

## Telling Your Charity's Story - Top Tips for Photography

Taking great photographs on your mobile means that more people will be interested in your story. Here are some tips from HIWCF to get you started.



### 1. Tell a Story

Try and get your picture to tell a story - if it's possible try to show people engaging in your activities, for example a group shot of your volunteers smiling for the camera, or a shot of one your beneficiaries being supported by your project or services.

### 2. Focus in on an Individual

Don't be afraid to focus in on an individual - it can make a stronger image than a large group shot.

### 3. Group Shots

If you are taking a group shot try and get everyone looking at the camera – it can be tricky but everyone looking in the same direction makes a big difference.

### 4. Get Consent

Remember to get informed consent from those you've photographed in order to use their picture to promote your work.

### 5. Take Your Time

Choose a clear background and take time to frame your shot, experiment with moving closer, lower angles and different viewpoints. Landscape usually works best, especially for videos.

### 6. Quality Images

Make sure the lighting is good, natural lighting is best, and avoid zooming in, most phone cameras have a digital zoom – meaning they crop and make your image smaller, rather than actually zooming in.



### 7. Get to Know Your Phone

Try using the secondary buttons on your phone (often the volume button) to avoid shaky photos, give the basic editing apps a try to adjust lighting and contrast and check your resolution settings have not defaulted to low storage mode.

**We hope these tips help, and don't forget to share your images with us on [marketing@hiwcf.com](mailto:marketing@hiwcf.com).**