

## Fact Sheet: Promising Practices for Photo & Video Use on Social Media

### A Communications Resource for Medical Reserve Corps Units

A [recent study](#) found that social media is the second most popular volunteer recruitment method among Medical Reserve Corps Units across the country – coming in just behind word of mouth.

Photos and videos of your Medical Reserve Corps unit in action can help inspire people to join your unit, showcase the good work that you are doing, give you a chance to promote the work you are doing with your partners, and more.

### 8 Tips for Taking Great Pictures



**Take Action Shots:** Take pictures that showcase MRC units doing what they do best - helping communities and building partnerships.



**Only Take Pictures of People Acting Professionally:** Make sure that your pictures show MRC's best side.



**Pay Attention to the Background:** Make sure the background showcases your event and doesn't include anything inappropriate.



**Demonstrate Safety:** Make sure that your pictures show you acting safely, using PPE correctly, practicing social distancing as appropriate, etc.



**Tell Your Story:** Make sure your picture tells the story of what you are doing at an event.



**Include the MRC Logo:** If you can, include the MRC logo so people can tell at a glance that this is an MRC event.



**Remove Access Badges:** Ask people to take off access badges to prevent unintentional security breaches. If your picture includes badges, blur them before posting.



**Take LOTS of pictures!** Photos are pretty close to free today. Take lots of pictures and choose 3-4 of the best ones to post on social media.

## 6 Tips for Shooting Video On-the-go

Video can be a great way to tell your story, but there are a few things you should do before, during, and after you shoot your video. You can use your cell phone to take video footage that will work well on social media. Here are a few ways to capture videos with impact.

- 1 Use a microphone:** Inexpensive microphones are widely available and can help you capture the sound you want to hear.
- 2 Coaching is Key:** If you are interviewing someone, go over the main points you want to cover before you press record.
- 3 Find a quiet spot:** Minimizing unneeded noise when you record will help your message come through without distractions.
- 4 Expect to take more than one try:** Talking in front of a camera is hard for many people. Be patient and ready to take lots of shots.
- 5 Check your lighting:** Make sure you have enough light and that the light source is in front of the action.
- 6 Set your phone to high resolution:** Whether taking photo or video, always choose the highest resolution setting on your phone, and remember to turn it sideways!

## Consent and Legal Considerations

Make sure that your MRC unit is getting consent from people when you take their pictures and that you have a signed consent form for all identifiable people in all of the photos you take. Your MRC unit may opt for a blanket consent form for the people in your unit. For a sample consent and release form that your unit can use, see the [Medical Reserve Corps Consent and Release Form](#).

## Seizing the Moment: Social Media Posting in Near Real-time

If you are showcasing the good work of your unit during an event – especially an event that includes a partner or is getting some media buzz – your posts will be far more effective if you make them in real time, or close to it.

Here are six social media roles you need to fill. Before your event starts, make sure you have planned to have someone fill each of these roles. For most units, one person can fill several of

