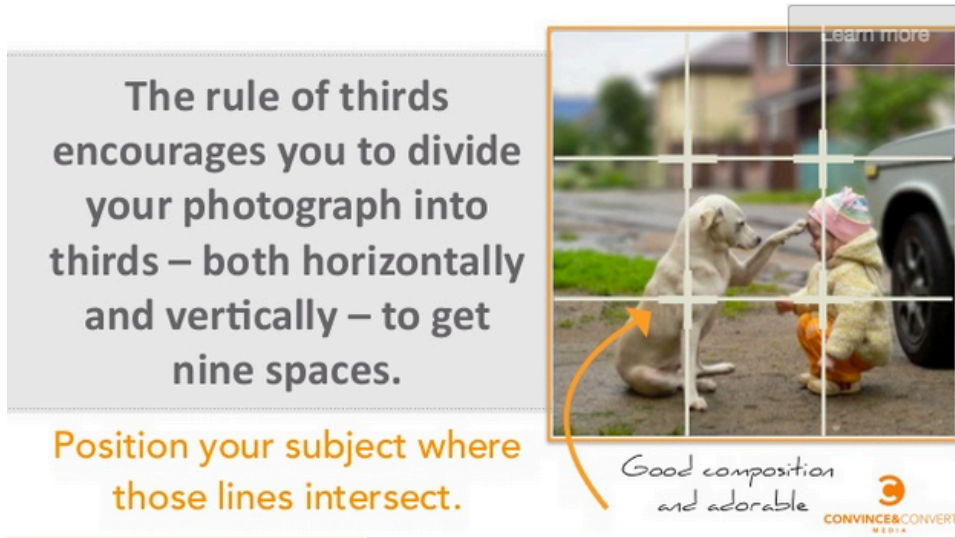


Photography Tips for Social Media

1. If possible, use a camera rather than a cell phone. Cameras have better light sensitivity, better quality and the ability to keep good resolution when zooming, etc.
2. Composition tip: Your subject does not need to be in the center of the frame. The rule of thirds is a good guide for composition:



3. For social media, please shoot with a landscape frame (horizontal), rather than portrait (vertical orientation.)
4. Take several pictures, perhaps from separate angles, or perspectives whenever possible. Try from above, below or from the side.
5. Take a few pictures with space on the left hand side or right hand side around your subject, or top/bottom to allow for text to be added if it becomes a meme. (i.e., picture and text to create a message/meaning.)
6. Please double check to make sure your subject(s) is/are in focus.
7. That trick of “Everyone say cheese, or clean and green,” is a good way to make sure everyone is looking at you with open eyes and smiling.
8. At events, be sure to catch a group shot, but also pics of mothers working tables, talking to people, hanging signs, working in small groups, etc. Pictures with smiles are great, but serious ones are also good to have. Show us doing our thing! It helps to have a variety of kinds of pictures for our communications efforts.
9. Enjoy yourself!