Best Practices for Photos of Online Events

As events have moved online due to the pandemic, it's important to remember a few tips to ensure you are following proper online etiquette. While we can't be together in-person with our friends, family and fellow advocates to take photos or videos, moving online just means you may have to think more creatively. Follow these guidelines to take high-quality pictures or video of your online events.

Screenshots.

If you're hosting an online event, ask attendees to pause for a moment and smile as you take a screenshot or photo from your computer or cell phone. If it's an event you're watching online, try to take a screenshot of the speaker(s). If it's a small audience listening, take a group screenshot with the speaker(s). For larger online events, focus on capturing the speaker(s) only. Remember to position your web/phone camera in a stable position and focused at eye level.

Limit distractions.

You want to be visible in any photo or video that's taken during online events, so be sure to have your web camera on. Check your background view and avoid disruptions, like a TV screen or distracting posters.

Selfies!

Don't forget to take selfies of yourself before going on online. Be sure to incorporate Save the Children Action Network (SCAN) branding into the picture – whether you wear a t-shirt or hold up a postcard/poster.

Ask for help.

If taking selfies isn't for you, ask someone at home to take a picture of you. Action shots that show what you're doing are the best! This could also mean getting a photo of you just sitting in on a Zoom party.

Don't be afraid to get close-up!

Pictures don't have to focus on a person. They can also focus on an object or activity. Did you watch a screening? Did you listen to a captivating speaker? Take a close-up shot of it!

Avoid direct sunlight or fluorescent lighting.

Angle yourself and/or be in front of your light source. Never be in front of a window or light, as it will make it hard to see your face. When inside, try to find a place without fluorescent lighting and make sure your face isn't covered with shadows. When you're outside, try to avoid the sun shining in your eyes or directly into the camera.

Do your best!

While you may be in different settings, we know all of these rules may be hard to follow every time, but it's good to keep them in the back of your mind. Thank you for all of your hard work!

Examples of Great Photos

The computer screen in the back shows that EJ is participating in an online event. The postcard in his hand shows it's for postcard writing!
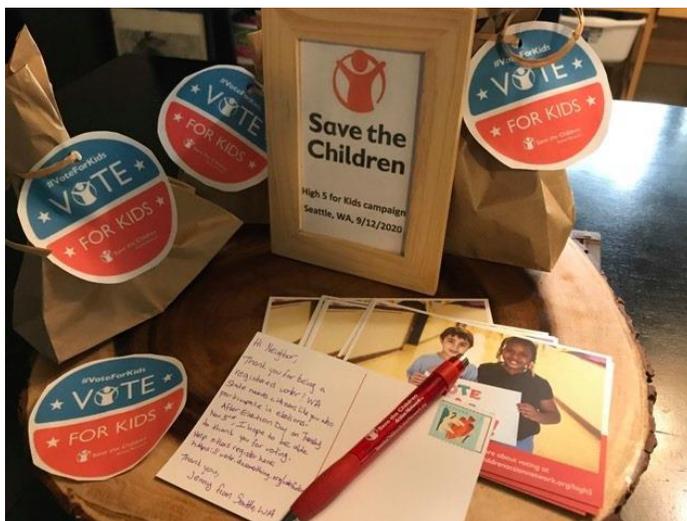

The screenshot of this online meeting is full of SCAN swag. Check out all those wonderful smiles of folks with SCAN t-shirts on! Everyone is visible, too.

Angel has a great set-up here. It's an awesome action shot of her writing postcards at her desk. Bonus points to her for wearing her SCAN t-shirt!

This is a pretty awesome selfie of Kalen. While she doesn't have a SCAN shirt on, we love seeing her SCAN sticker and postcards!

Here's a great example showing what's happening at this party, without featuring any faces. We love to see SCAN branding wherever we can!