

The logo consists of the text "Warm This Winter" in a white, bold, sans-serif font, slanted slightly upwards to the right. It is set against a black rectangular background, which is itself centered within a larger orange square.

Warm This Winter

Warm This Winter - December Day of Action on Fuel Poverty

Content Capture Guide:

What we're looking for and why

We're gathering photos and videos from the [December Day of Action on Fuel Poverty](#) events so we can use them on our social media channels, on our website and to promote Warm This Winter in the future. We want to utilise content for ours, and our partner organisations' channels, to demonstrate the scale of activity across the country.

We're looking for photos and videos of people actively taking part in your events, close ups of people, people talking to each other, showing emotions, as well as scene setting of what your event looks like. If you have anyone who would be happy talking on video about what your event is and why you're taking part in the December Day of Action, that would be great too!

We want to be able to shout about what you're doing during the day itself, and afterwards, so please share your content with us as soon as possible! (see bottom of doc for how to share content with us)

How to get the best photos and videos

Most smartphones, especially newer models, can capture high quality images and videos. We're after a mixture of portrait and landscape video and photos so that the content is suitable across all social media channels (i.e. for Instagram stories/reels, Facebook stories/posts and Twitter).

Hot tips for great photos:

1. Take a few steps back from where you instinctively stand when taking a photo
2. Bend your knees to bring the camera down a foot or so to make the subject appear more striking
3. Zoom in about 1.2x or 1.3x (this gets rid of the wide angle warping around the edges of the photo and makes it look more true)

Framing: Capture the whole subject in the photo, keep even spacing ratios around the subject, and keep the camera level. This can also be changed in smart phone photo editors post-shoot with crop and level tools.

If you're filming someone speaking to camera, make sure you are filming in a quiet space (indoor or outdoor) and that if you are planning to film outside it isn't too windy (if it is, move to a sheltered location). Try to ensure that any light sources (the sun, a window, an artificial light) are in front of the person you're filming or photographing so that their face is well lit and we can see them clearly. Make sure that their head and shoulders are clearly and fully within the frame so that they're not too close to the camera but not too far away either.

Permissions

At events you'll need to get permission from people in your photos if they are easily identifiable. Here's a template release form you can print and use:

https://docs.google.com/document/d/1oU4Fnp74Tru_FnsLT_3yivywvYtawWF8/

Please ensure that you get permission from the parent/guardian of anyone under the age of 18 who appears in photos/videos.

If your event is happening in one set place, you can also display a sign to inform attendees that you will be taking photos and how they will be used. Here is some template text:

"[Your group name] will be taking photos at today's [your event name]. These images will be used by [your group name] and shared with the Warm This Winter campaign for promotional materials relating to the campaign and today's event, including press releases, and online communications such as email, and website and social media posts. Images will be stored securely, and we will delete them when they are no longer needed. If you would prefer for you or your child not to be in any photographs, please speak to [your name/photographer's name] at [contact details]. If you would like to see your images, or would like us to delete them, please email us at [contact details]."

How to send us your photos and videos

We'll be collecting videos, photos and photo release forms through a shared Google Drive [here](#).

To send us your files you'll need to create a sub-folder for your event, and upload the files to that folder. Here's how:

1. Head to https://drive.google.com/drive/folders/1PeBZl671xDJn6dsPA_96Qtzbu7eEuYgr.
2. Click “sign in” to log in to your Google account* if you aren’t already.
3. Click “New” and create a new folder, naming it by *location* and *organising group name* (e.g. Cardiff_ClimateCymru).
4. Upload your files into the folder, bearing in mind that they may be used in any marketing, publicity or communications related to Uplift’s campaigns over the next 5 years. The images may also be supplied to external media organisations (newspapers, online publications) and/or partners who are campaigning for climate justice, including other campaign groups, charities, and grassroots organisations.
5. If material features members of the public (e.g. a testimonial video from someone experiencing poverty due to rising gas prices), complete a release form and save the document in the same folder.

*If you do not have a Google account, please email info@warmthiswinter.org.uk and we can advise another way for you to send your files.