Taking Good Photos

When people scroll through Instagram or other social media platforms, we only have a second to grab their attention! This is a short guide for taking good quality photos that will help your content reach more people, thus helping save more lives!

Photos work well when they are:

- Good quality, as clear and crisp as possible
- The correct orientation
    - Vertical for Instagram
    - Horizontal for Facebook
- Use good lighting
    - Natural light is always best
- The powerful message you are trying to get across to your audience is obvious just by looking at the photo

Examples

- Photo on the left
  - Backlit, can't really see what happening
- Photo on the right
  - Natural light shining on the object
- This is a simple example of how you should place yourself or an object based on lighting. Make sure you have good light shining on you or your object.
  - If your light source is coming from the back, it will be hard to see because of the shadows.

- # Why are these wrong?
  - o You can't see what the event is about just by looking at the photo
    - ▪ There are people blocking all of the elements for the event (the table banners, the free samples, and the person in the costume holding the demo poster)
  - o It is always good to make it look like lots of people are engaged at your event or protest, **but** make sure the *reason* for the event is clear
    - ▪ If we knew that this was an event for free vegan BLTs, it would make more sense – especially if we are scrolling past it quickly

Large protest examples

- These photos are dynamic, exciting and organized
  - The first photo has one person as the focal point, while the other people add movement and action
  - The second photos does a good job at showing how many people came to the protest- there are two clean rows, making sure that the posters and faces are visible

Example Layout Photo

- The background for the layout is clean and not distracting
- Each item is placed strategically to show everything in good lighting

Example Layout Photo

- The brands are visible and we clearly see the "vegan eggnog" label
- The subject of the photo is center/middle

Example Disruption Photo

- This looks like an exciting "action shot" because the person using the megaphone has momentum
- We have context about what is going on because the demo posters are visible
- We also have the "Meats" label written in the background

Example Instagram Challenge Photo

- The lighting is good, shining on her face and the poster
- There isn't anything distracting in the image, which keeps the focus on the bathtub challenge message

Example Protest Photo

- This is a great shot of an individual at a protest
- The poster is clear and has a strong message