

	Your gem	Guidance
Name of gem Approx 25 words		Try and give your gem an appealing name – one that sparks interest. This will be the main headline and title that appears for an interested walker.
Description of gem Approx 150 words		<p>When describing your gem, try to write in a welcoming and inspiring way.</p> <p>It's a good idea to write a little about the walk, and the build up to the gem and then about the actual hidden gem itself.</p> <p>Describe what your hidden gem is, what makes it unique, why it is worth visiting and maybe what emotions it evokes. Share your excitement at sharing the hidden gem with others.</p>
Group name		
Walk listing on GWEM		Please add a link to the relevant walk listing on the Group Walks and Event Manager.
Photo	<p>You'll be able to upload the photo via our hidden gems webpage.</p> <p>If you can, please take a photo using a mobile as it will capture location data and make it easy for us to locate your hidden gem.</p> <p>Please make sure your photo is in jpeg format and under 20MB.</p>	<p>When taking a photo, please make sure the gem features and that the photo is taken in landscape. A good tip is to take photos multiple times, and to try taking photos from different angles based on the light – a seemingly dull photo can be made appealing by changing your perspective and taking the photo from a different viewpoint. Send us as many photos as you like, and we'll choose the right one.</p> <p>Generally speaking, we'd advise against using the zoom on a smartphone, as this means the photo becomes grainy. A better method is to get in close to the subject without zooming.</p> <p>Try to get the subject of your photo (whether it be the entrance to a cave, a tucked away post-box, or stunning view) central in your image.</p> <p>If you're taking photos in dark environments, try taking a photo with the flash on, followed by one with the flash off. Send us both and we'll pick one of the two for you. Some cameras and smartphones also have a HDR option. This is known as 'high dynamic range', and takes two photos and combines them. It's good to have this option switched on when taking photos in bright environments with a range of shadows and colours.</p> <p>For us to be able to use your photo and promote your hidden gem, please ensure <u>no identifiable individuals</u> appear for data protection purposes.</p> <p>If you're lucky enough to own a phone that can store the GPS location of where a photo was taken, please ensure this is on. You can find this in your settings for your camera app.</p>

An example gem

	Your gem	Guidance
Name of gem Approx 25 words	View of Glencorse Reservoir	<i>Try and give your gem an appealing name – one that sparks interest. This will be the main headline and title that appears for an interested walker.</i>
Description of gem Approx 150 words	A gentle stroll along the shore of Glencorse Reservoir just outside Edinburgh is very pretty. To really make the most of your walk though you need to take the loop track on the side of Castlelaw Hill. The climb is steep but mercifully short and this is your reward.	<p><i>When describing your gem, try to write in a welcoming and inspiring way.</i></p> <p><i>It's a good idea to write a little about the walk, and the build up to the gem and then about the actual hidden gem itself.</i></p> <p><i>Describe what your hidden gem is, what makes it unique, why it is worth visiting and maybe what emotions it evokes. Share your excitement at sharing the hidden gem with others.</i></p>
Group name	Strathkelvin	
Walk listing on GWEM	<p>http://www.ramblers.org.uk/go-walking/find-a-walk-or-route/walk-detail.aspx?walkID=3926485</p> <p><i>[Please note, this is an past walk as an example]</i></p>	<i>Please add a link to the relevant walk listing on the Group Walks and Event Manager.</i>
Photo		<p><i>When taking a photo, please make sure the gem features and that the photo is taken in landscape. A good tip is to take photos multiple times, and to try taking photos from different angles based on the light – a seemingly dull photo can be made appealing by changing your perspective and taking the photo from a different viewpoint. Send us as many photos as you like, and we'll choose the right one.</i></p> <p><i>Generally speaking, we'd advise against using the zoom on a smartphone, as this means the photo becomes grainy. A better method is to get in close to the subject without zooming.</i></p> <p><i>Try to get the subject of your photo (whether it be the entrance to a cave, a tucked away post-box, or stunning view) central in your image.</i></p> <p><i>If you're taking photos in dark environments, try taking a photo with the flash on, followed by one with the flash off. Send us both and we'll pick one of the two for you. Some cameras and smartphones also have a HDR option. This is known as 'high dynamic range', and takes two photos and combines them. It's good to have this option switched on when taking photos in bright environments with a range of shadows and colours.</i></p> <p><i>For us to be able to use your photo and promote your hidden gem, please ensure <u>no identifiable individuals</u> appear for data protection purposes.</i></p> <p><i>If you're lucky enough to own a phone that can store the GPS location of where a photo was taken, please ensure this is on. You can find this in your settings for your camera app.</i></p>