



## DIGITAL CONTENT KIT INSTRUCTIONS

### VIDEO TRAILER

View the Chasing the Sun trailer here: <https://vimeo.com/174836376>

To post to social media channels, click on the video link above and then click the share button.

To embed the video in your website, copy and paste this embed code into your website:

```
<iframe src="https://player.vimeo.com/video/174836376?title=0&byline=0&portrait=0" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>
```

### PHOTOGRAPHY

*Located in the "Photography" folder.*

Insert into your article or use as a thumbnail in your posts on social media channels.

### BADGES

*Located in the "Badges" folder.*

Embed on your site to connect to The Maine Thing Quarterly and be a part of our network.

Link to: <http://mainequarterly.com/chasingthesun/>

### SOCIAL POSTS

Simply copy and paste the following posts and feel free to use on all your social media channels to promote your article and the Quarterly. Posts should utilize the corresponding campaign images and link to <http://mainequarterly.com/chasingthesun/>

#### Facebook and Google+ Posts

Six explorers followed the rays of the brightest star, and after camping on the ocean, jumping from a 25-foot cliff, and climbing 3,000 feet up a mountain, ultimately gained a life-changing experience that only Maine can deliver. View the latest issue of The Maine Thing Quarterly: *Chasing the Sun*.

Visit Maine and L.L.Bean bring you *Chasing the Sun* – the latest issue of The Maine Thing Quarterly. In it, six explorers trek through one life-changing weekend in Maine, with dramatic results.

Six explorers came to Maine, allowing a film crew to set their direction. Not knowing what lay ahead, they chased the sun, embracing the spontaneous, unexpected nature of Maine. It all happens in the latest issue of The Maine Thing Quarterly, in partnership with L.L.Bean.

#### **Twitter Posts**

Watch six explorers camp, jump and climb their way towards the sun with @LLBean and @VisitMaine: [mainequarterly.com/chasingthesun](http://mainequarterly.com/chasingthesun)

@VisitMaine and @LLBean form a unique partnership for the new issue of The Maine Thing Quarterly: [mainequarterly.com/chasingthesun](http://mainequarterly.com/chasingthesun)

“You run out of words to describe it” – watch six explorers over one amazing weekend in Maine: [mainequarterly.com/chasingthesun](http://mainequarterly.com/chasingthesun)

Would you take the 25-foot cliff jump at Coos Canyon? See what it takes in the new issue of The Maine Thing Quarterly: [mainequarterly.com/chasingthesun](http://mainequarterly.com/chasingthesun)

Oceanfront camping, cliff jumping at Coos Canyon, hiking Tumbledown Mountain. Come along with us: [mainequarterly.com/chasingthesun](http://mainequarterly.com/chasingthesun)

#### **Instagram Posts**

Watch six explorers camp, jump and climb their way towards the sun with @visitmaine and @LLBean. Follow the adventure. Link in bio. #mainething

@VisitMaine partnered with @LLBean to outfit six explorers while they chased the sun over one weekend in Maine – the results? Dramatic. Follow the adventure. Link in bio. #mainething