

Photography & Social Media Guidelines

The Companion Animal Rescue Endeavor

Social Media Guidelines:

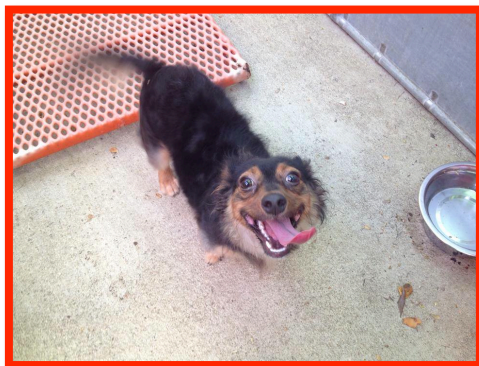
- All volunteers must sign a liability waiver prior to their first shift. This includes permission to post their pictures online (website, social media, etc). If you take a picture of someone who is not a volunteer, especially children, ask for their permission to use their picture before walking away. If they do NOT consent, immediately delete the picture.
 - CARE should never have any pictures uploaded on the computer that are not okay to use.
- Before making a post on Facebook, check to see when the next scheduled post is going to go live. Make sure that there are several hours between posts to avoid cluttering our page.
- All posts should have our logo or website on the picture itself.
 - There are websites that can help you add text, logos, backgrounds, etc. to the pictures. My favorite is canva.com – it's free and easy to use.
- Only post pictures that adhere to the photography guidelines below.

General Photography Guidelines:

- *Both good (green border) and bad (red border) examples are provided to emphasize the difference that simple techniques can have on how an animal looks and the impression the picture provides of CARE as a rescue.*
- If people are in the picture, they should be posed. Their smiling faces should be visible (ie. we should not just see some arms restraining an animal)



- Never take a picture of an animal inside a cage/run.



- Dog pictures should be taken outside, off leash (if possible/safe), and in an area with a good/appealing background (grass is best).



- Cat pictures should be taken on a cute blanket (or other clean, appropriate background – not a treatment area) in a quiet room so that the cat is as relaxed as possible. It may take some time to get a good cat picture, but it's worth it! Some cats, especially black cats, need your help to catch the eye of potential adoptors – embellish them as much as you can!



- Body posture/positioning matters a lot! Make sure all animals are looking at the camera! They should have their ears up, tails happy, and be in a relaxed body position. Use food, toys, and fun noises to make them look as cute as possible!



- Add cute backgrounds and text to the pictures as you see fit. Remember, people on Facebook are just skimming the posts in their newsfeed – not reading a novel. Keep the words to a minimum.



- Use the adoptable animals in promotional posts for other CARE events/fundraising opportunities.



- Posts that show the medical side of CARE are usually very popular – just make sure they aren't too bloody/gross for the general public.

