

# Photo challenge:

How to make and choose event  
photos for official Social Networks

# 1. Try to choose photos where objects are clearly visible, without any restrictions



Any object on the photo should have clear shapes, without side restrictions or any other defects

## 2. Capture overall view of the audience



- Find the center of the room (from any angle)
- The audience should not be indifferent
- Pay attention to the light
- If there is any monitor, try to make the picture as clear as possible

### 3. Make “action” photos



Photos of talking people and gestures are always welcome.



## 4. Visibility photos



If there is any special visibility object (flag, logo, poster, etc.), try to capture it.

## 5. People with interest



People on the photos should show interest in the event (e.g. looking at the monitor with presentation, taking notes, attentive listening, etc.)

## 6. People around



- If the center of the photo is one person, pay attention to people around (do not forget that you can crop the picture)





- Do not choose photos of people with closed eyes!



## 7. Clear exposition of faces



Try to choose photos with people looking at the camera, not away from it.