

Resident Event Photo/Video

How-To, Tips, and Tricks

GETTING STARTED

1. **Clean Your Lens:** Wipe your lens with a soft fabric (t-shirt, towel) to prevent blurry or grainy photos.
2. **Choose the Best Phone:** Use an iPhone 12 or newer for high-quality shots. Test different phones among staff for the clearest footage.
3. **Opt for Good Lighting:** Shoot in natural light or well-lit areas for clear and vibrant images.

PORTRAIT VS LANDSCAPE

1. Hold your phone vertically (potrait) for most all photo and video!
2. **Optimal Formatting:** Portrait orientation fills the screen properly and looks visually appealing on platforms like Instagram stories/reels.
3. **Group Shots:** Use the wide-angle lens setting (0.5x) for group shots to capture everyone in the frame while keeping it vertical.

WHAT TO CAPTURE?

1. **Candid Moments & Group Shots:** Capture residents naturally mingling, laughing, and gather residents for quick group photos.
2. **Event Highlights:** Snap action shots of meal times, raffles, games, etc.
3. **Behind-the-Scenes:** Document event setup, preparation, and cleanup.
4. **Boomerangs:** Use the boomerang feature, a short video clip that plays forwards and then backwards in a loop. Created using smartphone apps or a feature within social media platforms like Instagram.
5. **Longer Videos:** Set your phone on a counter/tripod and film short clips of events for longer-form videos; we'll handle the editing.

TIPS FOR GREAT CONTENT

1. **Take as many shots as possible and pick the best ones later!**
2. **Play with portrait mode for close ups, detail shots, or 3x for zoom.**
3. Remember to capture photos with residents in them. These shots consistently show the highest engagement and performance rates.
4. Ensure fingers are out of the screen when capturing and clean your lens!
5. Ask resident if they prefer to take a selfie instead of having their photo taken! They can either send it to you, or directly to the Instagram Inbox.

SENDING PHOTO/VIDEO

1. **Submit photos and videos within 24-36 hours after events!**
2. Email or text attachments to Coco or Kirby (contact information below).
3. Send content via Instagram Direct Message to property's account.
4. Use Google Drive or cloud folder for larger files.

