

Social Media Photography Brief

WIDE SKIES
OPEN
MINDS

To take successful images for social media to support the 'Wide Skies, Open Minds' campaign, focus on keeping consistency in the quality and composition. Ensure the campaign speech bubble is visible and that the message of support is clearly written and seen. Images should be upbeat and demonstrate the positive impacts of sharing and talking about our mental health.

A template for the speech bubble is available from

www.falklands.gov.fk/publichealth/resource-centre/downloads

Please submit your images by uploading them to wideskies.openminds@horizon.co.fk

Do...

- Ensure the campaign speech bubbles can be clearly seen and that the message of support is legible
- Use natural light, outdoors is best, with our wide skies as a backdrop, but avoid harsh, direct sunlight that makes people squint and don't photograph the subjects against the sun
- Keep any sky background simple and clean, to allow the subjects to be the focus of the image
- Ensure the people shown are in focus and not blurred
- Take multiple shots of the same set up. These can be edited down when we know the end use
- Supply your images in the 'best' quality and at their largest size as they make need to be cropped down for the end use
- Social media feeds often display images in both portrait and landscape formats. Ensure you cover a variety of orientations.

Don't...

- Crop anyone out - keep groups to manageable sizes so that everyone can be seen
- Use your cameras flash, as we want the images to look natural
- Zoom in as you may lose image quality - instead, move around and get close to the subjects.

Campaign speech bubble prop



Examples of how people can be photographed for social media, showing support

