

PHOTO & VIDEO BEST PRACTICES

Guidance, tips & tricks for documenting your working group in action

Check out this deck for a deeper dive & settings to optimize your iphone / Android

☐ Sun Day - Photo Workshop

Capture people + power

- People speaking, listening, reacting
- Capture context: are you in a specific gov't building, a city street? Try to get the environment
- Try panning your phone around to capture some short video of the scene—this can often work really well for a reel

Show action, not just poses

- Great moments:
 - Someone actively testifying
 - Notes being taken
 - A legislator engaging, nodding, asking questions
- Preparation often makes for great storytelling, try capturing some of the moments on the way to the event:
 - Putting on a Third Act hat / nametag / etc
 - Shaking hands of fellow WG members or activists
 - Walking into city hall, etc.
 - In front of the building sign
- Try capturing candid moments with a little stage direction
 - You can always ask folks “hey, look over here” or “can you do that again?”
 - People sitting in a meeting can make for a really boring picture, but ask folks to look up for a second and smile or wave, and you have a more dynamic image
- *And of course, get a group photo!*
 - Try getting a few throughout the day
 - Get one at the beginning of the day—if you wait until the end you might forget!

Get close (but not invasive)

- Fill the frame with people—avoid tiny figures in big rooms

- Step closer instead of zooming when you can (zoom degrades the photo quality)

Light & clarity matter

- Face people toward the light when possible
- Avoid backlighting from windows
- Wipe your phone lens (seriously! This often fixes a lot 😊)

Mix up horizontal & vertical

- **Horizontal photos** work best for websites and email
- **Vertical photos** work best for social media

Take more than one!!!!

- Snap at least 3 versions of the same moment—someone always blinks!
- Try shifting between horizontal and vertical in the same moment so you have different framing of the same scene
- More is always better—from 50 pictures, you might get 3 absolutely fantastic ones, its a numbers game, the more you document, the more options you have

Respect dignity & consent

- No photos of anyone who asks not to be photographed
- Avoid shots that feel vulnerable, embarrassing, or misleading

Capture the details

- Detail shots of nameplates, signage, agendas, placards, or notes are great context
- These pair well with people shots for storytelling

Share promptly (with info!)

Instructions on how to add to your WG drive media folder:

 **WG Instructions for uploading media**