

Wildlife Campaign Industry Partner Toolkit



How to Use This Toolkit

The Jackson Hole Travel and Tourism Board has developed a summer wildlife education campaign, **Selfie Control**, to remind and encourage people to keep the proper distance from wildlife. The campaign launched summer 2024.

To help amplify the message, we have developed this toolkit containing assets for our partners to use at various guest touchpoints.

In the following slides you'll find:

- Information about the campaign
- A breakdown of Selfie Control
- Examples of the campaign videos and ads
- Easy to understand campaign guidelines
- Links to download campaign assets and join the campaign.

SELFIE CONTROL

What is Selfie Control?

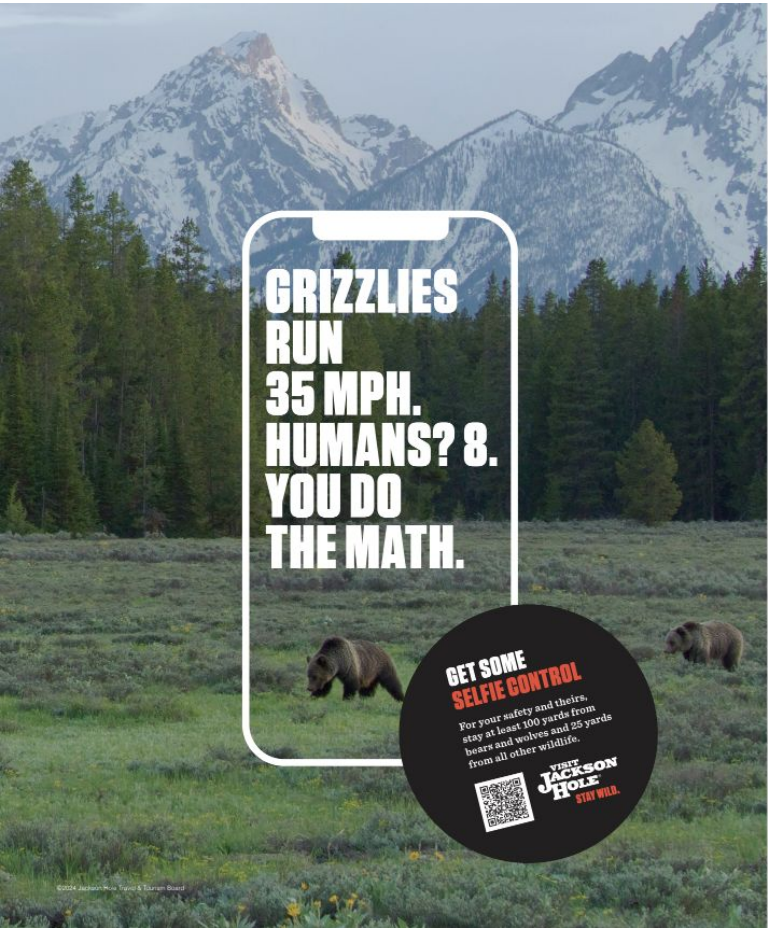
“Getting the shot” is not worth the risk to you or the wildlife, and a little self control can go a long way in Jackson Hole.

Selfie Control is your reminder that viewing and taking photos of wildlife is allowed and acceptable, but staying the appropriate distance is more than a suggestion. It’s a requirement - for your safety and the safety of the animal. Wildlife are at home here in the Tetons, even if it’s on the side of the road or trail. Humans are just guests.

Keep your distance. Give bears, other large carnivores, and large nesting birds at least 100 yards of space. And give all other animals, including bison, elk, and moose, at least 25 yards of space.

Example Selfie Control Ads

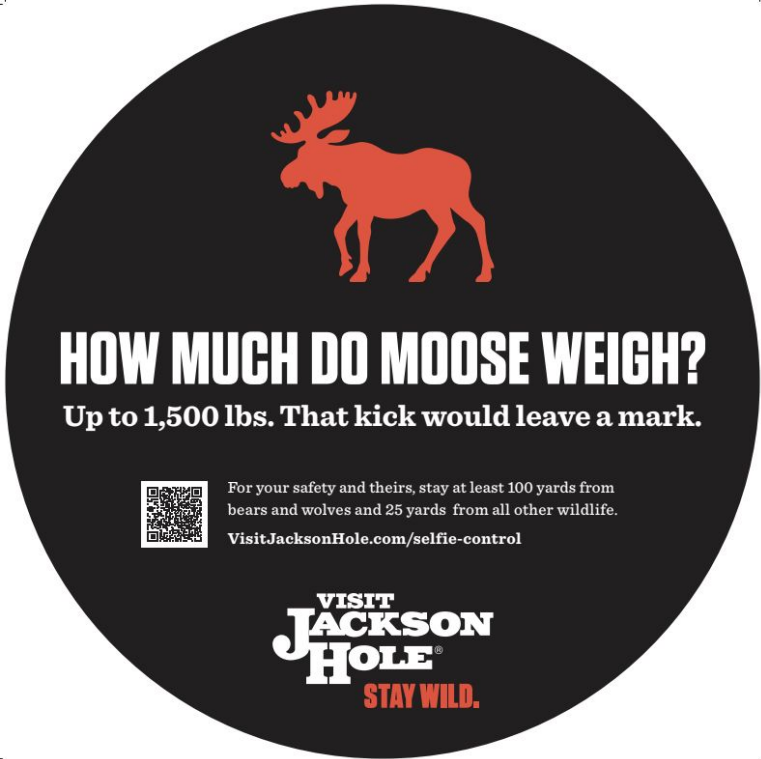
PRINT



DIGITAL



STREET DECALS (LOCAL PLACEMENTS)



Download assets on page 13

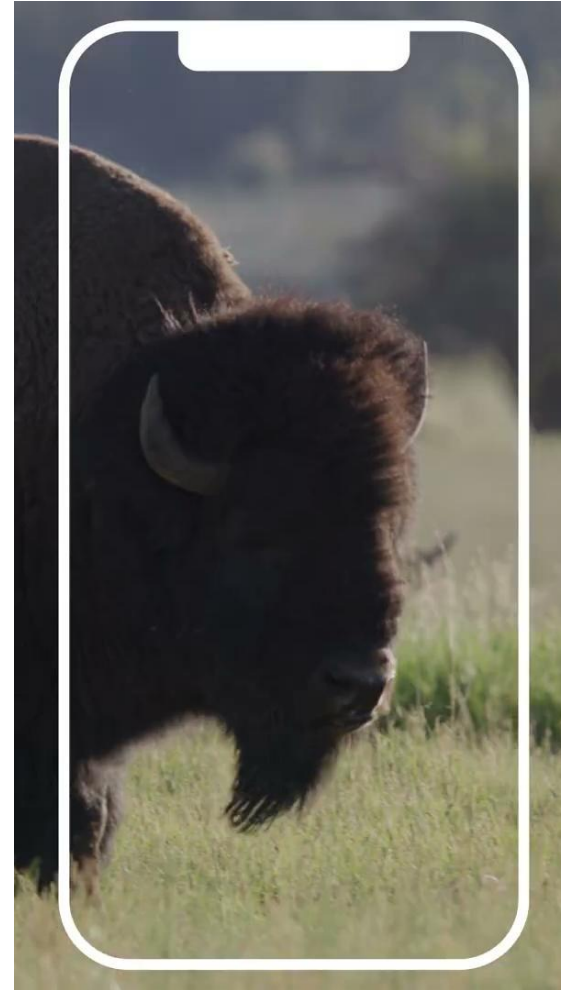
Selfie Control Video Ads



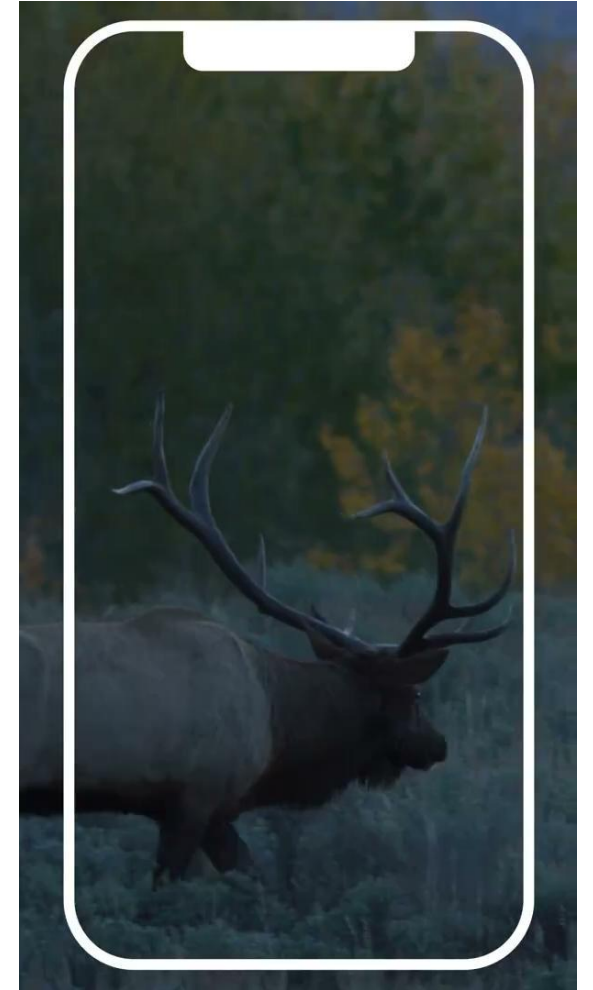
BEAR



MOOSE



BISON



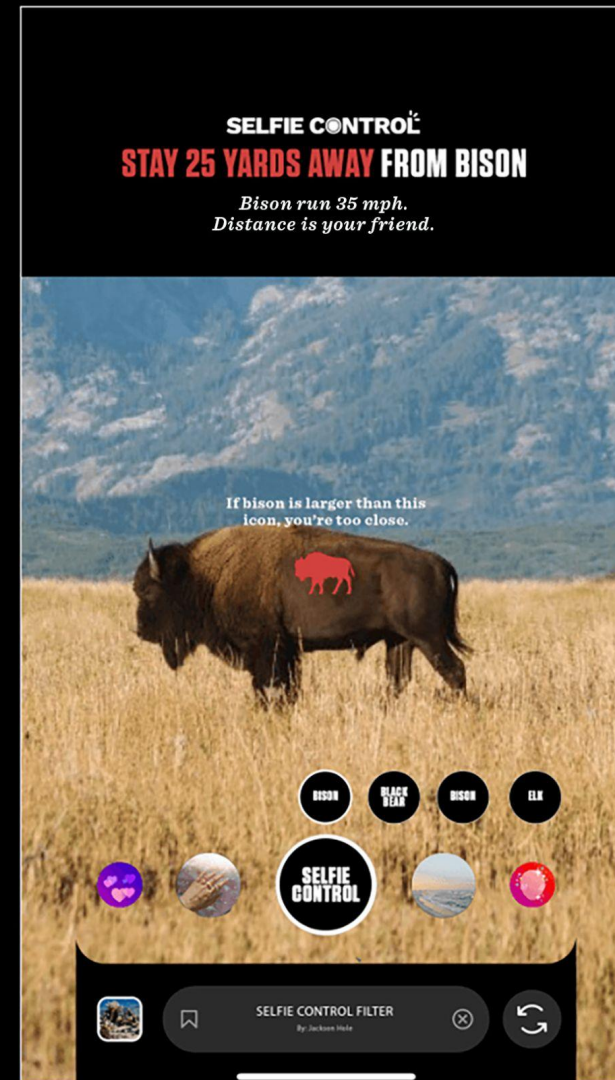
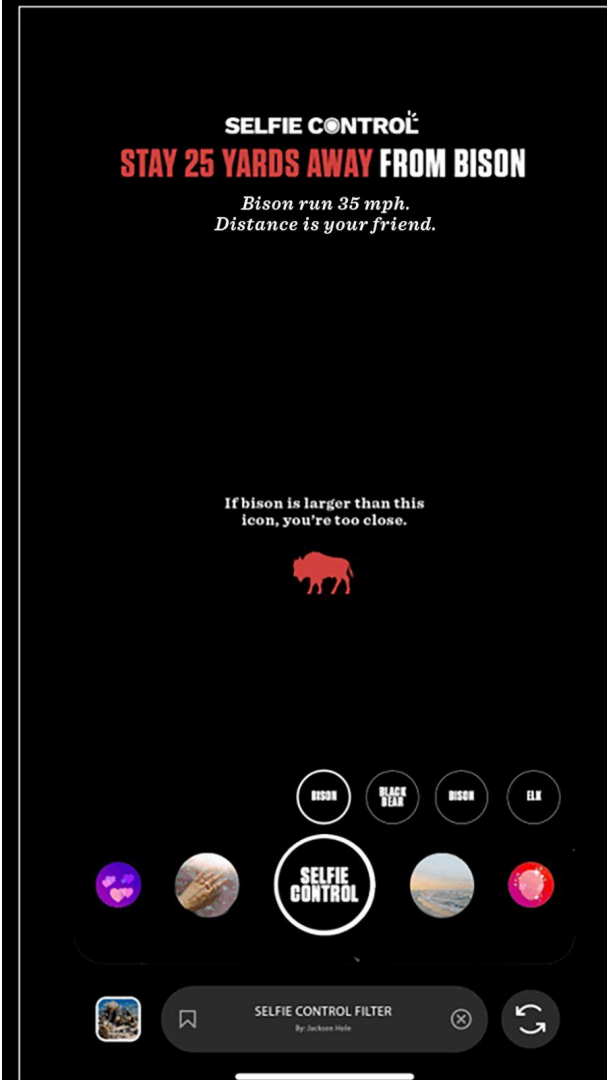
ELK

SELFIE CONTROL INSTAGRAM FILTER

SELFIE CONTROL

We get it; it's hard to tell if a moose or bison is 25 or 100 yards away just by “eyeballing” it, especially when you're in a place like Grand Teton or Yellowstone National Park with sprawling, wide open spaces.

That's why we created the Selfie Control filter—an Instagram filter to help gauge proper distance while still letting you get that shot.

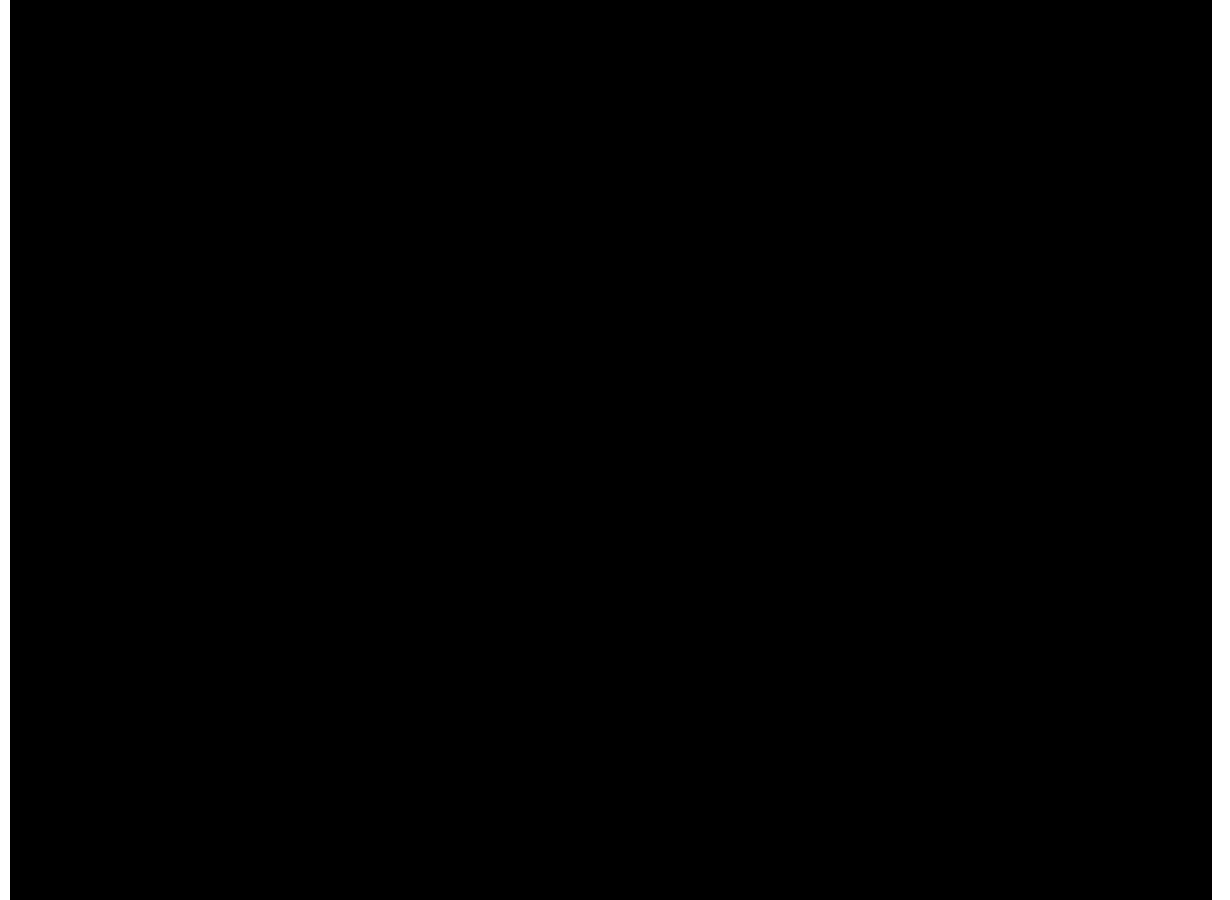


HOW IT WORKS

Use the Selfie Control filter link below (on your cell phone), navigate to the wildlife you are looking at, and align the animal's outline to the icon.

If the animal is bigger than the icon, you're too close! Back up to the appropriate distance, take a photo, tag @visitjacksonhole, and share.

SELFIE CONTROL FILTER

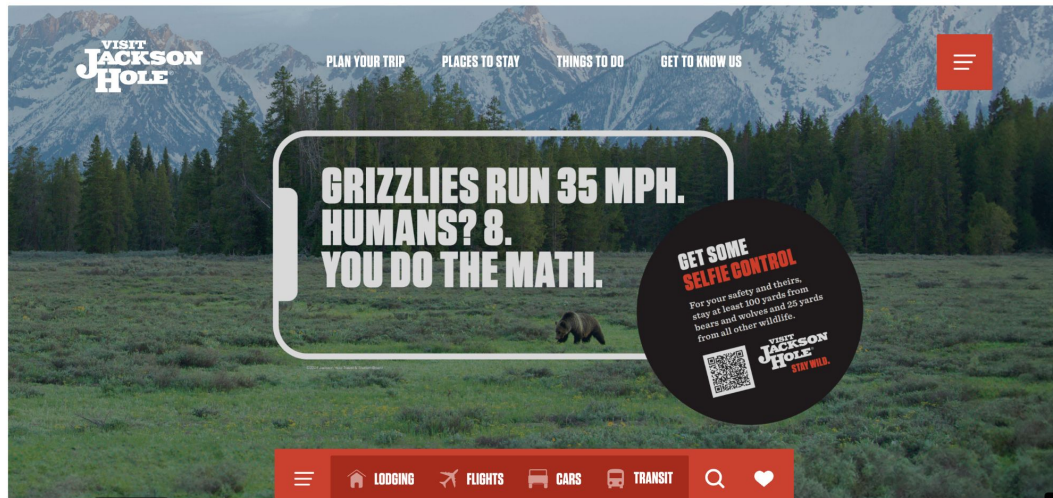


GUIDELINES AND ASSETS

Campaign Landing Pages

PRIMARY CAMPAIGN LANDING PAGE

<https://visitjacksonhole.com/wildlife>



SELFIE CONTROL FILTER LINK

<https://visitjacksonhole.com/selfie-control>



How to Share on Social Media

Suggested Social Copy:

OPTION 1

We get it; it's hard to tell if a bison or bear is 25 or 100 yards away by “eyeballing” it. That's why @visitjacksonhole created the Selfie Control filter—an Instagram filter to help you gauge proper distance while letting you get that shot. 📱 Check out the filter on our profile.

📷 @visitjacksonhole
#SelfieControl #visitjacksonhole

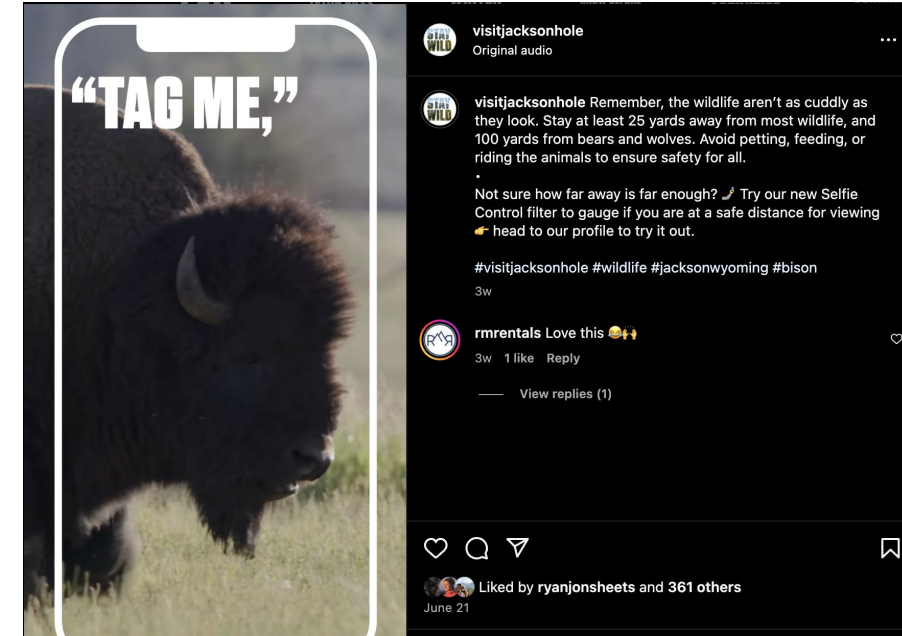
OPTION 2

Selfie Control is your reminder that viewing and taking photos of wildlife is allowed and acceptable, but staying the appropriate distance is more than a suggestion. It's a requirement - for your safety and the safety of the animal. Wildlife are at home here in the Tetons, even if it's on the side of the road or trail. Humans are just guests.

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Keep your distance. Give bears, other large carnivores, and large nesting birds at least 100 yards of space. And give all other animals, including bison, elk, and moose, at least 25 yards of space.

📷 @visitjacksonhole
#SelfieControl #visitjacksonhole



Required Tag on all Social Posts:

Instagram- @visitjacksonhole
Facebook- Visit Jackson Hole

Hashtags:
#SelfieControl #visitjacksonhole

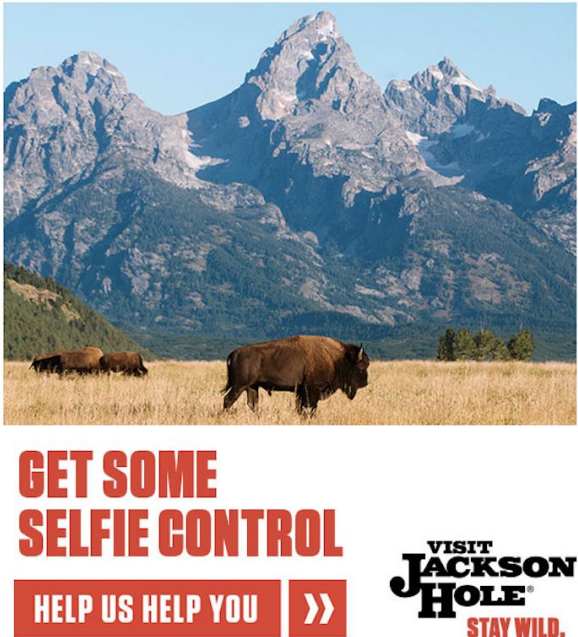
Download Campaign Assets



**DOWNLOAD PRINT
ADS**



**DOWNLOAD
VIDEOS**



**DOWNLOAD
DISPLAY
BANNERS**



**DOWNLOAD
ALL OTHER
ASSETS**

Get Your Business Involved



Street decals with wildlife safety messaging are placed around town. If you'd like a decal in front of your business, we can make it happen!



Our team has window cling (stickers) with Selfie Control messaging available for you. Window clings are easy on/off with no damage!



Coasters with wildlife facts are available for drop off at your restaurant or bar.

Questions and More Information

For questions about the Selfie Control campaign or to join the campaign at your local business, please reach out to:

John Bowers, Marketing Manager
Visitjacksonhole@tetoncountywy.gov

Crista Valentino, Executive Director
Lodgingtax@tetoncountywy.gov





THANK YOU.

**JACKSON
HOLE** Travel
& Tourism
Board