

## Let the picture do the talking. Taking powerful photos to use in Scouts.

If a picture speaks a thousand words then we want the pictures we use on our website and social media posts to be powerful and make a good impressions. We have 5 tips to help you:

### 1. Be honest.

Don't try to add or remove anything from the photo digitally later. It can often leave traces and doesn't show we are honest. If you need to remove something either crop the picture or use a different one. If you want to make it clearer the picture shows a Scout activity, put a simple fleur-de-lis logo in the bottom corner.

### 2. Go for action shots.

Our scouts are normally active doing something or other so our pictures should show them doing something, ideally something fun. Line-up photos like it's a class photo don't really show what we do well.



### 3. Avoid background clutter.

We want the focus on our pictures to be on our Scouts right at the heart of the action, not on the rubbish in the back of shot. When taking pictures either remove any clutter or frame your shot so it's not visible.

### 4. Think outside the box.

Be original and exciting in your pictures whenever possible. It can add some excitement or catch people's attention as they are passing. Good examples could be silhouette shots, light painting or capturing something in mid-air such as leaves falling.

### 5. Use the rule of thirds.

Divide your screen into thirds both from top to bottom and side to side. Photos look better if you place the subject or the horizon of your photo on these third lines.



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## Where can I find more?

- Contact the Media and Communications (Perception) team at Hampshire Scouts if you want more specific advice. [communications@hampshirescouts.org.uk](mailto:communications@hampshirescouts.org.uk)
- Check out our other guides which cover issues such as jargon and talking about our roles to others.
- The Scout Brand centres ([scoutsbrand.org.uk](http://scoutsbrand.org.uk)) has an image and video library containing on-brand pictures that Scouts can use. It is frequently updated.

## Keeping in touch with Hampshire Scouts:

- Online at [hampshirescouts.org.uk](http://hampshirescouts.org.uk)
- On Facebook at [facebook.com/HampshireScouts](https://facebook.com/HampshireScouts)
- On Instagram [@hampshirescouts\\_](https://instagram.com/hampshirescouts_)
- On Twitter at [@hampshirescouts](https://twitter.com/hampshirescouts)

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