

SFI COMMUNICATIONS

PHOTO/VIDEO TIPS & BEST PRACTICES

This toolkit is intended to aid you in the creation and delivery of the communication deliverables. Some helpful things to remember when shooting photos and videos via cell phone include:

- **Pay attention to where your light is:** avoid recording or photographing subjects with the light behind them and aim to position yourself so that the subject is well-lit facing natural light if possible. Avoid direct sunlight.
- **Choose orientation based on content:** you want to film/photograph your content in a specific orientation based on intended use. If this content is primarily for social media, shoot vertically. If this content is to be used in longer form video or on YouTube, shoot horizontally. It's best to reduce shakiness or blurriness while filming by finding a solid surface to rest your camera/phone on.
- **Be aware of the background of your shot:** the subject of your shot should be focused, front, and center. Try to minimize any distracting scenery or reflective objects behind the subject if filming interview or testimonial clips. If you're capturing action or motion shots, following your subject, some background distractions or external commotion is fine, as that adds to the imagery in a complimentary way. If you're taking photos, try not to have signs or people half-in-frame.
- **Avoid reading off a script in recording a video:** if you or someone involved is speaking, make sure to write down your bullet points so you have a general idea of your message, but don't feel like you need to memorize it. Capture multiple takes to allow for options in editing.
- **Capture short, snappy footage:** in addition to longer clips or interviews, try to capture footage that is around 20-60 seconds long. We've found this is the sweet spot, as it's not too quick that people can't grasp what is happening, and helps break up longer recordings to give you or your subject time to relax.
- **Try to limit background sound:** songs playing in the background or cross-talk from too many people can mean the audio of your video won't be as clear. Finding a quiet space for any speech is best.
- **Be creative:** it's difficult to capture video and audio or photos retroactively with the exact same conditions, so be thoughtful about the types of content you plan to capture. Is there something unique to your location or within your project? Do you have an interesting story to share? These guidelines are just a starting point, and we're relying on you to bring your subject or event to life, and to help us highlight the great work you're doing.

If you have questions about best practices around the recording and promotion of media deliverables, please contact **Kelvin Braun**, SFI Graphic Design & Media Coordinator, at Kelvin.Braun@forests.org.



POSTING ON SOCIAL MEDIA

Please be sure to tag SFI, PLT, and PLT Canada appropriately for each platform.

 LinkedIn: <https://www.linkedin.com/company/sustainable-forestry-initiative>

 Instagram: https://www.instagram.com/sfi_forests

 Facebook: <https://www.facebook.com/SustainableForestryInitiative>

 Twitter/X: <https://x.com/sfiprogram>

 Instagram: <https://www.instagram.com/projectlearningtree>

 Facebook: <https://www.facebook.com/projectlearningtree>

 Twitter/X: <https://x.com/plt>

 LinkedIn: <https://www.linkedin.com/company/plt-canada>

 Instagram: <https://www.instagram.com/pltcanada.official>

 Facebook: <https://www.facebook.com/PLTCanada>

 Twitter/X: https://x.com/PLT_Canada

Utilize hashtags related to the content of your post such as, *#forests*, *#UrbanForestry*, *#MassTimber*, etc. Tag partners or people involved in your post. If you mention an SFI, PLT, or PLT Canada product, link to the related shop page.

If you are looking for graphics or have any questions, please contact **Kelvin Braun**, SFI Graphic Design & Media Coordinator, at Kelvin.Braun@forests.org.

