



Photography for Action Best Practices

Why Take Pictures of your Action?

- Generates more engagement on social media
- Documents the work that people are doing
- Raises awareness about issues
- Motivates people to take action and get involved

The Dos and the Don'ts

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| <p>Do:</p> <ul style="list-style-type: none">■ Take best-quality photos of people■ Focus on action-oriented photos■ Try to capture diverse groups of people■ Photograph people working or providing a service like making phone calls, writing post cards, etc.■ Try to capture an Alliance logo – from either a banner or someone's shirt – somewhere in your composition. | <p>Don't:</p> <ul style="list-style-type: none">■ Use or post poor-quality photos (e.g., blurry, out of focus)■ Take photos of the backs of people's heads■ Use photos where people look bored or devoid of emotion■ Post photos without context■ Post photos in any online or print publication you don't have permission to use |
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Portrait v. Landscape

Your pictures will often look best when taken in **landscape mode**—simply tilt your phone or camera 45 degrees in order to capture the entire image. **Portrait mode** is best used when your subject is taller than it is wide. For example, one or two people and/or capturing a tall backdrop. Landscape works best for groups of people or capturing large gatherings.

Zoom with your Feet

As convenient as it is to zoom in on your subject when taking your picture, zooming will decrease the quality of your photo and you will end up with a more pixelated picture. Instead, try moving closer to your subject. It will make a huge difference in your photo.

Raise the Resolution

Some phones, digital cameras, and tablets allow you to choose what resolution you want to take photos at. The higher your resolution, the clearer your shot will be.

Setting your camera's HDR settings to auto will allow you to take the highest quality pictures possible

Use the Viewfinder

You may miss out on a great photo if you try to take a picture of everything at once. Be sure to look for the person or people on whom you want to focus and get close to them so they fill the viewfinder. Avoid zoom, which can reduce the image quality.

Rule of Thirds

Most people like to put the subjects of their photos in the center of the frame. It might feel strange at first, but using the rule of thirds can make for much more interesting pictures.

The rule of thirds breaks the frame into three equal sections, both horizontally and vertically. The points where these lines intersect are where the focus of your photos should be. Some smartphone and tablet cameras have a setting that will place these lines in your viewfinder so you see them as you take your picture



Send us your Pictures! We want to be able to share all the great work you're doing, and raise awareness of all the important retiree issues you're fighting for. Please send all photos **immediately after the event** to mobilization@retiredamericans.org.