

Photo & Video Guide

Visual content has the power to captivate audiences, tell compelling stories and elevate our brand's visibility. This guide will help you learn the best practices for taking quality photos and videos, obtaining consent, and sharing with the world.

Master Eye-Catching Content

- **Ensure High-Resolution Quality:** High-resolution photos (at least 300 dpi) are essential for professional-looking marketing. Adjust your camera or smartphone to the highest resolution and use cloud storage platforms like iCloud, Google Drive or Dropbox to share files without quality loss. Always keep an original, unedited version for your archives.
- **Obtain Consent:** Always secure signed consent forms from individuals featured in your photos or videos. For minors, parental or guardian approval is required. An [editable consent form](#) is available on SIA's website.
- **Set the Scene for Brand Recognition:** Strategically place logo banners or have members wear branded attire during events. This enhances brand consistency and visibility in photos and videos.
- **Capture Impactful Moments:** Highlight dynamic, authentic moments that showcase the positive energy and meaningful change Soroptimist programs bring to women and girls. Include candid shots to convey authenticity.
- **Optimize Lighting and Background:** Use natural light whenever possible for a soft, appealing look. Minimize distracting elements by simplifying backgrounds and avoiding harsh artificial lighting.
- **Embrace Close-Ups and Candid Shots:** Focus on close-ups with just a few individuals rather than large group shots. Capture candid, unscripted moments to create a genuine connection with your audience.
- **Showcase Diversity:** Feature a wide range of participants to represent the diverse women and girls Soroptimist serves, celebrating varied backgrounds and experiences.

- **Plan for Virtual and In-Person Events:** For virtual events, inform participants about recordings and suggest fun activities like wearing themed attire for screenshots. At in-person events, don't hesitate to adjust individuals or objects in the frame for the perfect shot.
- **Maintain a Uniform Style:** Use consistent editing techniques and layouts to create a cohesive and professional look across all platforms. Include clear, concise captions to provide context, especially for muted videos on social media.
- **Be Mindful of Copyright:** When using external content, make sure it's either copyright-free or that you have obtained the necessary permissions. You can find free, high-quality images with Creative Commons Zero licenses on platforms like Pixabay, Pexels, and Canva.

Master the Perfect Headshot

A high-quality headshot can elevate your personal and professional brand, leaving a lasting impression. If working with a photographer isn't an option, follow these tips to create a standout headshot yourself:

- **Camera Angle:** Position the camera at eye level or slightly above to create a flattering angle. Avoid extreme angles that distort facial features.
- **Wardrobe:** Choose solid-colored, professional clothing that contrasts with the background. Avoid patterns or logos to maintain focus on your face. Wear something that makes you feel confident.
- **Expression and Pose:** Relax your shoulders, maintain good posture, and practice natural facial expressions in the mirror. A genuine, confident smile is often ideal for professional headshots.
- **Framing:** Frame the shot from the chest or shoulders up, keeping your head and shoulders centered. The focus should be on your face.
- **High Resolution:** Use a high-resolution setting for sharp, clear images. Ensure the lighting is even and the background is clean and simple.

Master Creating Video Content for Maximum Engagement

Video content is a powerful tool for storytelling, engagement, and brand visibility. Whether you're creating videos for social media, events, or marketing campaigns, follow these tips to ensure professional and impactful results:

- **Vertical or Horizontal:** Record horizontally for a traditional viewing experience or vertically for content like social media stories and reels, which are optimized for mobile devices.
- **Start with a Hook:** Grab attention immediately with a compelling opening. Use an interesting fact, a provocative question, or an eye-catching visual to draw in your audience.
- **Use a Tripod or Stabilizer:** Prevent shaky footage by using a tripod or stabilizer for smooth and professional-looking videos.
- **Keep It Short and Sweet:** Social media audiences have short attention spans. Aim for 30-60 seconds of concise, impactful content to maintain engagement.
- **Record Clear Audio:** Choose a quiet location to reduce background noise and use an external microphone for high-quality sound.
- **Include a Call to Action:** Encourage engagement by asking viewers to like, comment, or share your video. Direct them to a website or landing page for further action.

Master Sharing and Leveraging Your Visuals

Compelling visuals are the backbone of effective branding. Each photo or video you create tells a unique story that connects audiences to our mission. By sharing these visuals, you help elevate our brand's visibility, attract donors, and inspire new supporters to join us in empowering women and girls worldwide. Here's how to expand your reach and put your visuals to their best use:

- **Engage Your Community:** Share across all your marketing channels, including social media, your website, newsletters, and email campaigns. Also, engage your local media by accompanying your content with a ready-to-use news release for easy publication.
- **Share with SIA:** Share your compelling moments with SIA by completing the [“Share Your Story” form](#). We're excited to see the moments you've captured and to share your impactful stories with a broader audience!
- **Don't Forget Consent Forms:** Securing [consent forms](#) for everyone featured in your photos and videos isn't just protocol—it ensures legal compliance and safeguards your best interests.