



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DIGITAL SUMMIT SERIES

PHOTOGRAPHY & VIDEOGRAPHY HOW TO

December 14, 2020

Colleen McCauley

IMPORTANCE OF CAPTURING QUALITY PHOTOS AND VIDEOS

- **Communicating and engaging with an audience that you know best**
- **Highlighting “in the moment” stories & community events**
- **Bringing a more personal and authentic voice for your branch/program media platform**

STEP ONE: PURPOSE BEHIND THE SHOT

- **Every photo and video is a story you are giving to your audience. What will be the purpose of your story?**
- **At the Y we tend to have stories that are...**
 - Informative
 - Feel Good
 - Marketing
- **When you have an idea for a story, figure out how you want to tell it before you go out and take the photo/film the video.**

STEP TWO: WHO WILL BE BEHIND THE CAMERA

- **Once you have the purpose for your story, decide how you want to film/ photograph it.**
- **This could be either..**
 - A staff member responsible for your social media
 - Me!
- **Make sure whoever is shooting for your branch has..**
 - Necessary username/password information
 - A schedule for posting
 - Communicating this scheduling for those who need to know

WORKING TOGETHER

- **Have an idea? Let's work together!**
- **Filming/Photography idea: Email 2 weeks in advance of when you want to release**

From there we work together on...

- Tone
- Script
- Schedule
- Editing Process
- Posting Schedule

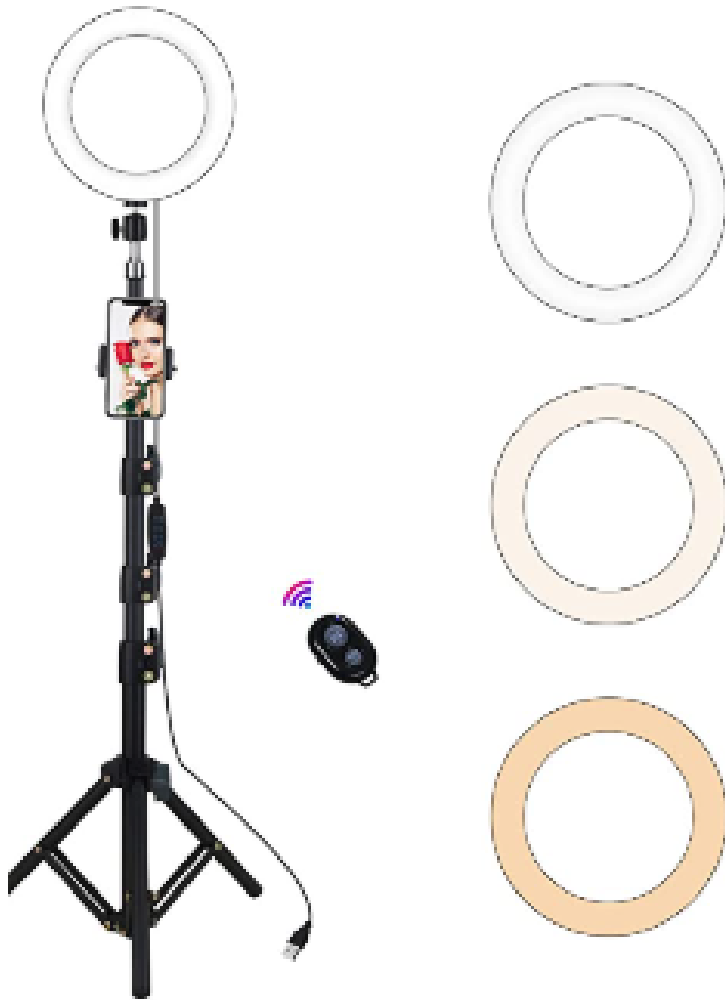


WORKING SOLO: IPHONE CAMERA TIPS

1. Film & shoot **HORIZONTALLY**
2. **DON'T** zoom in on your video/photo
3. Use the **EXPOSURE** lock
4. When filming, put your phone on **AIRPLANE MODE**
5. Avoid **BACK LIGHTING**
6. **STABILIZE** your video

ADDITIONAL IPHONE CAMERA EQUIPMENT

1. Ring Light



ADDITIONAL IPHONE CAMERA EQUIPMENT

1. Tripod





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

RESOURCES

YMCA photos

www.flickr.com/photos/ymcadallas/albums

YMCA YouTube

<https://www.youtube.com/user/YMCAofMetroDallas>

YMCA Dallas MarCom Team

www.ymcadallas.org/MARCOM



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

QUESTIONS?

COLLEEN MCCAULEY
CMCCAULEY@YMCADALLAS.ORG

