

HOW TO CAPTURE CONTENT AT EVENTS

- ✓ Show other potential volunteers that this is a human-driven, rewarding, community-oriented experience.
- ✓ Increase program visibility and recruit new volunteers.
- ✓ Demystify the volunteer experience by highlighting people and process.

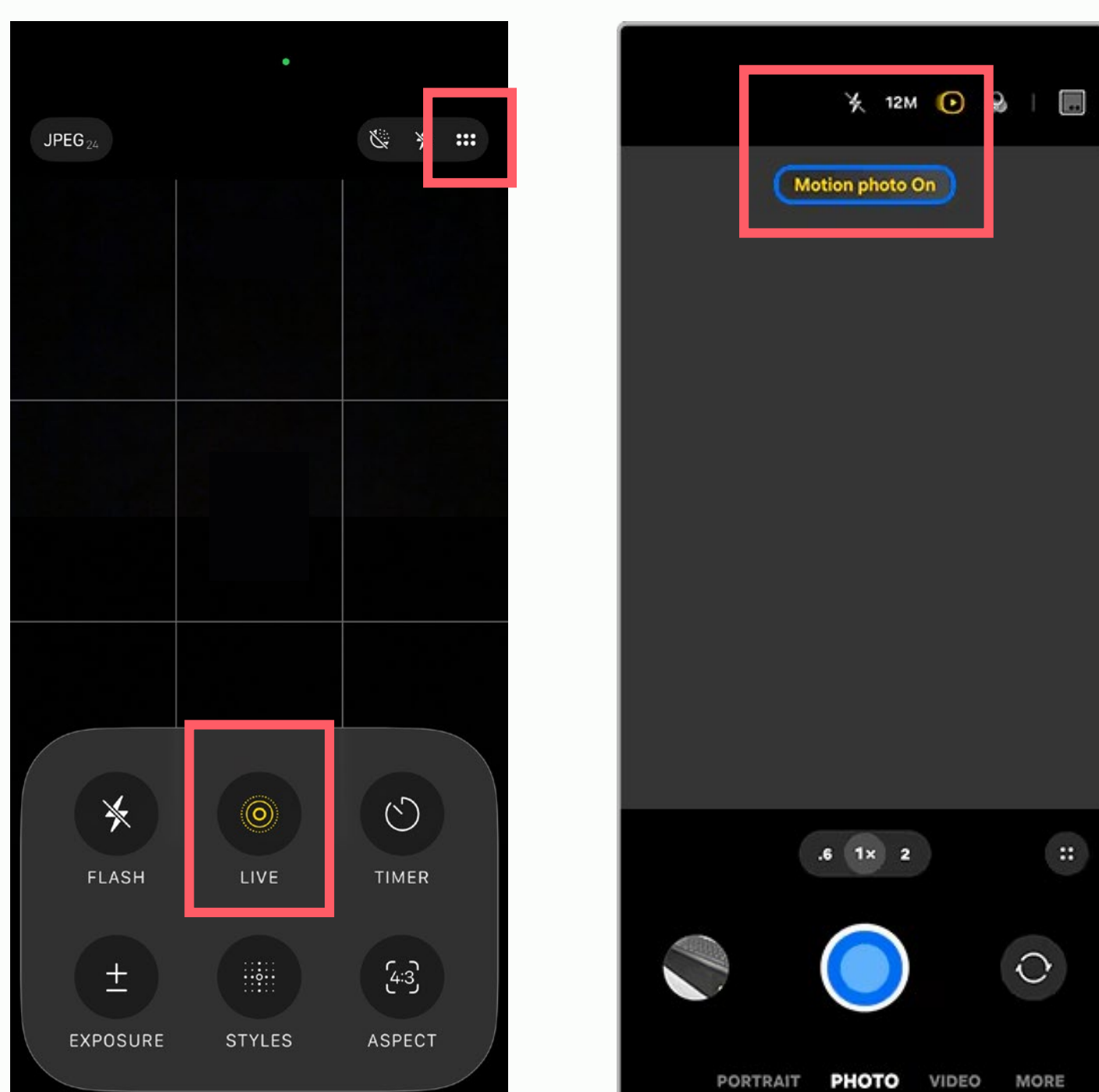
ALL YOU NEED IS A PHONE

Optimize your camera settings

- Set **Photographic Styles to Standard** or make sure any **Effects/Filters** are off.
- Set **Record Video to 4K at 30fps** (or 1080p at 30fps if storage is an issue).
- Turn **Grid or Grid Lines on**.

Open the Camera App

- Go to the settings in your photo app and **turn on Live Photos or Motion photos**. The icon will change color when activated.



Start taking photos!

- Tap your finger on a subject of the photo to focus (a box or circle will appear).

Grab a group shot with placards at your staging area:



Take wider, contextual photos between door knocks:



Take a few candid shots throughout the event:



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PHOTO TAKING TIPS & TRICKS

Steps to take a great photo

- **Fill the frame:** Make sure the frame (what you see through your viewfinder or on your phone screen) is filled with the elements you want a viewer to see. If an element doesn't need to be in the photo, make sure it's out of the frame.

- **Control the background:** Make sure the background doesn't distract from the message you're trying to convey in the image. The background should enhance the image—it should provide a viewer with more information about the place, time, story, or emotion of the scene.

- **Wait for moments:** Once your frame is filled and the background is controlled, wait to take the perfect shot. This could be when a crowd erupts in cheers, when two people hug, or when a speaker passionately raises their arms. If there's a lot of action in your frame, take multiple shots—or bursts of photos—to increase your chances of catching that perfect freeze-frame.

Tips for more photo variety

- **Crop with your feet:** Instead of using the zoom functionality of your camera—which can result in grainy or blurry photos—move your feet to get closer to your subject. If there’s something distracting on the side of the frame or in the background, move yourself up, down, left, or right to try to eliminate the distracting element.

- **Change your angles:** Take photos from different heights and different angles. Get low and photograph a crowd of protesters from below. Get up high to show all the contents on a table of letter-writers during a letter-writing event.

- **Vary your head sizes:** One good indicator of photo variety is if head sizes are different between your shots. Focus on getting a mix of detail, medium, and wide shots, crop with your feet, and change your angles to allow for more variety.



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VIDEO TIPS & PROMPTS

Optimize your video for social media

- Keep videos to **20–30 seconds** max.
- Primarily shoot your videos **vertically**, somewhere where it is easy to see and hear your subject.
- With your grid turned on, try to **keep your subject's face in the top 1/2 of the screen** so there's room to add captions in the lower 1/2 of the screen.
- Try your best to capture your subject straight on—**avoid “up-the-nose” shots!**

Sample prompts

What is motivating you to be involved in the effort to defeat the GOP and flip the House?

*How are you feeling after this canvassing event?
How would you describe this to someone who has never done voter contact work before?*

When you imagine our country 1, 5, 10, 20... years from now, what do you hope to see?

Setting up your shot



Subject's face in the top 1/2 of the screen, filmed straight on

Space for captioning

Important reminders

- If you're taking photos of people at an event, let them know the **photos could be used in Swing Left materials**—e.g. on social media, in emails, or on Swing Left's website.
- There could be many reasons folks don't want to be photographed—from religious reasons to safety concerns. **Give folks an opportunity to opt out** of being photographed.
- When taking a video of a volunteer, have them start by **sharing their name** (first name only is OK!), **where they're from**, and **how long they've been volunteering**. This is an easy way to get warmed up, and to make sure we know who is speaking in the video clip.
- **Have fun!** The photos and videos you take can help demystify the volunteering experience and help more folks to get involved. And encouraging more volunteers to talk with voters in swing districts is how we'll win the closest elections this year and beyond!

READY TO SHARE YOUR CONTENT?

Upload photos and videos from your event directly to Swing Left:

Visit swingleft.org/upload-photos to share files directly from your phone's photo album.

Posting on your own accounts?

Be sure to tag **@swingleft** so we can amplify the awesome work you are doing!

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