

Before you begin: Check your file size. Images need to be at least 800 pixels across or they cause problems in our CMS. Focal points won't be recognized and the image may appear upside down when shared on Facebook.

If you're unsure whether your file is big enough, please check with the photo team,

Sèeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeeèssssßsß3e.

Many police handouts are poor quality but can be improved with some toning so please run them through the photodesk when possible.

1. Change to file name of the image to match our naming convention:

YYMMDD-subject-editor's initials

Examples: [181023-lauren-mccluskey-mn](#)

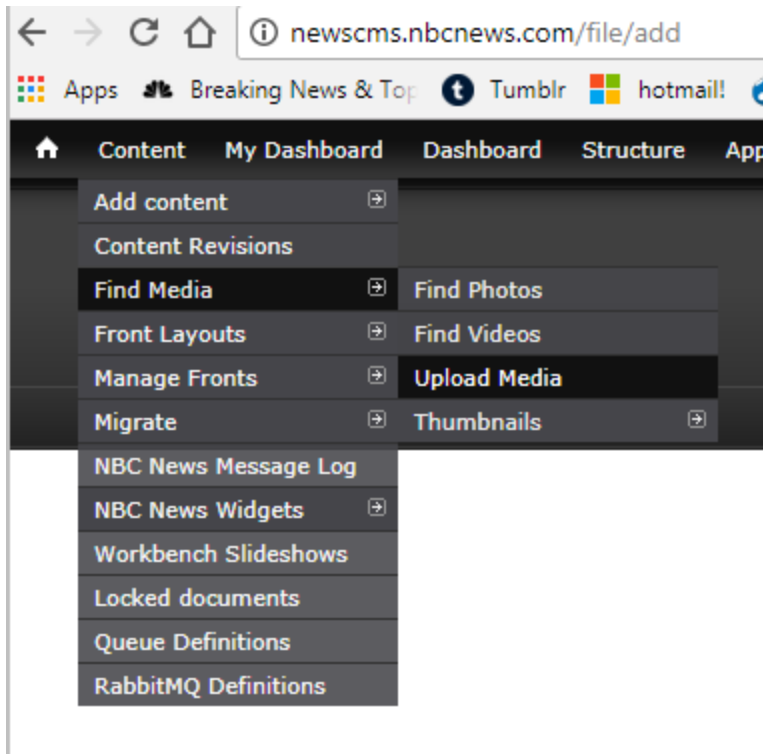
[181023-shipwreck-black-sea-ew](#)

[181023-kamala-harris-mn](#)

[181023-sandra-day-o-connor-medal-of-freedom-se](#)

Relevant file names help SEO and make images easier to find in the CMS. If there are people in the photo, first and last name of the primary subject should be in the slug. If not, a couple words that describe the topic.

2. Go to "Upload Media"



Drag and drop here.

After you hit “Next,” you’ll be presented with several fields to fill out.

3. Image Presentation (dropdown menu):

Medium is the default setting. This will display within the text margins like this. Suitable for most horizontal pictures.

revamping their communications strategy, not by making drastic changes to personnel or the platform.

AP Wire
Borderline

To critics from [Silicon Valley to Capitol Hill](#), that is likely to be seen as a continuation of the “[delay, deny and deflect](#)” strategy covered by The New York Times that got them into hot water in the first place.



Facebook COO Sheryl Sandberg testifies before the Senate Intelligence Committee on Capitol Hill on Sept. 5, 2018. via [Reuters / AFP](#) - Getty Images file

In recent days, Zuckerberg and Sandberg have both publicly blamed the company's communications team for the decision to hire a conservative public relations firm that included what one former employee called an “[in-house fake news shop](#).” Both leaders also publicly claimed ignorance about the decision, even as Sandberg privately told staff that she “fully accepted responsibility.”

In a newsroom-style meeting on Friday, Zuckerberg blamed the

If you have a mugshot or something of lower quality please select “Small.”

It will display to the left and text will wrap around. This is especially important for square or vertical pics that will be huge in the “Medium” setting.

SEAN ADLER



Sean Adler via Facebook

Sean Adler, 48, a married father of two, was working at Borderline to make extra money, his sister Valerie Adler told NBC Los Angeles.

“From what I understand, Sean tried to disarm” the shooter, Adler said. “That is typical of Sean. He was a protector, always sticking up for people. He was a caring, compassionate individual. I just don’t understand. I don’t understand the world.”

“Large” will display outside the text margins and should be reserved for exceptional images that we really want to showcase (especially original material or work we’ve contracted.)

It's a familiar script to the one employed by other blue-state Republican governors, including Charlie Baker in Massachusetts and Larry Hogan in Maryland, who is on a campaign swing with Democrats who support him.

"In a counterintuitive way, the polarized national environment accentuates the very things that make these figures appealing," said Liam Donovan, a Republican consultant. "Moderate sensibility focused on local policy issues rather than political wedges, capacity (indeed, necessity) to work in a bipartisan way, and a tone that resonates regardless of party."



Vermont Gov. Phil Scott speaks at a campaign event at the Mountain Top Inn and Resort in Chittenden on Monday. John Kelly / For ABC News

"TRAITOR"

Vermont may be the very last holdout of liberal Republicanism – but the conservatives are rattling the gates.

Infringing on guns right has long been a third rail of Vermont politics for Republicans and Democrats alike. But two days after the February school shooting in Parkland, Florida, authorities in Vermont uncovered a plot by an 18-year-old to commit a mass shooting at his school.



5. Title and Alt Text

This can be short and should be SEO-friendly. A couple key words will usually do. This displays on mouse-over in some situations but it has also been known to show up as a caption in some instances so we have to be especially wary of some wire services that put a lot of gobbledygook in here.

TITLE AND ALT TEXT

Facebook CEO Zuckerberg

Title text is used in the tool tip when a user hovers their mouse over the image. Adding title text makes it easier to understand the context of an image and improves usability.

6. Caption

Short and sweet is the philosophy here. Wire captions are full of redundant info to make the images searchable that we can dispense with. Also, some agencies put the credit in the caption field, where we definitely don't want it.

This:

Facebook CEO Mark Zuckerberg listens while testifying before a joint Senate Judiciary and Commerce Committees hearing regarding the company's use and protection of user data, on Capitol Hill in Washington, U.S., April 10, 2018. REUTERS/Leah Millis

Can be trimmed to this:

Facebook CEO Mark Zuckerberg testifies before a joint Senate Judiciary and Commerce Committees hearing on April 10, 2018.

Dates: Our style is to abbreviate the long months, Aug. 1 through Feb. 28, when the day and month are given.

**When uploading into the CMS we include the full date but at the story level this should be replaced with the day of the week if it's from the same week, e.g. "Zuckerberg testifies Tuesday." (We leave the full date in the initial upload so if it gets pulled into a future story it's not displaying an out-of-date day of the week, but when you change it at the story level it won't affect how it displays on other stories.)

7. Byline and Source

BYLINE Leah Millis <small>Add a byline for the creator of the image.</small>
SOURCE Reuters file <small>Add the name or url of the source of the image.</small>

Some agencies send their pictures with bylines and sources in All-caps, please make sure it's sentence case.

Byline: Photographer's name only, any other info should be removed. If none is given, it's ok to leave it blank.

Source: The agency goes here or the institution or person that provided the photo if they didn't take the picture, e.g. "via Facebook" or "Courtesy of Joe Blow."

If it's more than a week old, you can use "file" after the agency, esp. in cases where we want to be transparent that it's not a spot news photo.

8. Copyright and Full Photo INFO

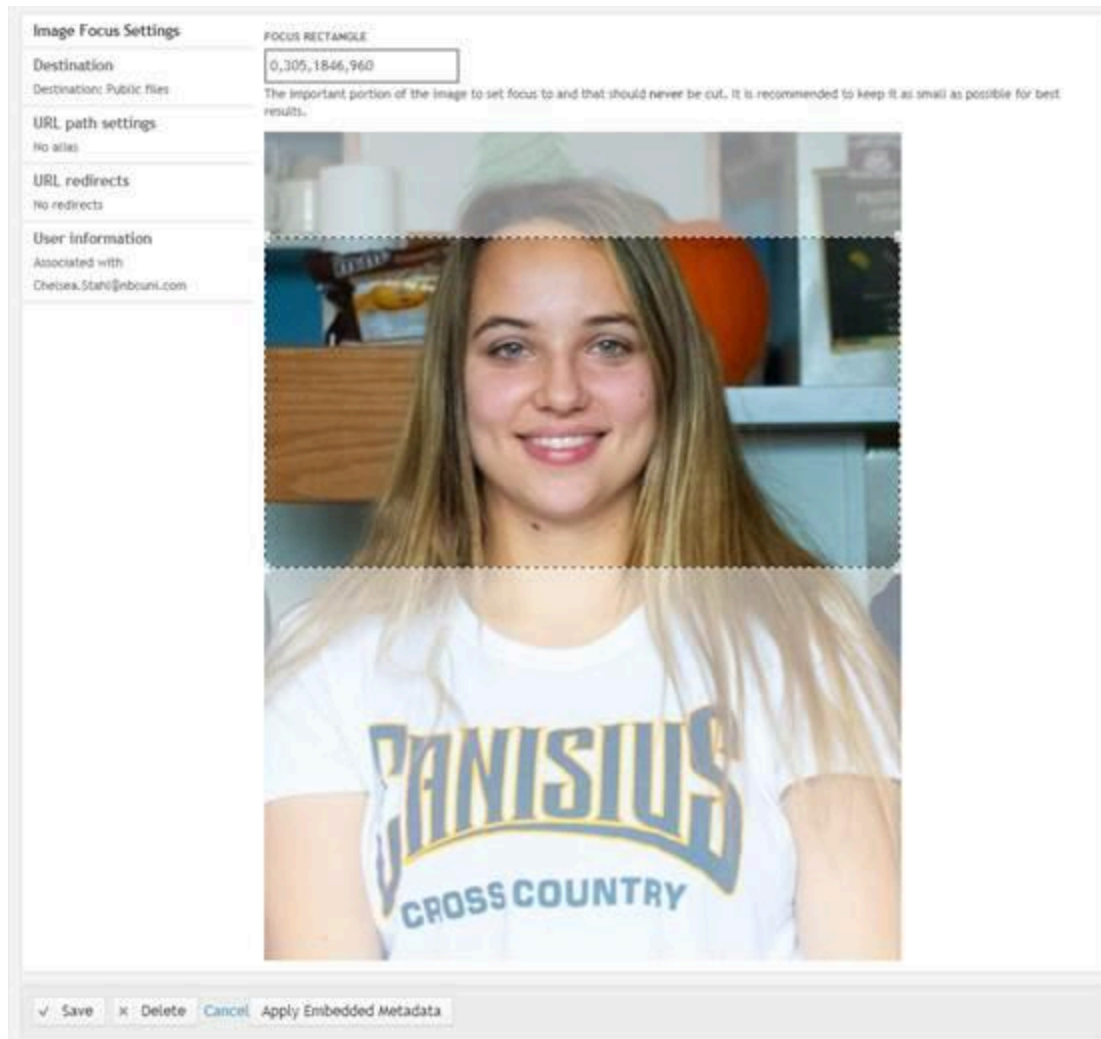
Copyright doesn't display anywhere so in most cases you can ignore it. If you have useful information about the source or permissions for the photo, e.g. "Victim's mother gave NBC News permission to use this photo," this is a useful field to include that info for future reference.

Full Photo INFO. This shouldn't be editable. It serves as a record of the original wire-supplied caption for future reference and we don't want any changes made to it.

9. Focus Rectangle

The focus rectangle is a guide for the cms that tells it what the most important part of the photo is.

In 90% of cases, a horizontal slice like this one is going to get you the best results.



But what if I really want people to see Canisius? Then ask the photo team to float the pic on a background or look for another image but don't draw a square focus rectangle, you'll cut her head off on mobile. Not nice.

For more on focal rectangle, read this:

<https://docs.google.com/document/d/1qdUIQosVzv-kLxfXLxZBI3kTIFVWh179EBDRTIOIYrk/edit>

10. Main Art field

The Main Art is the picture that displays at the top of the article page.

Images in the Main Art display full-frame (uncropped) so they need to be horizontal images. If you accidentally put a vertical or square image in the Main Art field it will take up a huge amount of real estate.

It is NOT necessary to have Main Art on a story. If an image isn't croppable into a horizontal image or your only option is a low-resolution image (mugshot, picture from

social media, grab from video, etc.) please leave the Main Art field empty and use the cover field only. You can put the lo-res or vertical image inline.