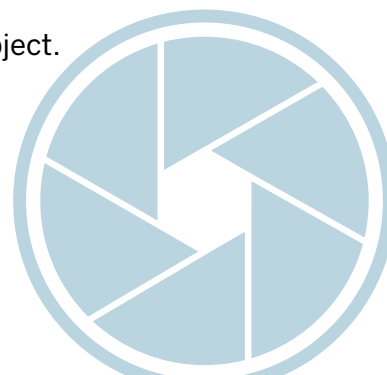# Best Practices for **Marketing Photos**

You don't need a fancy camera to take quality pictures of your program. Capture the moments that will help you market your business with just your smartphone camera. You can snap a photo of children playing outside or have someone take a picture of you interacting with the children. **Here's how to take quality photos** that you can use on flyers, social media pages, and advertisements

## Preparing to Take Photos

- Wipe your camera lens with a clean cloth before taking photos.

- Practice with different settings on your phone and see what works best for you. Check out this article to learn more about camera phone settings.

- Take photos from different angles. This will give you a variety of options to choose from.

- Pay attention to lighting, use natural light whenever possible. Capture close-up photos of children, especially if they are smiling or engaged in reading or playing.

- Take candid photos of children engaged in an activity that represents your program. For example, if you have an outdoor program take a photo of children playing outside. If you focus on cooking, then take photos of your children washing vegetables or in the kitchen.

- When taking a photo, get down to the child's height and take pictures at their eye level.

- If you are taking a photo of your workspace, make sure the space is uncluttered, clean and neat. Stage the space by leaving certain items out that you want to showcase. For example, if you want to show what changes you made due to Covid-19 you will want to stage your cleaning station with hand soap, paper towels and hand sanitizer.

## Using and Editing Photos

- You must always have written permission when using a child's photo.

  • Here is an example of a photo consent form:
    http://www.childrenscouncil.org/photo-release-form

- Select photos with bright or contrasting colors so your photos will stand out.

- Edit your photos when necessary. Your smartphone should be equipped with these tools.
  If not, you can download a free app such as Snapseed or Adobe Photo Express.

  • Lighten photos that are too dark.

  • Crop your photo to remove unwanted background and focus on your subject.

- Do not distort or "stretch" your photos. Keep your photos simple and natural, avoid filters and overediting.

# Best Practices for **Marketing Photos**

## Exercise:

**Look at the photos below.** Can you see the differences before and after editing?



**Before** Editing



**After** Editing

1. Using natural light

2. The brightness level has been increased

3. Photo taken at child's eye level

4. Photo taken of child engaged in an activity

5. Example of contrasting colors:
   the orange contrasts the blue, the pink contrasts the grey.

6. Photo has been cropped so that the child stands out more.

## Exercise:

**Look at the photos below.** Can you identify which tips have been incorporated into these photos?