UNITED GRAND LODGE OF ENGLAND

MEMBERS' PHOTOGRAPHY TOOLKIT

CONTENTS

WHAT IS IT?

Photography can be used to promote an organisation's brand and services. It can be used to document social events and create visual content for internal newsletters, reports, websites and external social media.

The main goal of photography is to sell a brand, so with something like Freemasonry, it can be used to change negative public perception to positive.

Photography adds personality to a story and is essential when writing press releases and posting on social media.

WHAT ARE THE BENEFITS?

Photographs can involve people who aren't present at meetings/events, keeping them engaged and interested. Photography can showcase all the fantastic work Freemasons do in the community and can encourage a lot of exposure (a picture is worth a thousand words!)

Photos are very cost effective and demonstrate credibility. They can also direct a lot more attention to your brand – websites with professional images receive over 90% more views than those without.

WHAT *TO* DO

1

Hold the camera at eye-level and make sure the person has eye contact with the camera lens

2

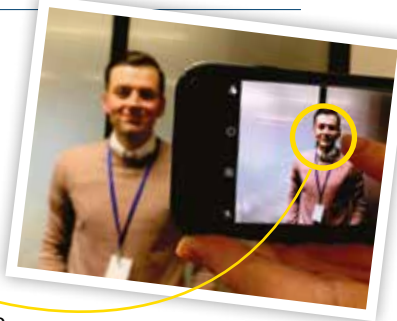Make sure you have a simple background, nothing too distracting.

3

If the subject is in a darker place, use the flash on the camera (this also ensures the picture is in focus)

4

Make sure you lock the focus to create a sharp picture. On a smartphone, you can do this by tapping your finger on the subject to focus. Other cameras have auto-focus settings. Take your time and make sure the photo isn't blurry. Hold the camera as still as possible when taking the picture.

ⓘ *TOP TIP*

• **Take advantage of your phone/camera's editing software (or external apps) – but just for brightness, contrast and saturation – no heavy editing!**

WHAT *NOT* TO DO

1 Do not have a bright light (e.g. the sun) behind what you're taking a picture of. If it's a person they will come out as a black silhouette.

2 Dont't take the photo if there is something in the foreground blocking part of the photo.

TOP TIPS

● **Sounds simple but remember to clean your phone/camera lens! It can be full of all kinds of lint/dust.**

● **Also remember to charge your camera/phone fully.**

3 Don't take the photo too close or zoom in too much (it will come out blurry)

SOME EXAMPLES

'Grip n' grin' shots with people holding cheques or charity certificates and smiling into the camera are very old-fashioned. Indeed many local newspapers have a policy of not printing them. If possible, we strongly recommend considering other ways that you could stage your image.**

We also recommend against using the 'school photograph' shot, where people are standing or sitting in rows.

It is much better to go for an 'action shot'. If you are trying, for example, to illustrate a story about a charity grant, then get pictures of Freemasons interacting with the beneficiaries of that grant. This might include playing table-tennis with the boy scouts, chatting with residents at a hospice or looking into a microscope at a research laboratory.

"PHOTOGRAPHY IS A REALLY GREAT WAY TO ADD ANOTHER DIMENSION TO YOUR CONTENT"
Shaun Butler, UGLE Communications Manager & FMT Editorial Manager

TOP TIPS

● Turn on your camera's gridlines (in settings) and break down the picture into thirds. This makes the product look more balanced.

● Play around with reflections – this works well when taking pictures of buildings.

● Look for symmetry, it is pleasing to the eye and very simple. Gridlines can help you achieve a symmetrical photo.

● Take as many photos as you possibly can every time you get your phone/camera out. If you just take one and someone has their eyes closed, you will not have a photograph to use.

● Talk to your subject as much as possible to get them to relax, ask them questions and smile at them (no one likes being in front of a camera)

● Mix it up – don't just take pictures inside or of people in regalia, no one likes to see the same kind of picture over and over again.

"TAKING GOOD PHOTOS ISN'T ACTUALLY AS DIFFICULT AS SOME MAY THINK"
Shaun Butler, UGLE Communications Manager & FMT Editorial Manager

DID YOU KNOW?

ARTICLES WITH
HIGH-QUALITY,
RELEVANT PHOTOS GET

94%

MORE VIEWS THAN
THOSE WITHOUT

IMAGES ON FACEBOOK RECEIVE

20%

**MORE ENGAGEMENT THAN
LINKS WITHOUT IMAGES**

TODAY, REPORTERS AND PUBLISHERS WANT MATERIALS THAT INCLUDE MULTIMEDIA ELEMENTS, ESPECIALLY PHOTOS

GOOD VISUAL CONTENT IS

40%

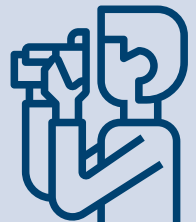### MORE LIKELY TO GET SHARED ON YOUR SOCIAL CHANNELS

PHOTOGRAPHY
CAN IMPROVE
USER EXPERIENCE
AND INCREASE
ENGAGEMENT BY
UP TO **90%** ON
SOCIAL MEDIA

**WEBSITES WITH
PROFESSIONAL
PHOTOGRAPHY
RECEIVE UP TO**

90%

**MORE
TRAFFIC
THAN
WEBSITES
WITHOUT**

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