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MEMORIAL WEEKEND CONTENT CAPTURE GUIDE

For Private Clubs Looking
to Maximize Social
Engagement

BROUGHT TO YOU BY PRIVATE CLUB MARKETING




WHY THIS WEEKEND MATTERS


Memorial Day Weekend is one of the most vibrant, high-energy weekends at your club all year—and it's also a prime opportunity to capture candid, engaging b-roll content that can fuel your social media strategy all summer long.

Short-form video—especially Reels and TikToks—is currently the highest-performing content format across all platforms.


01

 2–3x higher engagement rates than clubs that only share posed or promotional posts

02

 Up to 12x more shares on Reels vs. traditional posts

03

 Stronger member retention and increased inbound membership inquiries



WHAT TO CAPTURE THIS WEEKEND

Spread your team across departments and ask them to capture quick 6–8 second clips of:

- Kids jumping or playing in the pool
- Young swimmers splashing around
- Families on the tennis courts or pickleball rallies
- Golf groups teeing off, putting, or high-fiving on the green
- Bartenders shaking cocktails and members toasting
- Boats cruising by your yacht club or marina
- Members filling plates at a Memorial BBQ buffet
- Staff greeting guests and members sharing laughs

These natural moments give life to your club's story. No scripts—just real people enjoying your space.



PRO TIPS FOR BETTER B-ROLL

- Shoot vertically for Instagram Reels and TikTok
- Film in 4K for higher quality and future editing flexibility
- Keep each shot 6–8 seconds to give editors flexibility
- Compile clips into Reels that are 7–15 seconds long to boost completion rates and encourage sharing
- Use natural light when possible—especially during golden hour
- Avoid heavy filters—authenticity is more relatable and more engaging



SUGGESTED TOOLS & APPS



1

Phone cameras (modern smartphones work great!)

3

CapCut or InShot for quick edits

2

Tripod or stabilizer for steady shots

4

Splice, Adobe Rush, or Canva for simple branded intros/outros



FINAL REMINDERS

- Assign content capture roles to each department for coverage across amenities
- Encourage spontaneity—don't interrupt or overdirect members
- Gather your best clips Monday evening while the memories are fresh
- Store everything in one shared folder for your marketing team or editor
- Need help editing? Contact Private Club Marketing—we'll transform your clips into high-impact Reels that match your club's brand



LET'S MAKE IT EASY

- Download this checklist and share it with your team before the weekend.
- The content you capture now can make the difference in how your club shows up online for the entire summer season.
- [Contact Private Club Marketing for post-production support → info@privateclubmarketing.com]