

# WHAT MAKES A GREAT PHOTO?

## HIGH RESOLUTION

Use clear, high-quality images that are sharp and detailed. High-resolution images are typically larger than 2 MB and the best quality images are 300 DPI (dots per inch). Be sure to check the properties of your image file!



## GOOD LIGHTING

Natural light works best! Make sure your subjects are well-lit and avoid overly dark or overly bright images that obscure key details.

## OBTAIN CONSENT

Always get signed media consent from individuals featured in your photos. Soroptimist's media consent form is available in the public awareness section of the members area of SIA's website.



## CAPTURE IMPACT

Photograph dynamic, authentic moments that highlight the positive energy and meaningful change Soroptimist's programs bring to the lives of women and girls.



## EMBRACE DIVERSITY

Try to feature the diverse range of women and girls Soroptimist serves, capturing a variety of backgrounds and experiences.

