

DRIVE AWAY HUNGER

Founded by FCC

Top tips for awesome social media pictures and videos

A photo or video highlighting your business, donation or your people is a terrific way to bring your Drive Away Hunger campaign to life.

Here are some tips and best practices to consider when documenting for social media.

1. **Talk to people** – consider taking a video, interviewing an employee, or food bank worker – they have great stories to tell!
2. **Away from the sun** – taking photos towards the sun can make them look dark.
3. **Stay pandemic safe** – keep social distancing and mask-wearing top of mind.
4. **Donation in action** – show us any food donations you're making and delivering to a local food bank.
5. **All about face** – Smiles are always nice to see. If there are only a few people, zoom in so they're the stars of the shot.
6. **Steady hands** – keep the camera still as any shakiness could ruin your shot.
7. **No blur** – ensure the picture is in focus before you shoot.
8. **Fill the frame** – if you're in a big room, try to get close to your subject and zoom in a bit.
9. **Pass on window and glass** – taking photos in front of reflective surfaces makes it hard to see faces and can create glare.
10. **Careful with kids** – avoid taking pictures where individual children can be identified, unless you have specific permission from the school or responsible adults present.
11. **Be transparent** – ask permission and inform anyone you take a photo of that they may appear in social media posts about FCC Drive Away Hunger.

#DriveAwayHunger

