



Communications Support

Using Photos



Do they tell your story?

- Always remember who your chaplaincy is - what makes it special, and try to capture that in your photos. Eg if you want to illustrate how friendly you are, show someone being welcomed through your open front door, and don't forget the smiles!
- Think about your chaplaincy as a whole - it's good to capture photos of the everyday as well as events

Have you asked permission?

- Make sure you are up to speed on your chaplaincy Privacy Policy
- There are many reasons people may not wish to be in a photo, not just children
- It may help to offer to share a photo with someone after you have taken it, too - though remember that very few people like themselves in a photo!
- Tell people what you will do with their photo

Repurposing

- There are so many ways to use photos, using it just once can be a waste of a good photo.
- Even if you have permission, it's a good idea not to use a photo of a young person for more than 2-3 years and double check who is in an image and that it is appropriate to reuse.
- Keep track of who is in a photo, when it was taken, who by and where you use it (Flickr is good for that)

Where are you using them?

- There are different sizes of images required for different uses - see this guideline from [Sprout Social](#), (though it changes a lot!)
- A top tip is to use a 4:5 ratio if you use the same photo on Facebook and Instagram
- Consider where you are using the photo and if you are trying to reach different people or with a different message. Eg if you are wanting to reach young people on Instagram use more pictures of youth there.

The candid moments

- These are not the easiest to take and try not to intrude on people's personal space, but photos of say 2 people laughing together after a service can be more powerful than 2 people looking sheepishly to camera with a coffee in hand.