

Social Media Photo Tips



Photos-Before/During/After

- **Before:** Confirm photo release for minors , elderly & disabled prior to your event/SM coverage
- **During: Action photos—focus on the central people/action**
- **During: Avoid** backs of heads, empty chairs, water bottles and copyright materials
- **Take** SD card to Systems staff for extracting from card & placing photos into shared folder/drive
- **After:** Go through photos deleting poor quality ones, then choose SM content from your best pictures
- **After:** Write photo captions for SM POC —Few sentences that include 5Ws for the photo
- **After:** Insert photo credit—open photo, right click *open with Paint*, click on letter & type along bottom
- **After:** Avoid taking photos from Facebook or internet sites without *express* permission

Social Media Content Tips

Routine Content

- **Coordinate** with SM POC about which platforms for which your content is suited (FB, Twitter, etc.)
- **Write-up:** Post/Tweet and any additional identifying info you think is relevant .
- **Platforms:** Keeping posts short and light/clever are good tips (*know your platform restrictions*)
- **Twitter:** 140 characters maximum (pictures take up about 25 characters & must be less than 5mb)
- **Facebook:** Ideal length for post is 300 characters or less & photos tend to help posts with reach
- **Facebook:** Text-based posts (no photos) have wider reach, but often don't get great engagement

Image & Photo Sources:

- **U.S. Government** photos are in the public domain & may be used with credit iipdigital.usembassy.gov
- **US Consulate Flickr site:** flickr.com/photos/usconsulatechennai (feel free to use/credit our photos!)
- **Wikimedia Commons:** commons.wikimedia.org/wiki/Main_Page (follow photo permission/credits)
- **Flickr:** flickr.com/creativecommons (follow photo permission/credit)

Live Content

- **Organize** logistics ahead of time—with NGO, visiting team, etc. to know when/what/how to cover
- **Identify** ahead of time how you will transmit content—or if you will post content live/on-site
- **Use** whatever tools you have available -Ipad, Iphone, camera, laptop, pen/paper, etc.
- **Include** basic facts and any *unique first person* information (great event, 150 students, etc.)

Post-Event Content

- **Try** to write content and forward to SM POC as soon as possible —SM is about the *here & now*
- **Organize** photos and follow above instructions for timely handling

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