museum or city and run a contest for followers to find the moose on the loose.

- **Example Post:** You’ve heard of elf on the shelf, well now we have a moose on the loose! Our newest film #IntoNaturesWild is full of cute creatures, but one seems to have escaped and is hiding in [theater name]! If you can guess where he is hiding, you’ll be eligible to win tickets to see #IntoNaturesWild on the giant screen!

Go Wild: Extend the moose hunt to the local community or partner locations to help cast a wider audience reach. This is a great way to generate word of mouth buzz and possibly create a partnership of some sort with local businesses!



Photo Caption Contest

What's going on here?! Ask your followers to caption wild or unusual photos from *Into Nature's Wild* with their best descriptions.

- **Sample Post:** "I'm flying, Jack!" Alright, so that infamous line may be from *Titanic*, but we can't help but wonder what's going through this rock climber's mind right now. Caption this photo from our latest giant screen movie, #IntoNaturesWild, and you could win a set of tickets to see it, now playing in [theater name].



Go Wild: Use the promotion to win tickets or swag. The funniest caption, or caption with the most likes, wins a pair of tickets to the film.

Where Is Your Wild?

How do you get "wild" in nature? Ask followers to tag your theater/museum in their outdoor photos, showcasing adventure and exploration. These photos could be printed and posted in a special display at your theater/museum or you can choose to show them on the big screen before the film starts! Make sure to let participants know you'll be showing their picture on the big screen.

Go Wild: Every Wednesday post a #WildWednesday IG story showcasing the previous week's photo submissions and ask viewers to share how they plan on getting wild out in nature. Tease the film and tag any type of giveaways you give out to followers whose photos have been specially selected.

Host a Twitter Party

Give your audiences a chance to ask the filmmakers how they got the shot, or what inspired John Herrington to go to space, by inviting film talent or local experts to host a twitter party on a set date and time. Followers can tune in to join a conversation about the film and get stoked to see it themselves.

Instagram Live

Create a live event and share the moment with your online followers. If you are hosting film talent, local nature experts or have any thematic programming related to the film, tease out the special event to your followers so they can join the conversation. Share behind the scenes moments, host a Q&A and give your online followers a bit of FOMO and encourage them to join in for future events.



Nature Access for All

Most families live in cities. This film encourages a connection to nature for all people, regardless of their location, background, abilities or socio-economic level. Use the film as an opportunity to reach underrepresented groups and celebrate the many ways that all cultures connect with nature.

Celebrate Traditional Environmental Knowledge

The Native Americans featured in the film, including Ariel Tweto, John Herrington and Shaun Martin share their traditional connections with nature. Reach out to local indigenous groups to share their stories, traditions and nature connections with your online audience. Share resources to learn more and get involved in local events.



Reach out to Underrepresented Groups

There are a number of national groups that focus on connecting underrepresented groups to nature. Connect with your local organizations and chapters and spread the word of the film. Some groups include but are not limited to:

- Outdoor Afro: @OutdoorAfro <https://outdoorafro.com/>
- Latinos Outdoors: @LatinoOutdoors <https://latinooutdoors.org/>
- Outdoor Asian: @OutdoorAsian <https://www.outdoorasian.com/>

Encourage People with All Abilities to Experience Nature

Singer and speaker Emma Faye Rudkin is a role model and advocate for the deaf and hard of hearing community. The film highlights how people with disabilities, particularly children that are deaf, experience nature from a range of perspectives. Find out how your local parks and outdoor spaces have special needs accommodations like ramps, signs with brail, or interpreters.



SAMPLE TAG LINES

- No matter who you are, nature connects us all! Experience trailblazers from all walks of life as they explore the wild places they call home in #IntoNaturesWild
- #IntoNaturesWild celebrates the importance of nature in all people's lives. Experience it on the giant screen and get inspired to form your own nature connection in your community!



Meet the Film Talent

Harness the power of film talent and our film partners. Tag their handles and share the story of their involvement to expand the reach of the film.

Ariel Tweto is a native Alaskan pilot, public speaker and TV personality who gained fame following her appearance in the hit reality series about her family *Flying Wild Alaska*. Ariel lives life to the fullest and shares her passion to inspire the youth in her community to connect with each other by getting out and exploring the wild.

- Facebook: @arieltweto44
- Instagram / Twitter: @arieltweto



John Herrington is the first Native American to travel to space. After a successful career as an astronaut, he ventured into a new passion for connecting with students and earned a doctorate in Education. John shares his stories of challenge, leadership, motivation, and mentorship with audiences of all ages.

- Facebook: @cdrjohnherrington
- Instagram: @n40628



Jennifer Pharr Davis is a hiker, author, speaker and *National Geographic* Adventurer of the Year who has covered more than 14,000 miles of long-distance trails on 6 different continents. In 2011, she broke the record for completing the Appalachian trail in 46 days, 11 hours, and 20 minutes, maintaining an average of 47 miles per day. She strives “to make the wilderness accessible and enjoyable” for hikers of all ages, genders and abilities.

- Facebook/Instagram/Twitter: @jenpharrdavis



Emma Faye Rudkin, a former Miss San Antonio, is a role model for the deaf and hard of hearing community and founder of the nonprofit Aid the Silent with the mission to aid deaf children and teens to reach their full potential and live life more richly. Emma is a national speaker, singer and musician, and awarded businesswoman.

- Facebook/Instagram/Twitter: @Emmafayerudkin



Social Banners

Update your theatre Facebook, Twitter and YouTube cover photos and your email signatures with film banding. Download these images from the [marketing resource site](#).

Facebook Cover Photo



Twitter Cover Photo



YouTube Cover Photo



Social Ads

Ads on social media are a great way to drive traffic to your film pages and ticket links. Here are some suggested samples of photos, carousel ad sets, videos and copy. Suggested image size for photo ads are 600 x 600 px.



COPY: Dare to live on the wild side in the new giant screen film #IntoNaturesWild



COPY: Nature is waiting. Come explore it in the new giant screen film #IntoNaturesWild



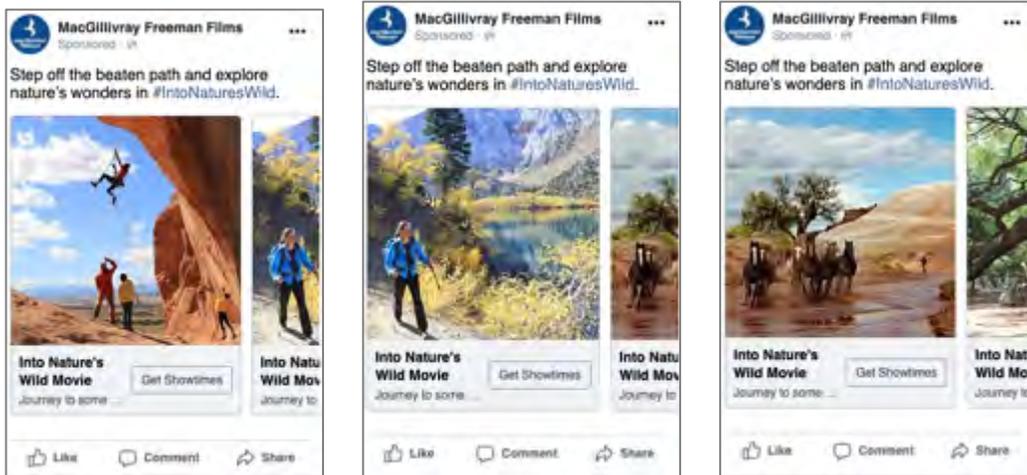
COPY: Immerse yourself in an adventure to wild destinations in #IntoNaturesWild



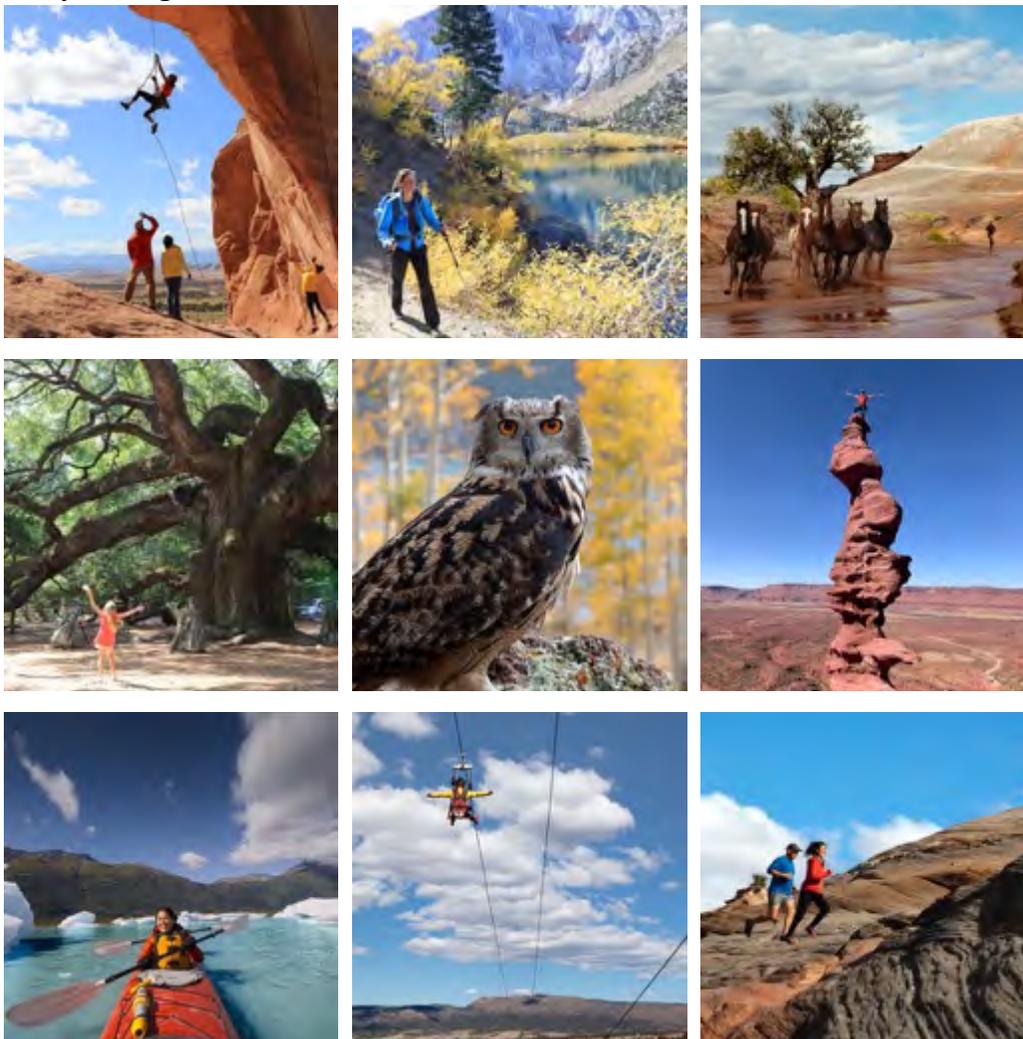
COPY: Immerse yourself in the secret wonders of the great outdoors in #IntoNaturesWild

Carousel Ads

Choose a series of images to tell the story of the film and pique your audience's interest. Suggested image size for carousel ads are 600 x 600 px. Choose up to 10 images.

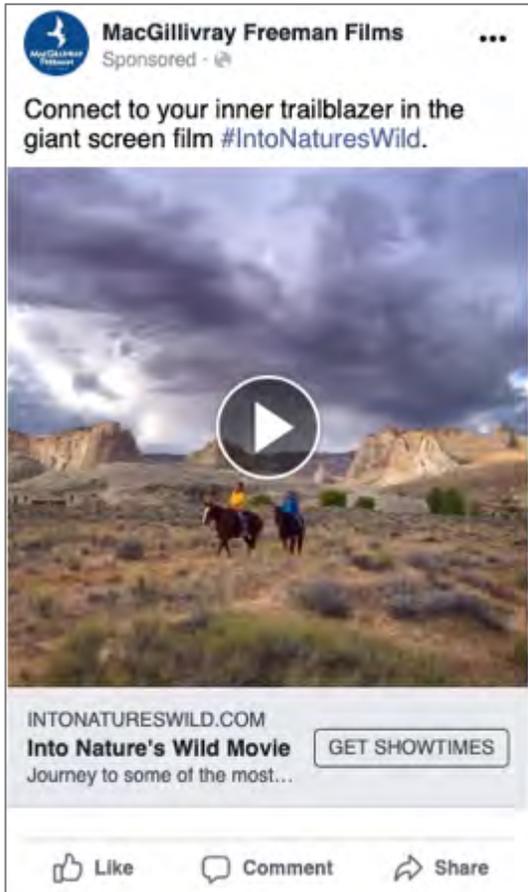


Sample image set

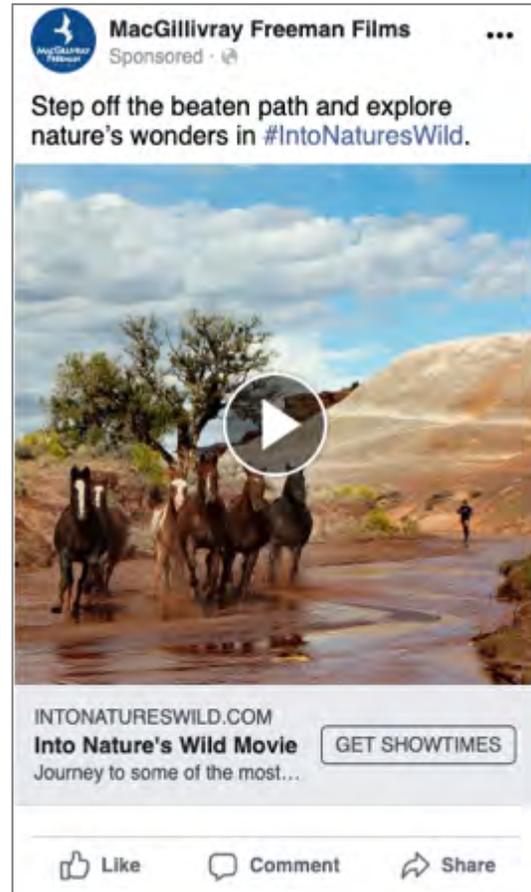


Video Ads

Video ads are an excellent way to promote the film. Use them on Facebook, Instagram, Twitter or in YouTube pre-roll ads. We have [:07](#), [:15](#) and [:30 online ads](#) available in square, wide and vertical formats to fit the specs of each platform's feed's and stories.



COPY: Connect to your inner trailblazer in the giant screen film #IntoNaturesWild.



COPY: Step off the beaten path and explore nature's wonders in #IntoNaturesWild.

Social Media Videos

Videos are a great way to showcase the stunning visuals of the film, present featured animals and tell some of the fascinating behind-the-scenes filmmaking stories. All videos can be downloaded from the [resource site](#) or linked to from the [MFF YouTube playlist](#).

Trailer

Step off the beaten path and connect to your inner trailblazer in #IntoNaturesWild, a cross-country journey in search of the hidden wonders of nature. The film features trailblazers like pioneering astronaut John Herrington, Alaskan pilot @Ariel Tweto, and record-breaking hiker @Jenpharrdavis. Immerse yourself in mother nature's beauty on the only screen large enough to capture it all, opening [date] at [theatre name]



Educator Trailer

What are teachers saying about #IntoNaturesWild? Check out this educator trailer to find out why Into Nature's Wild is the perfect fit for your students and classrooms. Book a field trip today! [link]



Critic Reviews

"Stunning!" "Unique!" "Celebration!" The critics are raving about #IntoAmericasWild! See it now in our [theatre name] and be inspired to start your own adventure!



Behind The Scenes Videos

Featurette

Want to learn more about #IntoNaturesWild? Go behind the scenes with the filmmakers to learn about making the film, their favorite moments and the hidden wonders of the North American wild -- a must-see on the giant screen. Now playing [LINK]



Greg MacGillivray*

Meet #IntoNaturesWild director Greg MacGillivray and get a sneak peek into what it takes to create a giant screen film. Be inspired to get out and discover nature's hidden gems!

*MFF will record a custom end tag for this video from Greg MacGillivray saying, "Come see *Into Nature's Wild* at the [Your Theatre Name] starting [Opening Date]." Please email Shauna at sbadheka@macfreefilms.com to request a tag.



Behind the Scenes

@MacFeeFilms always puts the IMAX camera right where it does not want to go, to bring you visuals never seen before on the giant screen. See how they get the shot for their newest film #IntoNaturesWild.



Character Videos

Meet John Herrington

Ever wonder what our Earth looks like from space? #IntoNaturesWild, now playing on our giant screen, features John Herrington, the first Native American astronaut to travel in space, who had a stunning revelation about our home planet while gazing back at it from the space station. See him as he connects with nature in #IntoNaturesWild.



Meet Ariel Tweto

Meet Ariel Tweto, an Alaskan pilot and youth advocate with a zest for life as large as the giant screen! See her explore nature's hidden natural wonders in #IntoNaturesWild, opening [DATE].



Meet Jennifer Pharr Davis

Come see #IntoNaturesWild and meet the record-breaking hiker, Jennifer Pharr Davis, who set a world record for hiking the Appalachian Trail. Her inspirational story includes a message of personal transformation through connecting with nature and blazing her own trail.



Fun Fact Videos

The Appalachian Trail

The Appalachian Trail connects 14 states from Georgia to Maine and takes most hikers 6 months to complete. Watch #IntoNaturesWild and meet Jennifer Pharr Davis, the record-breaking hiker who completed the trail in just 46 days!

Crater Lake

Did you know that a volcanic explosion formed the deepest lake in the United States? Experience the pristine waters of Oregon's Crater Lake in #IntoNaturesWild and explore North America's wild spaces like never before.

Fun Facts About Grebes

Grebes take up to 20 steps per second to walk on water during their complicated mating rituals. We challenge you to move that fast to come see these love birds on the giant screen in #IntoNaturesWild.

The Kelp Highway

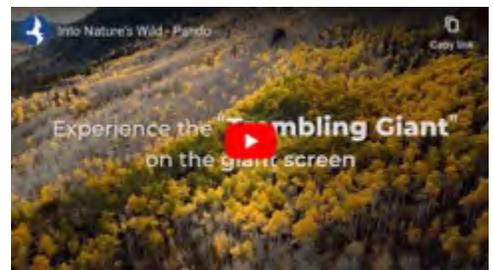
Ever wonder who the first people were to step foot on the North American continent? Meet these early explorers and connect with your inner trailblazer in #IntoNaturesWild

Niagara Falls

Experience the majesty of the 8th wonder of the natural world in #IntoNaturesWild and sit in the splash zone of Niagara Falls in our giant screen theatre, starting [DATE].

Pando

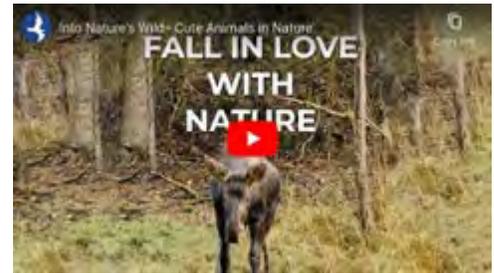
Did you know that the largest single living organism is hidden deep in Utah's Fishlake National Forest? It's the Pando Aspen Grove! Wander through this "trembling giant" in #IntoNaturesWild on the only screen large enough to fit it.



Short Form Videos (Offered in square 1080x1080 and vertical 1080x1920)

Cute Animals in Nature

From moose to mongoose, #IntoNaturesWild features some of the stunning wildlife found in their natural habitats. Meet the cuddly creatures on [date] when #IntoNaturesWild opens on the giant screen.



Nature is Waiting

Nature is waiting, go out and explore it! Discover the hidden gems from the edge of your seat in the new giant screen film, #IntoNaturesWild, opening [date].



Get in Nature

What does nature mean to you? Explore all the ways to experience it, along with trailblazers like record-breaking hiker, Jennifer Pharr Davis, in #IntoNaturesWild, now playing!



Nature Rocks!

Hike, bike, climb and blow your mind! Explore all of the ways that nature rocks in #IntoNaturesWild, opening on the giant screen on [date].



The Owl

Our latest film, #IntoNaturesWild is a hoot! Meet the majestic creates and fearless trailblazers on the giant screen, opening [date]!



How Do You Experience Nature?

How do you experience nature? Are you an adrenaline junky ziplining over canyons or kayaking over waterfalls? Or do you prefer a stroll through your local park? Experience it all in #IntoAmericasWild and connect with your inner trailblazer starting [Opening Date].



Running with Wild Horses

Escape the tame of everyday life with #IntoNaturesWild, a new giant screen film that celebrates the beauty of nature and highlights the trailblazers that run wild!

Kayaking in Alaska

Cruise through crystal-clear glacial waters with Alaskan native, Ariel Tweto and explore hidden natural gems, never before seen on the giant screen, in #IntoNaturesWild.

Running with Ariel and John

Wind your way through the secret gems and hidden trails that form the natural tapestry of North America, in #IntoNaturesWild to discover the special human connection we all share with nature.

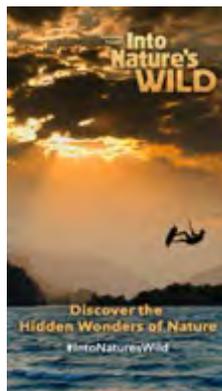
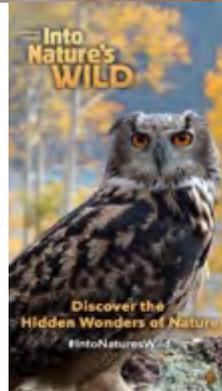
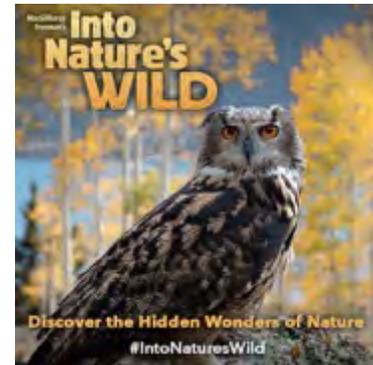
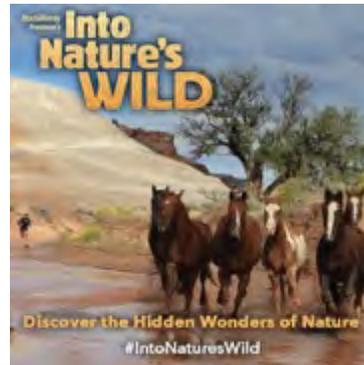
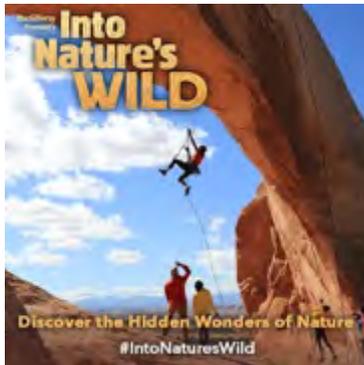
Ziplining

Soar like the eagles across the scenic byways and natural wonders unlike ever before on the giant screen in #IntoNaturesWild, now playing!



Branded Images

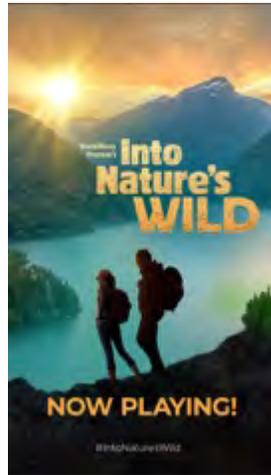
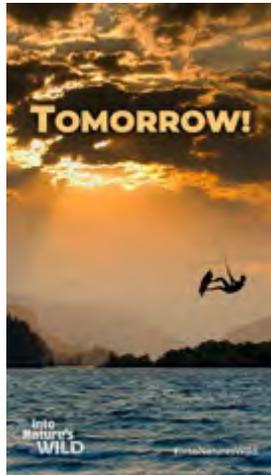
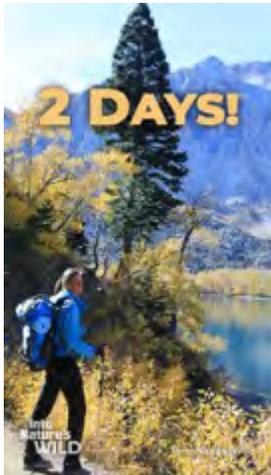
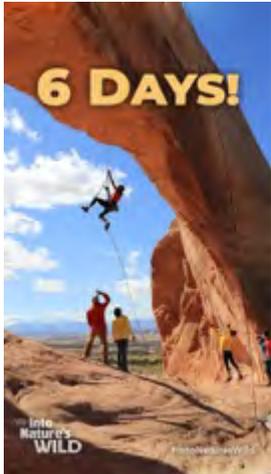
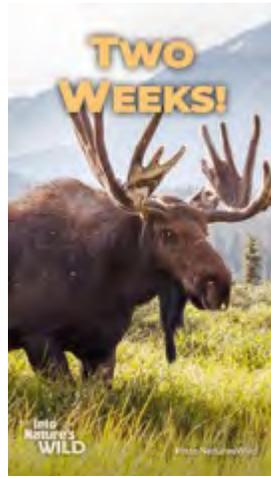
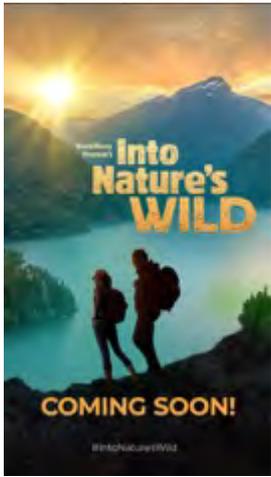
Discover the Hidden Wonders of Nature! These branded images stand alone with the film logo, tagline and hashtag. Download these images in square 1080x1080 and vertical 1080x1920 formats from the [marketing resource site](#).



Countdown Images

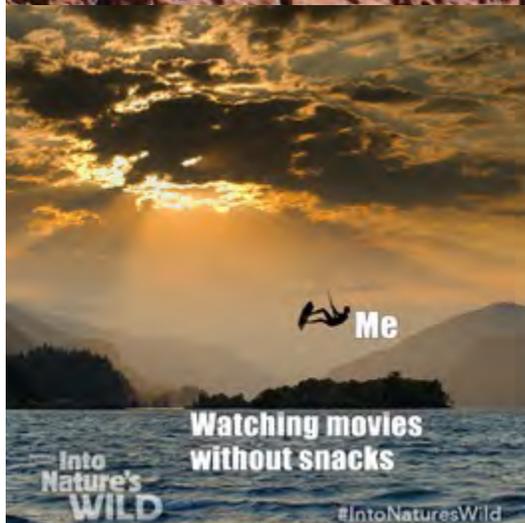
Use countdown images to get your followers excited for the upcoming film. Post them leading up to the film's debut at your theatre. Encourage followers to click a link to purchase tickets. Download the images from the [marketing resource site](#).





GIFs & Memes

Add fun content to your pages with GIFs and memes. Encourage followers to click a link to tickets in your copy. Files are available for download on the [marketing resource site](#).

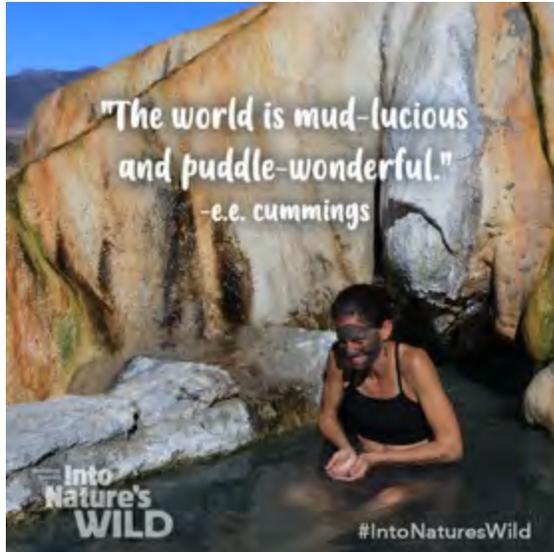


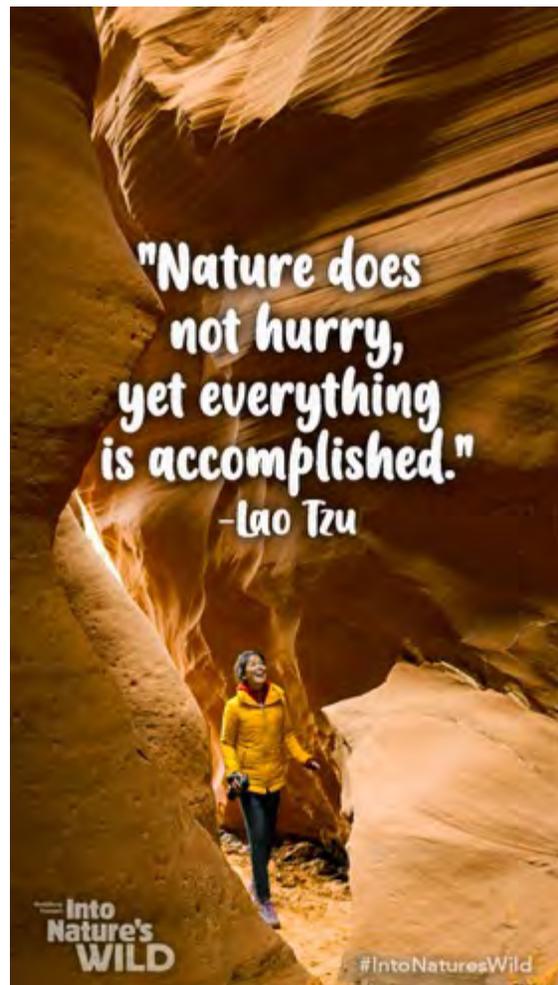
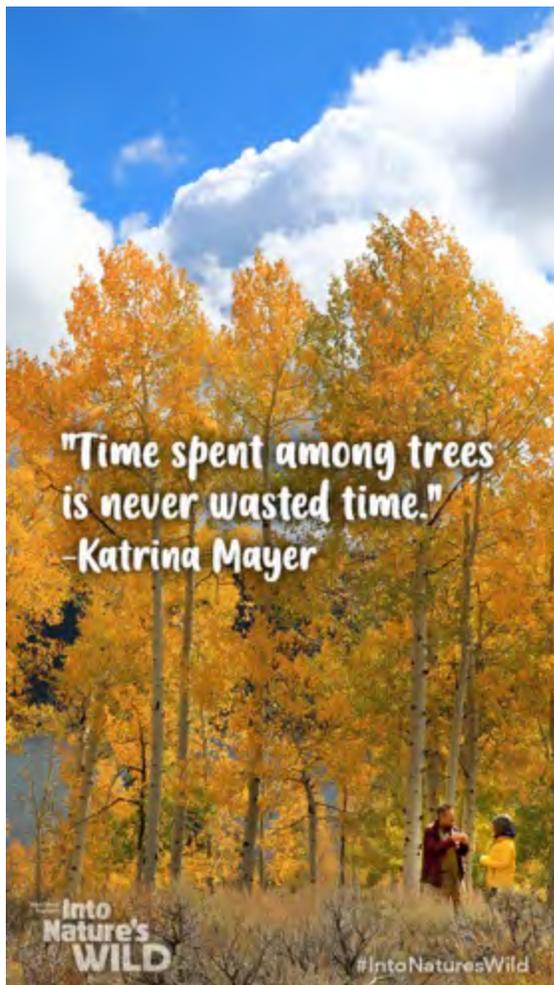
Moving GIF files



Inspirational Quotes Images

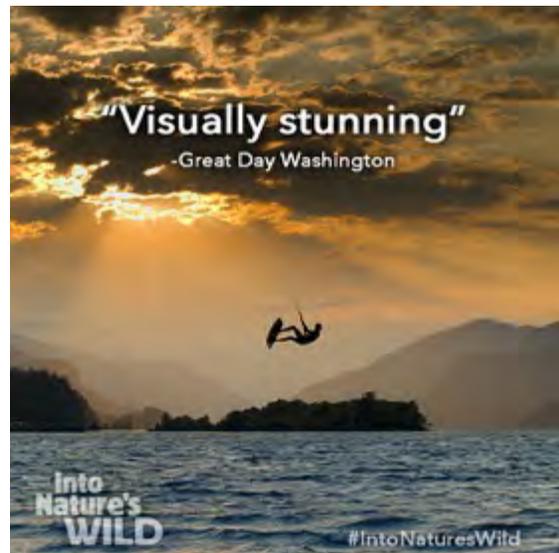
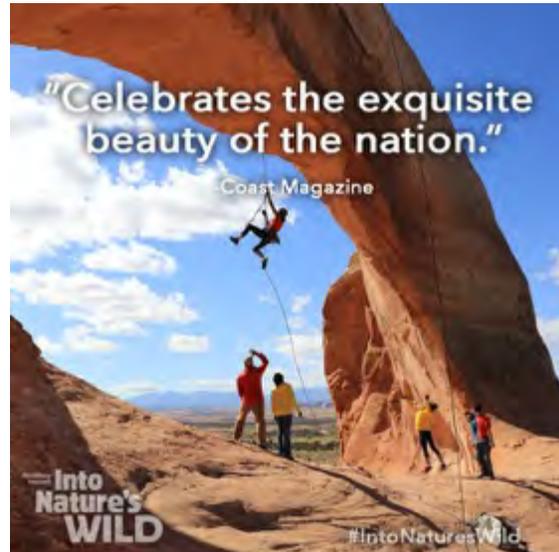
Inspire your audiences with famous quotes about nature. Files are available for download on the [marketing resource site](#).

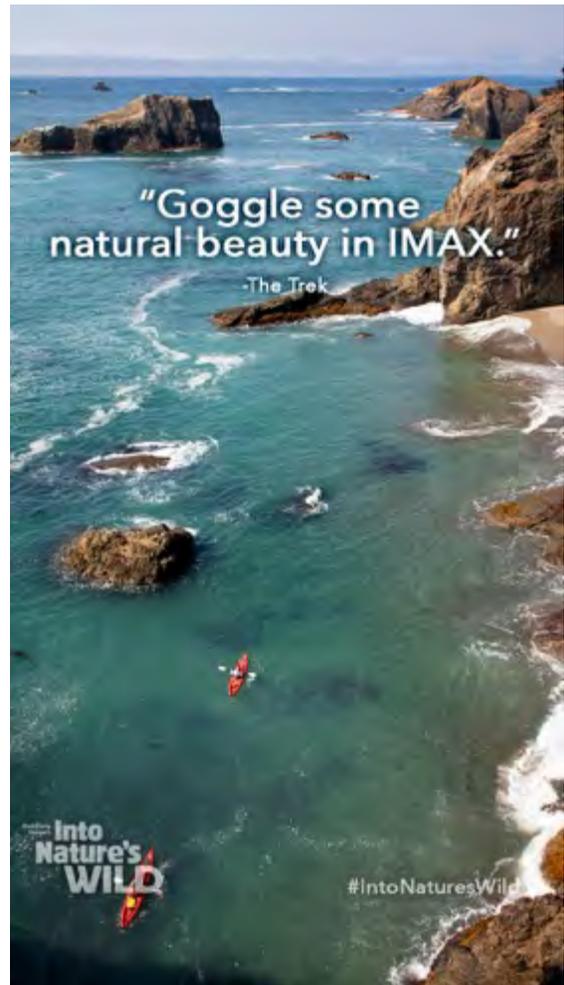
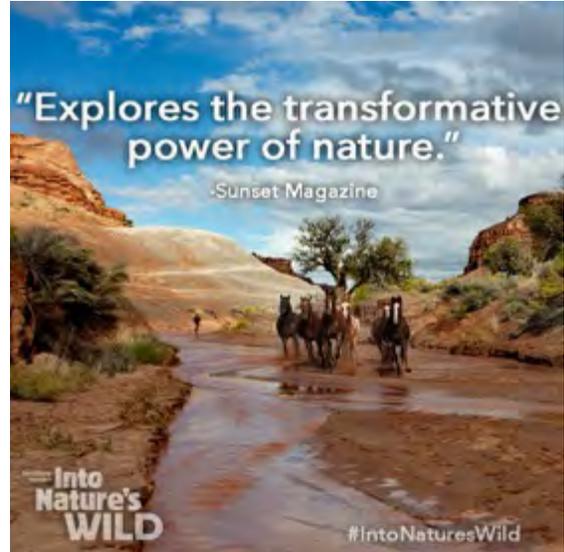




Critic Review Quotes Images

Share what the critics have to say about the film. Square and vertical image files are available for download on the [marketing resource site](#).





Fun Facts and Trivia

FUN FACTS

Fun fact photos can be downloaded from the [marketing resource site](#).



Arizona's Antelope Canyon is a slot canyon formed by thousands of years of flash floods, giving the narrow canyon its stunning wave-like formations.



Formed by a volcanic explosion, and filled only by rainfall and snowmelt, Oregon's Crater Lake reaches 2,000 ft deep and is the deepest lake in the U.S.!



Utah is home to more than 2,000 natural arches, including some of the largest and most iconic arches in the world!



Grebes move their feet 20 times per second, making them the largest animal to walk on water!



The Lewis and Clark Expedition traveled 8,000 miles and identified 178 plants and 122 animal species previously unknown to European settlers.



The wingspan of the Eagle Owl stretches an average of 60 to 72 inches. That's 3 times longer than its height!



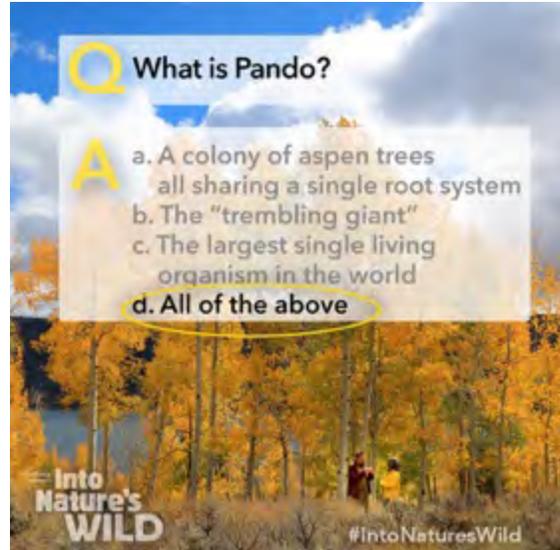
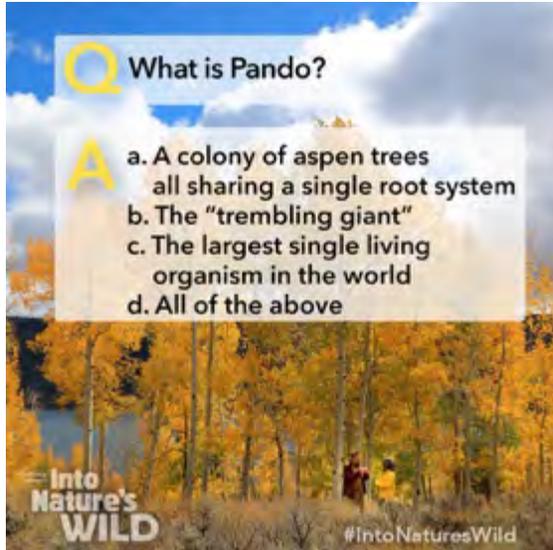
Only male moose grow antlers, which can span up to 5 feet and weigh over 65 lbs!



Utah's Pando Aspen Grove is a colony of 47,000 genetically identical aspens all growing from one root system. It's the largest single organism on Earth!

Q & A Images

Host a Q&A trivia contest! Share a question photo and follow up with the answer image the next day. For each fact there is a question and answer image available on the [marketing resource site](#).



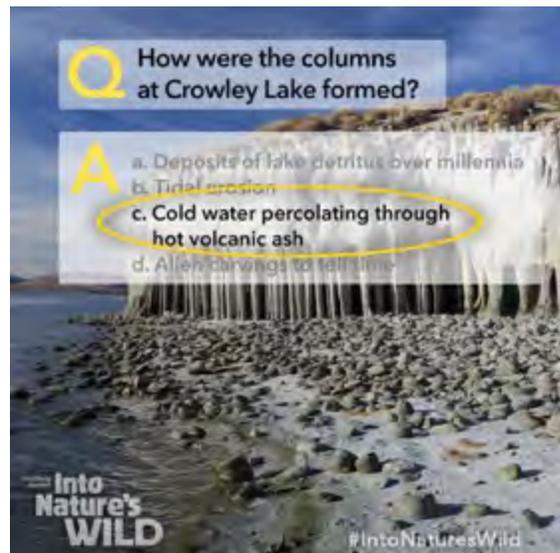
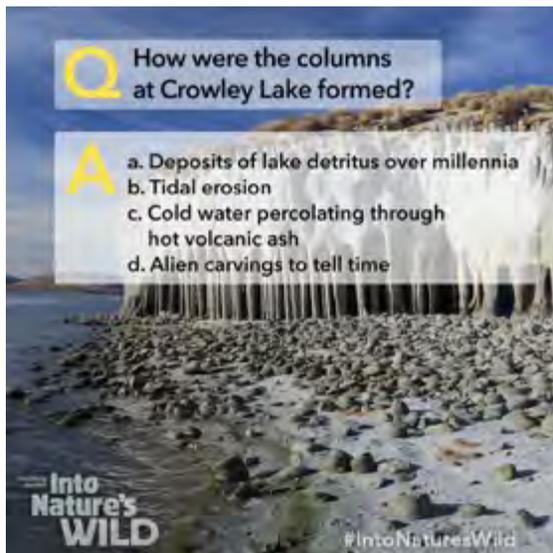
Q: What is Pando?

A: A colony of aspen trees all sharing a single root system

B: The "trembling giant"

C: The largest single living organism in the world

D: All of the above



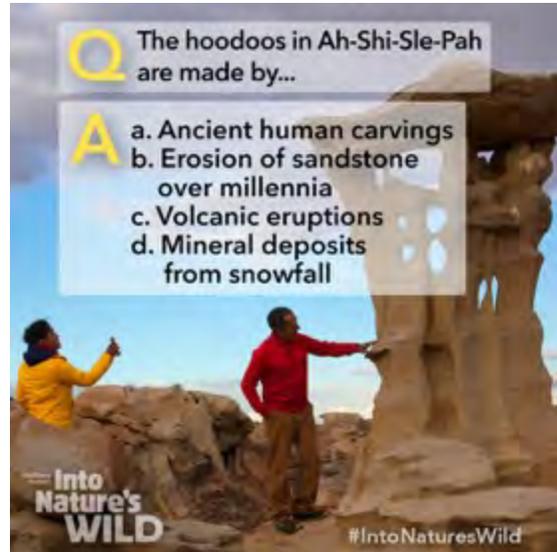
Q: How were the columns at Crowley Lake formed?

A: Deposits of lake detritus over millennia

B: Tidal erosion

C: Cold water percolating through hot volcanic ash

D: Alien carvings to tell time



Q: The hoodoos in Ah-She-Sle-Pah are made by...

A: Ancient human carvings

B: Erosion of sandstone over millennia

C: Volcanic eruptions

D: Mineral deposits from snowfall



Q: Where is the largest hot air balloon festival in the world?

A: Albuquerque

B: Venice

C: New York City

D: Mexico City

TRIVIA

Use these fun facts for your #ThursdayTrivia contests on any of your platforms.

- Spending time in nature, even in a city park, is one of the fastest ways to help lower stress, blood pressure and heart rate.
- Getting 5 to 15 minutes of sunlight two to three times per week gives your body vitamin-D boosting benefits! Vitamin D helps fight disease, depression and has been shown to aid in healthy weight loss.
- Utah's Pando Aspen Grove, also known as the Trembling Giant, is a clonal tree colony that is actually a single organism, all sharing the same root system. At 6 million kgs It is the world's largest living organism! At approximately 80,000 years old, it is also among the oldest living organisms on the planet.
- Crater Lake is the deepest lake in the U.S. at nearly 2,000 feet deep. If you placed the Eiffel Tower at Crater Lake's deepest part, there would still be nearly 1,000 feet of water above it!
- The Albuquerque International Balloon Festival was first started in 1972 with only 13 balloons participating. It now includes over 600 balloons!
- The Appalachian Trail crosses 14 states and is nearly 2,200 miles in length and takes the average hiker 165 days to complete. Only 1 in every 4 people who attempt to complete the full Appalachian Trail succeed in doing so.
- Western Grebes are the largest animal able to walk on water. They move their feet 20 times per second and can sprint 20 meters on the water surface.
- Niagara Falls is considered the 8th wonder of the natural world. It consists of three separate falls, and 700,000 gallons of water travel down the falls every second.
- The ancient structures at Mesa Verde include 4,000 archaeological sites and over 600 cliff dwellings. They were built between approximately 600 to 1300 AD by the Anasazi people and still stand today!
- The Lewis and Clark Expedition traveled 8,000 miles in 2 years and identified 178 plant and 122 animal species previously unknown to European Settles. It is considered one of the most important scientific expeditions in American history.

HOLIDAYS

(Dates listed are for 2020)

Holidays are another great way to join in a trending online conversation. The toolkit includes [watermarked photos](#) for particular holidays, but for the rest, choose a relevant photo and hashtag the holiday.

January 5 – National Bird Day

March 3 – World Wildlife Day

March 20 – First Day of Spring

April 22 – Earth Day & Arbor Day

May 12 – Mother’s Day (Theme:
Celebrate Mother Nature Day!)

May 16 – Love a Tree Day

June 15 – Nature Photography Day

June 20 – Summer Solstice

June 21 – National Indigenous Peoples
Day & Father’s Day

June 22 – National Wildlife Federation’s
Great American Campout

September 22 – Autumn Equinox

October 4 – World Animal Day

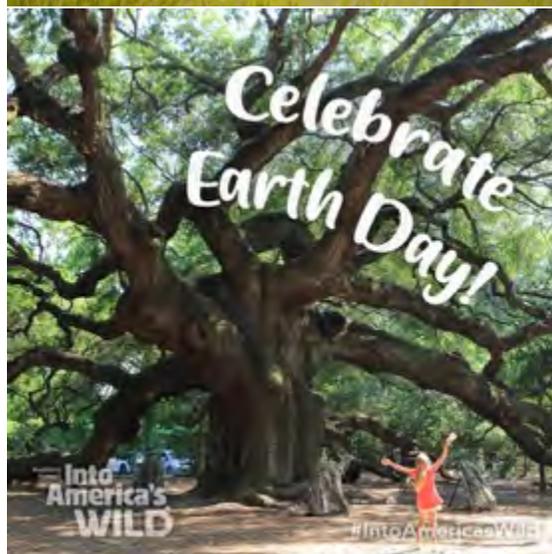
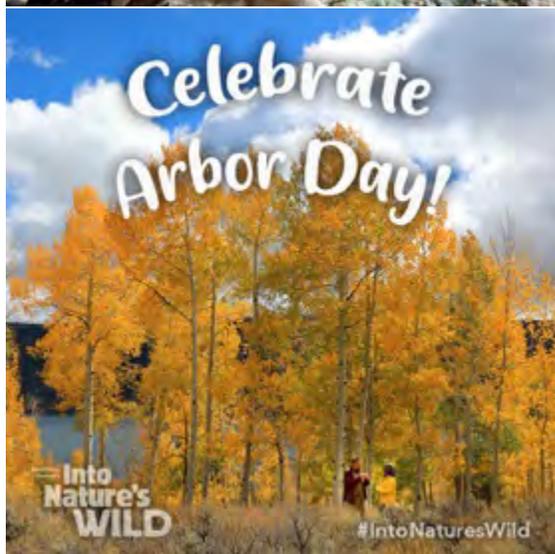


IMAGE SET



01_Wilson's Arch – Climber Miranda Oakley dangles delicately under Wilson's Arch in Moab, Utah.



04_Kiteboard – A kiteboarder soars above the Columbia River Gorge in Oregon.



02_Niagara Falls – A rainbow arcs over Niagara Falls, the iconic waterfall spanning the US/Canadian border.



05_Antelope Island – Ariel Tweto rides on horseback through Antelope Island, along the shore of the Great Salt Lake in Utah.



03_Wild Horses – Reenactment of Ultramarathon runner, Shaun Martin, running alongside wild horses through a creek in Canyon de Chelly in the Navajo Nation.



06_Durango Train – Built in 1882, the Durango & Silverton Narrow Gauge Railroad makes its daily loop through southwest Colorado's San Juan Mountains.



07_Pando – These quaking giants make up the Pando Aspen Grove in Fishlake National Forest in Utah. The grove consists of a single root system making it one of the largest single living organisms in the world.



10_Owl – An Eagle Owl displays its piercing eyes in Pando, Utah.



08_Balloons – These vibrant hot air balloons fly over New Mexico in the Albuquerque International Balloon Fiesta, the largest balloon festival in the world.



11_Running – John tries to keep up with Ariel on her daily run on a rocky Arizona plateau



09_Mesa Verde – Nearly 10,000 years ago, Ancestral Pueblo people built and inhabited the cliff dwellings in Mesa Verde, high in Colorado's San Juan Mountains.



12_John Herrington – Astronaut John Herrington stands above the other-worldly hoodoo formations in New Mexico's Ah-Shi-Sle-Pah Wilderness



13_Ariel Tweto – Alaskan Native, Ariel Tweto, stands in front of the Cessna 172 that she piloted along the southern Oregon Coast.



14_Oregon Coast – Sun sets over the stunning coastline of Secret Beach in the Samuel H. Boardman Scenic Corridor in southern Oregon.



15_Lewis and Clark – Actors reenact the Lewis and Clark expedition in the snow-covered mountains of Molas Lake near Silverton, Colorado



16_Zipline – Ariel Tweto bravely ziplines over Colorado’s scenic Royal Gorge.



17_Reed Boat – Actors reenact early humans that migrated to the North American continent by way of reed boats on the Kelp Highway along the northern Pacific Coast.



18_Sign Songs – Former Miss San Antonio, Emma Faye Rudkin is a deaf musician and speaker. Here she leads a group of deaf and hard of hearing children in a song with sign language.



21_KidsRockets – Flashback to John Herrington’s childhood where he and his brother and friends would experiment with home-made rockets.



19_Pando – Biologist Paul Rogers explains the science of the cloning aspen trees to Ariel in Utah’s Pando Aspen Grove.



22_TreeRoots – Ariel hikes through the gnarled roots of a Ponderosa Pine tree in Tent Rocks, New Mexico.



20_Suttle Launch – The film features a reenactment of Astronaut John Herrington’s spaceflight aboard the space shuttle *Endeavor*.



23_Ah-Shi-Sle-Pah - Ariel and John admire the other-worldly sandstone hoodoos in New Mexico’s Ah-Shi-Sle-Pah Wilderness.



24_Kennedy Space Center – John Herrington leads a group of students on a tour of Florida’s Kennedy Space Center.



25_Ariel Owl – A trained Eagle Owl perches delicately on Ariel Tweto’s arm.



26_Sacagawea – Actors recreate Sacagawea’s historical guidance of the Lewis and Clark Expedition overlooking Colorado’s picturesque Molas Lake at dawn.



27_Kayakers – Kayakers follow the ancient “Kelp Highway” along the Pacific Coast in southern Oregon’s Samuel H. Boardman Scenic Corridor.



28_Sunrise – The MacGillivray Freeman film crew scouts in New Mexico during a breathtaking sunrise.



29_Ariel Kayak – Ariel Tweto paddles a tandem kayak through the arctic blue waters of Spencer Glacier in Chugach National Forest, Alaska.



32_Angel Oak – A young girl celebrates the outdoors under Charleston’s famous Angel Oak, estimated to be 400-500 years old.



30_Pando Owl – An Eagle Owl stares into the camera in Utah’s Pando Aspen Grove.



33_Moab Climb – Climber Miranda Oakley stands atop the famous corkscrew summit on Ancient Art at Fisher Towers in Moan, Utah.



31_Characters – Astronaut John Herrington, Alaskan pilot Ariel Tweto, and record-breaking hiker Jennifer Pharr Davis pose for a photo while filming in the Great Smoky Mountains.



34_Canyon De Chelly – Ultra-marathon runner Shaun Martin jogs through the trees in the Navajo Tribal lands of Canyon De Chelly, Arizona.



35_Gardening – Native American ecologist Melissa Nelson shares her traditional environmental knowledge with characters John Herrington and Ariel Tweto and her students.



38_Crowley Lake –The outer-worldly rock columns at Crowley Lake in the Eastern Sierra Nevada.



36_Mammoth Lakes – Professional Hiker Jennifer Pharr Davis hikes along a wildflower-lined trail near Mammoth Lakes in the Eastern Sierras.



39_Wilson Arch – John Herrington and Ariel Tweto stand beneath Wilson Arch, a natural sandstone arch in Moab, Utah.



37_Antelope Canyon – Ariel Tweto marvels at the undulating sandstone formations in Antelope Canyon, near Page, Arizona.



40_Miranda Oakley- Renowned climber Miranda Oakley celebrates after ascending the corkscrew summit of Ancient Art near Moab, Utah.



41_Jennifer Pharr Davis – Professional hiker, Jennifer Pharr Davis, admires the crisp beauty of an autumn morning near Mammoth Lakes.



44_Getting the Shot- The MFF Film crew braces Director Greg MacGillivray as he captures the rugged coastline of Southern Oregon.



42_Direction – Greg MacGillivray directs film characters Ariel Tweto and Jennifer Pharr Davis in a scene along the Appalachian Trail.



45_Shaun MacGillivray – Producer Shaun MacGillivray focuses the camera over Colorado's pristine Molas Lake.



43_Greg MacGillivray – Director Greg MacGillivray takes a moment from filming in Cypress Gardens, Charleston, NC.



46_Extended Shot – Cameraman Rob Walker extends his camera out the open-air car of the Durango Silverton Train in Colorado.

Additional Hashtags

Outdoor Themed:

#Outdoors
#TheEarthOutdoors
#GoExplore
#ExploreMore

Travel Themed:

#VisitTheUSA
#UnitedStories
#OutdoorsUSA
#RoadTripUSA
#Travelgram
#OpenMyWorld
#RoamThePlanet
#TheGlobeWanderer
#DiscoverTheWorld

Nature Themed:

#Naturegram
#NatureLovers
#KeepItWild
#LiveOutdoors
#EarthOfficial
#OurPlanetDaily
#EarthFocus
#Landscapes
#KeepItWild
#Wildlife

Film Themed:

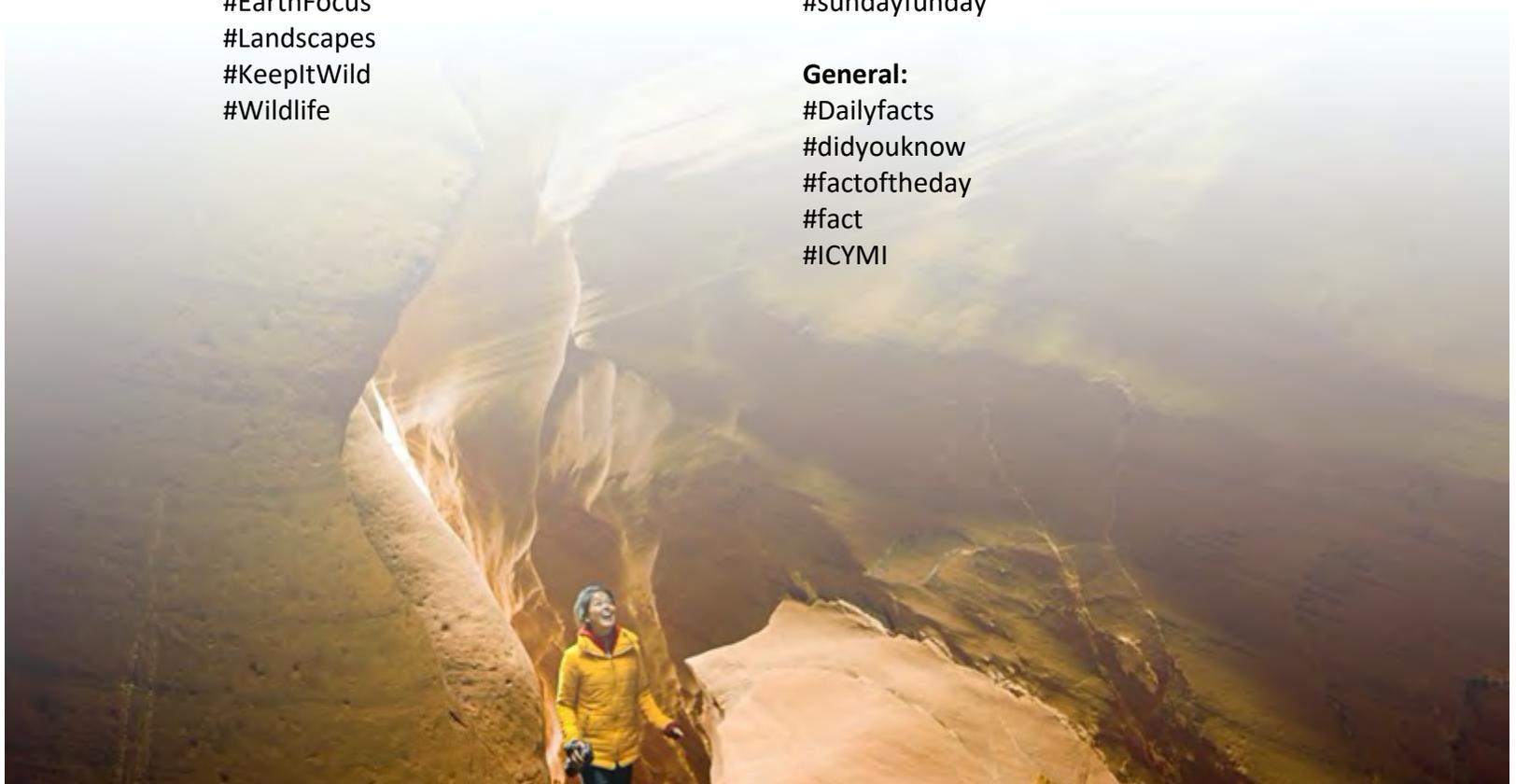
#behindthescenes
#bts
#camera
#cameracrew
#cinematography
#documentary
#filmmaker
#giantscreen
#IMAX
#movie
#moviemaking
#onlocation
#photooftheday

Weekly Trends:

#motivationmonday
#traveltuesday
#whalewednesday
#thursdaythoughts
#thursdaytrivia
#TGIF
#fridayfun
#selfiesaturday
#sundayfunday

General:

#Dailyfacts
#didyouknow
#factoftheday
#fact
#ICYMI



Social Media Resources

Websites

<http://marketing.intonatureswild.com/>
<https://macgillivrayfreeman.com/>
<https://intonatureswild.com/>
<http://www.visittheusa.com/>

Character Websites

<https://www.poppingbubbles.org/>
<https://jenniferpharrdavis.com/>
<https://emmafayerudkin.com/>
<http://richardlouv.com/>
<http://www.canyondechellyultra.com/>

Nature Connection Groups

<https://www.nationalforests.org/>
<http://www.inspiringgirls.org/rock>
<http://findyourpark.com/>
<https://www.sierraclub.org/>
<https://www.childrenandnature.org/>
<https://naaee.org/>
<https://www.earthday.org/>
<https://www.nwf.org/great-american-campout>
<https://www.nwf.org/>
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<https://outdoorafro.com/>
<https://latinooutdoors.org/>
<https://www.eventsandadventures.com/>
<https://www.audubon.org/conservation/ab-out-great-backyard-bird-count>
<https://www.bgca.org/>
<https://freshtracksaction.org/>
<https://genindigenous.com/>
<https://www.nature.org/en-us/>
<https://www.outdoorsempowered.org/>

Facebook accounts to follow

@MacGillivrayFreeman
@VisitTheUSA
@ArielTweto44
@John Herrington
@Jennifer Pharr Davis
@Emmafayerudkin
@NationalForestFoundation

Twitter accounts to follow

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@Arieltweto
@Jenpharrdavis
@emmafayerudkin
@Nationalforests
@Visittheusa
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