

Tips for Taking Great CSUnity Photos

Dynamic photographs showing volunteers in action at CSUnity projects across the nation are almost as important as the projects themselves. They celebrate and document your work, inspire others, and increase awareness about CSU alumni community involvement. Keep these simple tips in mind to create and share compelling photographs:

- 1) Prepare the shot in advance. Scope out the location of your shot beforehand and think ahead about how you will pose people and frame your shot. Make sure everyone you want in the shot knows you want them a few minutes ahead of time.
- 2) Pay attention to the location. Choose a place where there is enough light and no distractions in the background. Avoid shots in front of windows where the flash might reflect back.
- 3) Capture shots of volunteers in action. Whether it's helping build a house, tutoring children, cleaning a park—take photographs that show the work and the workers.
- 4) Take multiple shots. Consider switching your camera to continuous shoot mode and shoot in short bursts of shots. Often, the second or third shots give a group that looks a little less posed and little more relaxed.
- 5) Get in close. The closer you can get (without cutting some members out of the shot!) the better—you'll get more detail of people, which makes the picture pop.
- 6) Pose the group. While you don't want to detract from people doing their work, you shouldn't be afraid to pose some great action shots. Remember, these will help document the work, celebrate the volunteers, and inspire others.
- 7) Pay attention to the lighting. In order to get great detail, you need enough light. If the main source of light is behind the group, think about using flash.
- 8) Don't be afraid to take control. Talk to the group, let them know what you want them to do, motivate them to smile. And remember to smile yourself—it sets the tone!
- 9) Get permission. Make sure your subjects know the photos will be shared publicly.
- 10) Get social! Post great photos on your personal or Ram Network social media accounts *during* the project (with permission from your subjects, of course). In-the-moment photos grab people's attention more than photos posted afterward, and are more likely to be shared. Remember to use the #CSUnity hashtag and describe your project and its significance.

The Alumni Association would like to use your photos for promotional and reporting purposes. Email them to Katie.Bennett@colostate.edu (Colorado events), Moira.Sharkey@colostate.edu (events outside CO), or Benjamin.Gallegos-Pardo@colostate.edu (Denver events) with subject line "CSUnity."