

Guide to taking good photos

It is increasingly difficult to grab the attention of an online audience. To make your message and story stand out you need to be creative with how you communicate it. Your visual content (photo or video) can make or break your success in reaching an audience, especially if you want to share it with media too.

Here are some ideas for creating great content for media and digital channels (website, social media, newsletters etc) at your initial grant acknowledgement, throughout the project, while celebrating the final milestone and beyond.

The first step is to think about **who ultimately benefits**, and often these are community members, your clients, or volunteers. Sometimes it is not appropriate to photograph them, so consider what could represent them, e.g., a photograph of children's artwork in place of a child in a care facility.

How that benefit is being achieved is a bit more challenging to capture in a single image. You can use visual cues such as the tangible object that was critical in the success of your project, or have people doing something that represents your project, like planting a tree. Consider a short video for a more complex story.

Talk to your regular Lotterywest Grants contact person if you are unsure of the impact and benefit of your grant.

What makes a great photo?

- Community members who benefit from the grant.
- CEO/Director/Manager with staff or volunteers.
- Action shot - planting trees, packing hampers, playing music, skating at skate park. Where possible capture the 'doing' and 'the experience'.
- Tangible objects that represent the story.
- Make use of a great location.
- Include Lotterywest signage where possible.

Try to avoid...

- Unexciting backgrounds e.g., offices.
- Cluttered and generic crowd photos - at a festival, get a few people looking to the camera with the crowd in the background or a snap from the side of the stage.
- 'Suits in a line' - it's OK to feature your executives but try including some of the volunteers, staff and/or community members too.

Video

- Keep video short and sharp - one minute maximum to suit all social media platforms and keep an audience engaged.
- Practice speaking to the camera with clear speech and an enthusiastic tone.
- Talk about how your community will be / has been positively impacted by your grant.

- Include any statistics to illustrate the impact.
- Tell a personal story.
- Don't forget to always publish with subtitles for maximum engagement and accessibility - 85% of Facebook videos are watched on mute. If you're posting to a Facebook Business page, Facebook will automatically generate captions for you, although it is a good idea to check the captions are correct before posting to the public.

Get permission

Its always nice to let people know that photos are being taken and what they will be used for.

If you are having a specific photo shoot it is best practice to get a release form signed prior to the shoot. This is an agreement between the models and the photographer that contains the purpose of the project, the responsibilities of the two parties involved, and other valuable details, including privacy and safety-related issues particularly on the part of the models.

Best practice tips

- Get permission in writing to use the photo / video for your organisation, media and funding partner's use in the public domain (social media, annual report etc).
- Take care with children, Aboriginal people and anyone who may not want their identity shown in public.
- Put up signs that photos / videos are being taken.
- If people are registering for your event, consider a disclaimer written into the form.
- Keep record of full names of all distinguishable people in the photo / video, who should be credited when the photo/video is used and the date, event and location.
- Know your rights and responsibilities with Arts Law.

Hashtags on social media

Instagram	The optimal number of hashtags to use is 20. This should consist of a range of tags related to industry, target market, unique to your Shed/program, location tags and tags related to your specific post
Facebook	Hashtags aren't really used on Facebook
LinkedIn	Use 2 – 6 hashtags
Twitter	Use 2-3 hashtags (less is more on Twitter because of space limitations)
TikTok	Same as Instagram – the more relevant hashtags you use the more searchable you are

We look forward to seeing your visual content. Tag @mensshedswa and use the hashtag #mensshedswa on social media.