

Use natural light – if possible, it is best to use natural light when taking photos.

Use landscape orientation - hold your phone sideways to take photos as if you were using a classic camera.

Be photo ready - make sure all parties are looking at the camera and confirm uniforms or other apparel are worn appropriately.

No selfies - avoid taking selfies and opt for someone else to capture the shot.

Minimize clutter - busy backgrounds detract from the photo.

Frame the photo - make sure everyone is included in the photo and not cut off at the edges. Step closer to get a better shot and avoid zooming in. Zooming in will make the image pixelated.

Take a lot of shots - maximize the photo selections by taking multiple photos of the same shot.

Avoid filters - photo editing afterward is much easier on an unaltered photo.

People in Photos - confirm everyone included in the photo provides consent to be photographed and for the photo to be used for marketing purposes. Avoid photos of residents.

Professional Attire & Representation - whenever possible HCSG uniform should be used when being photographed. In the instance when a uniform cannot be worn, ensure attire excludes inappropriate or offensive messaging. Additionally, other items such as beverages, tobacco products, etc should not be photographed.



Landscape Orientation



Portrait

Correct Photo Examples

- People clearly positioned
- Natural lighting
- No background distractions



Incorrect Photo Examples

- Filter used
- Too many people
- People are cut off in the photo

