



Photo by Leigh Vogel
WASHINGTON, DC — Bright Beginnings staff members review images incorporated into the organization's annual report.
2 | CENTER FOR SOCIAL IMPACT COMMUNICATION

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“We used to tee up the stories so that other people could tell them. Now, you have to tell your own story.”

COLIN MOFFETT,
SENIOR VICE PRESIDENT OF DIGITAL
COMMUNICATIONS, WEBER SHANDWICK

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INTRODUCTION

Your organization has a story to tell and to show. You may use mission statements, press releases, websites and social media platforms to communicate with your stakeholders, but the strategic use of imagery can showcase your mission in ways that words alone cannot. Photography should be strategically integrated in to your communications planning, yet only 18 percent of the nearly 140 organizations surveyed for this guidebook say photography is always integrated into their planning. This guidebook is meant to help you prepare for opportunities to capture and relay your story via imagery. Throughout this guidebook, sample images from various events have been chosen to illustrate suggestions and tips. Just as images are used here to relay and reinforce the ideas throughout, you too can utilize imagery to tell your story.

As a nonprofit, you can tell prospective donors why it is important to raise funds; however, showing powerful images will help bring your story to life. Strong images can give you a higher level of confidence when presenting your organization to key audiences.

You can talk about how successful your latest event was and hope a media outlet captured the important moments you worked so hard to accomplish. Or, you can document events in a professional manner yourself and feed the images to media proactively.

This guidebook will address several ways your organization can and should utilize quality imagery. It will help you create and manage your photography in order to communicate with more impact to the people you want to reach.

From headshots and photo essays to social media posts and event imagery, you can strategically plan for and distribute compelling imagery that attracts your target audiences and motivates them to act. You will learn how to maintain an image database, understand photo rights, and update social media accounts with relevant photos that tell your organization's story.

When you have order to your images, you will achieve measurable results.



CENTER FOR SOCIAL IMPACT COMMUNICATION

The Georgetown University Center for Social Impact Communication is the nation's leading educational resource on social impact communication. Launched in 2008 and housed in the university's Division of Professional Communication, CSIC aims to elevate the discipline by pioneering industry standards in responsible communication practices and by educating and inspiring the professionals who lead the way in creating positive social impact through their work.

csic.georgetown.edu

[@georgetowncsic](https://www.instagram.com/georgetowncsic)

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Before exploring the types of images you need, here are the basic items you will need to start your own in-house photo database. These cost-efficient items will help get you started in documenting your organization's moments of impact.

BASIC NECESSITIES



1 DIGITAL CAMERA

Buy a quality digital camera that produces images of print quality for magazines, newspapers and other publications. Canon, Nikon, Olympus, and Panasonic all offer cameras that produce high-quality, digital photos.

B&Hphoto.com and KEH.com are great resources for new and used cameras and lenses.

2 EDITING SOFTWARE

At least one staff member should be proficient with a professional photography software program such as Lightroom or PhotoShop.

Basic edits include cropping, resizing, removing red-eye and adjusting color. Also be familiar with how to use websites to share/send large photos for free, like Yousendit.com. For more information on online photosharing, see Page 39.

3 CONTACT LIST

Create a list of at least three professional photographers. Search for photojournalists in your area or student photographers with strong portfolios.

4 EXTERNAL HARD DRIVE

External hard drives provide safe, accessible storage for photos without taking up space on a computer.

Back up photographs on an external hard drive in labeled folders by date, name of event, and photographer in order to access images easily.

Include a Word document in the folder of images with the photographer's name and the permitted uses of the photographs.

PROFESSIONALS

Many nonprofits rely on volunteers with cameras for the majority of their imagery. Investing in and planning for professional photographers can not only raise the aesthetic output of organizational messages but also guarantee images that can be repurposed for annual reports, collateral, gifts and media placements.

THINGS TO CONSIDER WHEN HIRING A PROFESSIONAL

- 1 Review photographers' websites and online portfolios. This will give you an idea of their style.
- 2 If you are handing out images to media outlets during or after an event, make sure your photographer can transmit images quickly from any location.
- 3 Check to see if the photographer has worked with media outlets or has relationships with the media.
- 4 Make sure the photographer will send or email you high-resolution images, or make them available online for you to download, in a timely fashion.
- 5 Ask the photographer about any unexpected costs, such as post-production work (for example, cropping or retouching images).

PHOTOGRAPHER LIST

1 NAME: _____
BUSINESS: _____
CELL: _____
COST PER HOUR: _____
EMAIL: _____

2 NAME: _____
BUSINESS: _____
CELL: _____
COST PER HOUR: _____
EMAIL: _____

3 NAME: _____
BUSINESS: _____
CELL: _____
COST PER HOUR: _____
EMAIL: _____

ESTIMATING COST

Include a line item in an annual budget for photography. As a starting point, make a list of the number of events the organization will be hosting, then approximate the number of hours a photographer would attend each event. Professionals typically range from \$100-\$250 per hour for event photography (ask about nonprofit or special rates).

An event may be a good place to capture other photography needs such as headshots. Create a shot list for the photographer before the event, and have a staff member accompany the photographer if possible to capture names of guests.

IMAGE RIGHTS AND RELEASES

Make sure you always know if you have permission to use a photo, how you are permitted to use it, and how to credit the photographer. Images that are owned or created by a third party are subject to copyright protection, and it is never worth using an image when you are unsure of your rights. This can cost you time and money and can potentially harm your organization's reputation.

TIPS FOR MANAGING YOUR RIGHTS

Be proactive in managing rights to all of the images you use, whether they are photos you captured, stock images you purchased, or images taken by a photographer you hired. Below are tips on simplifying the process for each.

PHOTOS YOU TAKE

Download releases that you ask people to sign permitting you to use their image for a particular purpose and for a particular period of time, including indefinitely.

Visit the American Society of Media Photographer's (ASMP) website to view and download a variety of releases such as a Model Release for a Minor Child and a Property Release.

Also visit ASMP's site for answers to other common questions such as, "Am I legally permitted to photograph people in public places?"

WORKING WITH A PROFESSIONAL

Most professional photographers will ask you to sign a contract specifying the terms of how you can use images and for what period of time. In the event the photographer does not provide you with terms, create your own contract that clearly states how you want to use the images, for what period of time, and how you would like to use them (e.g., advertising, gifts, magazines, social media platforms, wall art, website, or for an unlimited use).

STOCK PHOTOS

If you are purchasing stock photography from a photo agency like Getty Images, Corbis or iStockphoto.com, it is important to know the terms of use for the images. Most major photo agencies have simple online guides that will help you understand prices and rights to images. For example, if you purchase an image for a three-month period of time for your website only, make sure you mark on a calendar to remove the image or renew your contract. Management of image rights (commonly referred to as Rights Management) is a multi-billion dollar business, and you must be up-to-date on your terms of use.

If you are unsure of your rights to an image you did not take, contact the photographer or the photographer's representative/agency for confirmation. If you take an image for your organization, you too should speak with your staff about rights.

QUICK TIP

File rights agreements and contracts in specific folders in your photo database that are easily accessible, preferably in both the corresponding folder of images and in a separate folder of all your organization's releases and contracts.

QUICK TIP

When it comes to capturing images of children, make sure a parent or guardian signs a release allowing you to use images that show the child's face and for what purposes, and for what length of time.



Photo by Leigh Vogel for Bright Beginnings, Inc.

YOUR PHOTO DATABASE

“It’s not just about pitching or placing but being your own storyteller, and being good at telling people through digital photography. It’s about finding ways to stand out.”

COLIN MOFFETT,

SENIOR VICE PRESIDENT OF DIGITAL COMMUNICATIONS,
WEBER SHANDWICK

Often, nonprofits can successfully use one image for multiple purposes. A database of high-quality images — each of which can be used for a variety of purposes — can be an incredibly effective tool in a nonprofit communicator’s arsenal.

But which images belong in a database, and more importantly, why?

According to Katherine Jankowski, nonprofit consultant and research director of Jankowski Associates, Inc., nonprofit organizations need to “create a collective investment in what works.” Organizations with robust photo databases can more effectively tell their story over time, a record of their hard work through their unique vantage point.

Databases allow nonprofit communicators to respond quickly to media requests rather than scramble to find or take an appropriate image. They also make it easier to instantly update social media pages.

“Every organization has its own narrative,” said Momenta Workshops founder John Anderson, and quality imagery strategically showcased can tell that story in a powerful way. Thoughtful images can attract volunteers and supplement fundraising efforts. They can be repurposed for artwork, gifts, and postcards.

Following is a list of suggested photo categories for your database, along with tips on how to utilize images in your communications planning.

1 HEADSHOTS & PORTRAITS

2 MISSION

3 LOCATIONS

4 EVENTS

5 SPONSORS

6 DETAILS

HEADSHOTS AND PORTRAITS

As seen in the examples below, headshots can be captured in a variety of ways. In all cases, they should accompany official bios on websites and be incorporated into collateral materials. They can be used when guest speaking at an event, in handouts to media and other press materials, in advertisements and with testimonials.



Photo by Leigh Vogel
Denise Keyes

This is an example of an executive headshot, with a clean background and a focus on the individual. These can be taken anywhere you can find a clean wall or backdrop that can be lit well.



Photo by Leigh Vogel
Dr. Betty Jo Gaines

This is an example of a headshot taken on site.



Photo by Leigh Vogel
Fatema Akbari

This is an example of a headshot taken during an event.

QUICK TIP

File headshots both of staff members who are spokespeople for your organization and of individuals who've been helped by your organization.

ENVIRONMENTAL PORTRAITS

Environmental portraits showcase individuals in a particular setting unique to them. Unlike in traditional headshots in which the individual is the sole focus, the backgrounds in environmental portraits are equally important as the person. In the background you can incorporate branding elements such as distinctive colors or details unique to your organization's mission.



Photos by Leigh Vogel / Getty Images
WASHINGTON, DC — Tom Lewis and Lucille Lewis attend a discussion about empowerment and financial literacy at The Fishing School on March 15, 2010.



Photo by Leigh Vogel
Dr. Betty Jo Gaines, executive director of Bright Beginnings

MISSION

These images begin to tell the story of who, what or where your organization strives to benefit. Use them to give a face to your organization, to evoke emotion, and to show your donors what you can accomplish with their support.



WHO

Use these kinds of images to give a face to your organization and the populations you serve. Be sure to obtain a release form from anyone you feature and include photographer credit.

Photo by Leigh Vogel

A dog at Krabloonik Fine Dining and Dogsledding waits on a chain for more than seven months when not pulling. Local citizens have worked to ensure time off of the chains for the working dogs.



WHAT

“You respond to urgency as a human being...allow people to see the need, but also that they can do something about it.”

JOHN GUNDLACH,
GMMB

Photos by Leigh Vogel

WASHINGTON, DC — A young protester supports the stepping down of Yemen President Ali Saleh rally outside the White House on March 26, 2011.



WHERE

In the case of animal rights and welfare groups, and nature and water conservation groups, have professional-quality images of the animals, land and water that your organization supports.

Photo by Leigh Vogel

Volunteers of the Anacostia Watershed Society help clear weeds from the woods near the Anacostia River. The mission of the Anacostia Watershed Society is to protect and restore the Anacostia River and its watershed communities by cleaning the water, recovering the shores, and honoring the heritage.

LOCATIONS

Images of the physical spaces in which you operate allow audiences and stakeholders to visualize the work being done, building credibility and providing visual proof of who, what, and where their support is benefiting.



Photo by Leigh Vogel / Getty Images

WASHINGTON, DC — Volunteers load U-Haul trucks during the Greater Washington Haiti Relief Committee's donation effort at the Haitian Embassy on January 17, 2010, on Massachusetts Avenue. Items included clothing for men, women, and children. Haiti is trying to recover from a powerful 7.0-strong earthquake on January 12 that struck and devastated the country while displacing millions and killing thousands.

MAKING THE MOST OF YOUR VIRTUAL REAL ESTATE

Location shots should be featured on websites and in social media; in brochures and other collateral; and as part of photo essays.

Post images with photographer credit to your social media platforms such as Facebook, Flickr, Pinterest and Twitter. Tag people when appropriate and urge them to share the image with their networks.

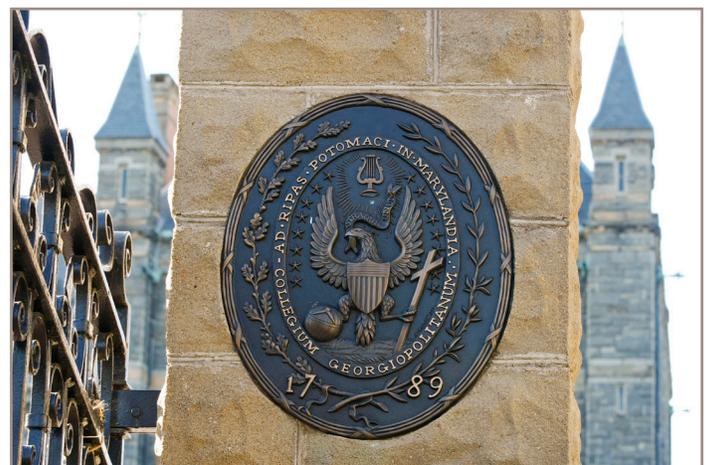


Photo by Leigh Vogel

The Healy Gates at the entrance of Georgetown University



Photo by Leigh Vogel for People for the Ethical Treatment of Animals

This image clearly illustrates the organization's mission, who it serves and where it is working.



PETA
FIGHTING ANIMAL ABUSE
AROUND THE WORLD

EVENTS

Event photos are crucial to capturing and highlighting important moments and interactions among guests, speakers and staff. In particular, be sure to visually document any meetings with influential people. These images can build credibility for your organization.



Photo by Leigh Vogel / Getty Images for People for the American Way Foundation
WASHINGTON, DC — Arne Duncan meets with People for the American Way Foundation's Young Elected Officials Network at the Washington Court Hotel on June 3, 2011.



Photo by Leigh Vogel / Getty Images
WASHINGTON, DC — U.S. Secretary of State Hillary Clinton looks on as Prime Minister Benjamin Netanyahu of Israel (left) and President Mahmoud Abbas of the Palestinian Authority shake hands as they relaunch direct negotiations between Israeli and Palestinian Authority at the State Department on September 2, 2010.



Photo by Leigh Vogel / Getty Images
WASHINGTON, DC — Young teenagers attend the AllyKatz Tween Summit Music Festival at the Hilton Hotel on October 10, 2009.

WORKING WITH MEDIA

Send event photos to media outlets during, or immediately after, your event—a high quality photo paired with your news release can mean the difference between your image and story being picked up or not.

Rather than sending the image as an email attachment, alert media outlets to the availability of high-resolution images from your event. When sending a press release, include information on where to download more images. Images can be hosted on Flickr or Picasa or your own website or ftp. If media requests a large amount of images, use yousendit.com to transfer the files easily.

QUICK TIP

Event photos can be repurposed for gifts and annual reports for your stakeholders, not only providing them with the progress the organization is making toward its goals, but also as keepsakes.

SIGNAGE IN YOUR EVENT PHOTOS

Every organization should try to represent itself with logos and signage in images. When photos are picked up by media or shared on social media sites, your name and/or logo should be seen whenever possible. If photographs of your high profile guests are taken by news agencies, it is possible that the photos could be used in the future. Why lose an opportunity to showcase yourself? Create banners and/or a step-and-repeat board with your logo for podiums, tables and other areas that are seen at an event or can be captured in photos.



Photos by Leigh Vogel / Getty Images
NEW YORK — (L-R) Maria Bello, Hilary Swank, Mariska Hargitay, Rosie Perez, and Marcia Gay Harden attend the 2010 Joyful Heart Foundation Gala at Skylight SOHO on May 5, 2010.



Photo by Leigh Vogel / Getty Images
WASHINGTON, DC — Actress Carla Gugino receives the NIAF Special Achievement Award in Entertainment at the 34th Annual National Italian American Foundation Awards Gala at the Hilton Washington October 24, 2009.



Photo by Leigh Vogel / Getty Images
WASHINGTON, DC — Joan Woods, Director of Communications and Development at Bright Beginnings, Inc. attends the Help the Homeless walkathon on November 20, 2010.

These two images document the same event. You will have opportunities to document your events in a number of ways. Similar to communications planning, going “wide” gives a general view or concept. Capturing narrow or “tight” images demonstrates the many fine details, or ways to send your message, that make your event and mission personable and memorable.

TIGHT



Photo by Leigh Vogel / Getty Images
ASPEN, CO — Wynton Marsalis performs with the Jazz at Lincoln Center Orchestra presented by Aspen Music Festival and School in Association with Jazz Aspen Snowmass during the Aspen Institute’s Aspen Ideas Festival 2011 at the Benedict Tent on July 2, 2011.

WIDE





Photo by Leigh Vogel / FilmMagic
WASHINGTON, DC — Actress Kate Walsh speaks during a news conference to mark the first anniversary of the BP oil spill at Upper Senate Park on April 20, 2011.

QUICK TIP

If photographs of a high-profile guests are taken by news agencies, it's possible that the photos could be used in the future. Always represent the organization with logos or signage when working with celebrities.

TIPS FOR WORKING WITH CELEBRITIES

- 1 Invest in hiring a professional photographer to shoot celebrity guests.
- 2 Hire photographers who contribute to wire services such as The Associated Press or Getty Images to increase international exposure.
- 3 Create a shot list that the celebrity's publicist or manager can review and approve. The shot list can include the celebrity with executive staff, speaking on stage, engaging with clients your organization serves, or impromptu shots during conversation.
- 4 Make sure signage or banners from your organization are visible in celebrity images.
- 5 Ask the celebrity's management if the celebrity would post an image on a social media outlet or tweet live from your event. Make sure to give the username for your Twitter account as well as any event- or issue-specific hashtags.

- 6 Don't photograph a celebrity while eating or drinking during an event (unless a major sponsor is a food company, in which case, only use flattering images).

SPONSORS

Document sponsors' signage and support of the organization or events. Being proactive about capturing these images and sharing them — both with your community and with your sponsors — will help recognize and show appreciation for their support, and help build lasting relationships.



Photo by Leigh Vogel / Getty Images

ASPEN, Colo. — General view of a Lexus car at the 28th Annual Food & Wine Classic on June 17, 2010.

SHARING THE SPOTLIGHT WITH YOUR SPONSORS

Sponsor images can be used in follow-up communications — both print and electronic — and thank you posts on social media and on your website.

Always ask sponsor organizations for high-resolution versions of their logos to use in collateral and signage .



Photos by Leigh Vogel / Getty Images

ASPEN, Colo. — Laura Thielen, Morgan Spurlock and Lynda Resnick speak during the “POM Wonderful Presents: The Greatest Movie Ever Sold” film screening and discussion during the Aspen Institute’s Aspen Ideas Festival 2011 on July 2, 2011.

DETAILS

Include compelling detail shots on your website and in brochures, annual reports and other collateral. Detail shots can provide context for your organization's story, including a sense of place, time, motion and emotion. Fine details provide viewers with visual interest and convey a greater sense of intimacy.



Photo by Leigh Vogel

Attendees hold up candles near the U.S. Capitol during an international vigil held in honor of the 100 sled dogs massacred by an employee of Outdoor Adventures in British Columbia in April 2010.



Photo by Leigh Vogel / Getty Images for Sephora
ALEXANDRIA, VA - JULY 19: A general view of atmosphere as Wayne Pacelle signs copies of his new book 'The Bond: Our Kinship with Animals, Our Call to Defend Them' at the Potomac Yards Barnes & Noble on July 19, 2011.



“You need to transcend looking at stuff, to thinking about your organization’s overall communications. What’s the most important thing?”

JAMIE ROSE,
DIRECTOR OF WORKSHOPS, MOMENTA



Photo by Leigh Vogel / Getty Images for Vitagraph Films
NEW YORK — Hanri Jarecki attends a special screening of
Vitagraph Films' "Ahead of Time" on September 14, 2010.

PRIVACY ISSUES

Across the nearly 140 organizations surveyed for this guidebook, one of the biggest concerns related to photography was privacy. Many organizations can't feature faces of individuals they serve. With a little creativity, it's possible to circumvent this issue by photographing people as silhouettes, from an angle or from behind, or by capturing a detail that depicts their hopes or needs.

ANGLED

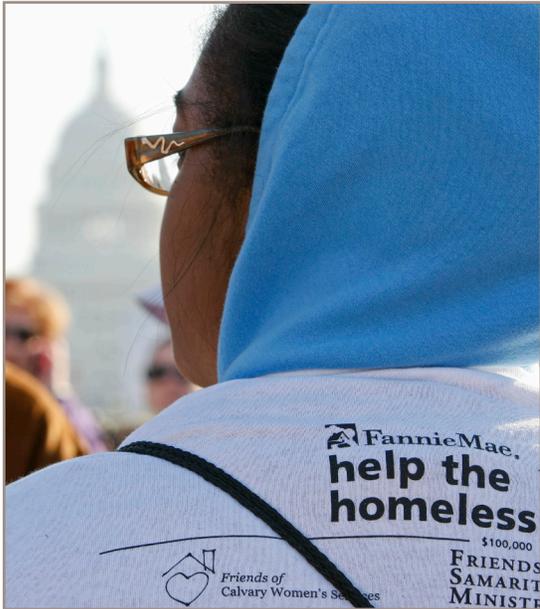


Photo by Leigh Vogel / Getty Images
WASHINGTON, DC — Thousands gathered near the US Capitol during the Help the Homeless walkathon on Nov. 20, 2010.

ANGLED



Photo by Leigh Vogel / Getty Images
WASHINGTON, DC — "How To Train Your Dragon: 3D" filmmakers Dean DeBlois and Chris Sanders discuss animation with students at Northwest One Neighborhood Library on March 10, 2010.

“How do we get ‘real’ pictures that tell our story and preserve our clients’ anonymity rather than using stock photos?”

NONPROFIT
SURVEY RESPONDENT

BLUR MOTION



Photo by Leigh Vogel / Getty Images
NEW YORK, NY — Pedestrians walk outside Sephora during the Fashion's Night Out celebration at Sephora Flatiron on Sept. 9, 2010.

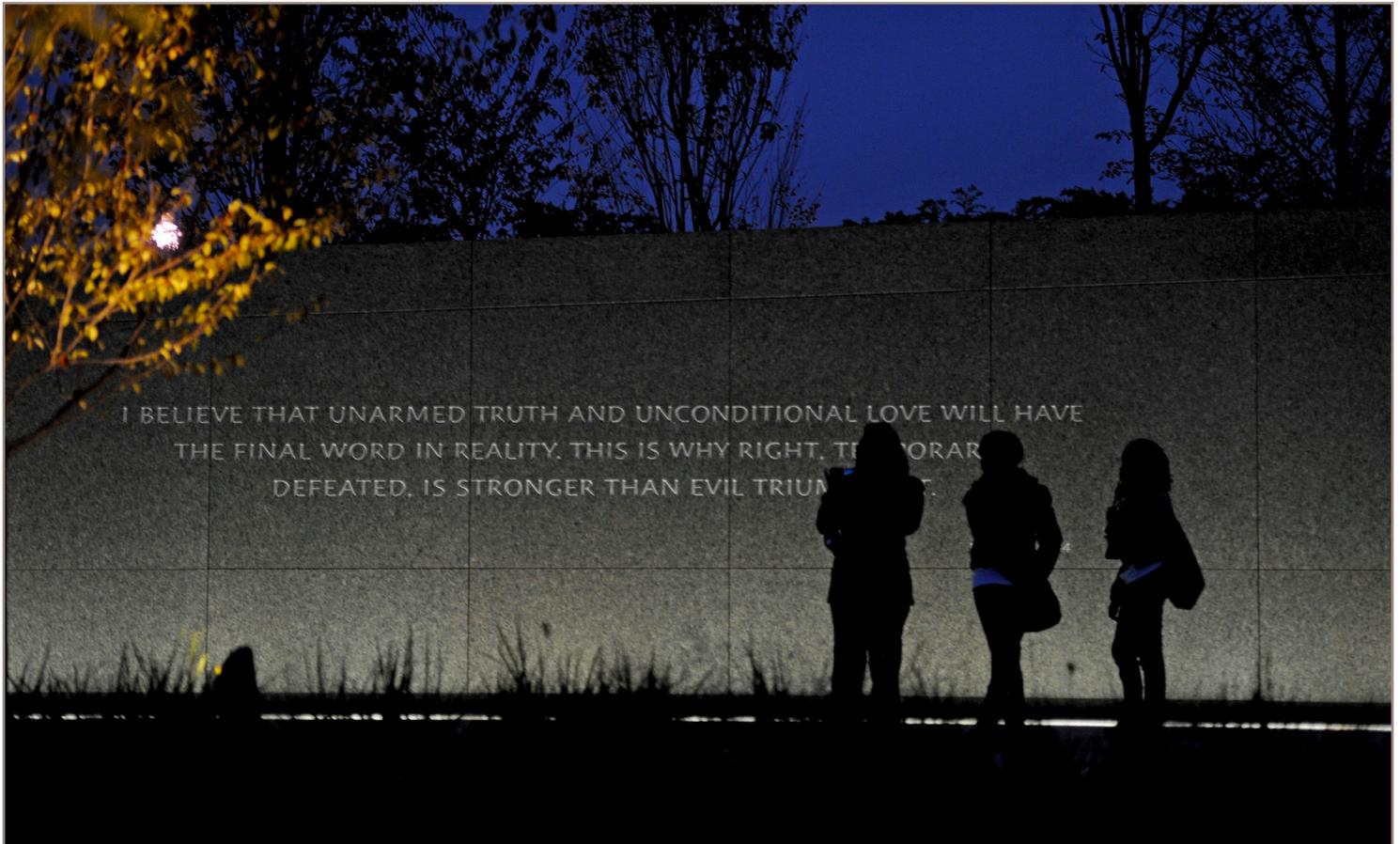


Photo by Leigh Vogel
 WASHINGTON, DC — Visitors tour the Martin Luther King, Jr., Memorial on October 11, 2011.

SILHOUETTE QUICK TIP



Images can effectively convey a sense of place, emotion, time, and urgency by focusing on elements of your organization's mission without revealing identities of your clients. Use angles, silhouettes, detail shots and motion to tell your story.

Photo by Leigh Vogel / Getty Images
 WASHINGTON, DC — Actress Mariska Hargitay discusses global health issues at the Library of Congress on March 24, 2010.

STRATEGIC CROPPING & RESIZING

TIPS FOR CROPPING

- 1 Crop for emotion. You can crop tightly on an individual's face to enhance the look on one's face.
- 2 Crop out any unnecessary distractions.
- 3 Crop unsightly objects out of the frame such as half-eaten food, trash cans, or people who do not need to be in the image.
- 4 Try to send images to media that are not an awkward shape. If possible, crop true to the shape of the original image.



Photo by Leigh Vogel / Getty Images for Carlos Miele
NEW YORK, NY — A model is styled backstage during an ULTA Beauty event at the Carlos Miele Fall 2012 Show on February 13, 2012.



Photo by Leigh Vogel / Getty Images for Carlos Miele
A cropped version highlighting the eye makeup of a model as she is styled backstage during a ULTA Beauty event at the Carlos Miele Fall 2012 Show on February 13, 2012.

RESIZING

Make sure your images are always high resolution. Images should be 300 dpi for all print media (dpi or dots per inch refers to image quality.). Most digital cameras will shoot at this size.

It's always better to start with a higher quality image and reduce in size if need be using Photoshop or Lightroom. The example shown here illustrates what happens when an image that is too small is blown up, otherwise known as pixelation. You will lose valuable opportunities by providing media with images that are too small.



Photo by Leigh Vogel / Corbis
An image of President Barack Obama at 300 dpi.



Photo by Leigh Vogel / Corbis
The same image of President Barack Obama at 72 dpi.

THE FULL PICTURE

ONE ORGANIZATION'S ROBUST
PHOTO DATABASE IN PRACTICE

“If pictures can't tell your story, you most likely won't get the opportunity to tell your story through words. You have seconds to get people's attention, not minutes.”

JOAN WOODS,
DIRECTOR OF DEVELOPMENT AND COMMUNICATIONS,
BRIGHT BEGINNINGS



HEADSHOT



MISSION





SPONSOR



J-M Meeting Area

BRIGHT BEGINNING



Sunny starts. Bright futures. Where homeless children



Bright Beginnings, a nationally accredited child and family development center, has reaped the benefits of investing in good imagery. “The dramatic change in the quality of images available to Bright Beginnings has had significant results — we are able to quickly show that we focus on young homeless children and that we provide an environment where they feel safe and happy,” Director of Development and Communications Joan Woods said.

BEYOND THE DATABASE: PHOTO STORIES

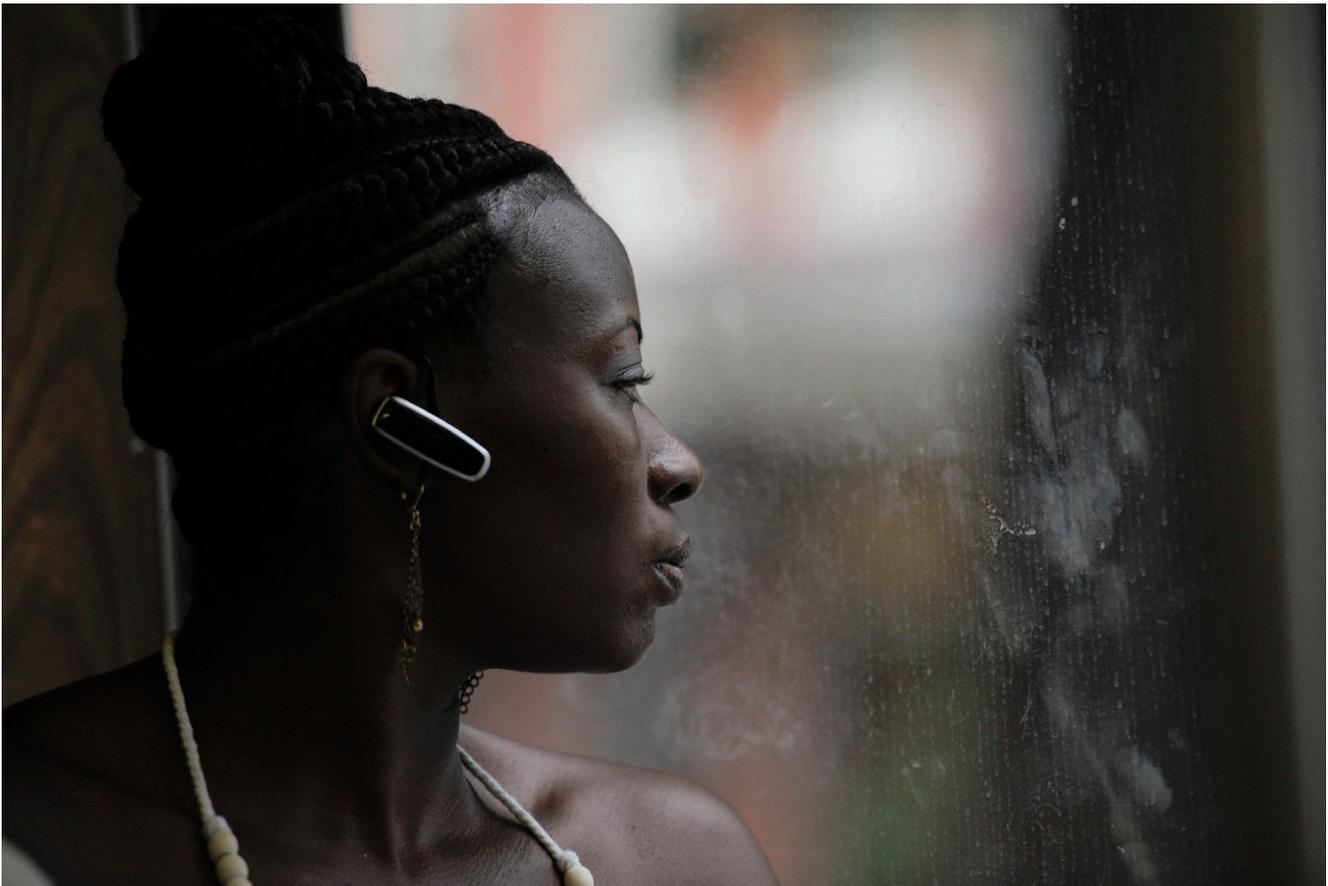


Bright Beginnings worked with a photographer to develop a photo story, which it can use for a variety of purposes. Photo stories can be included in presentations and fundraising communications, and as a way to further engage visitors to your website or social media sites in your work.

Be strategic in your storytelling. Bright Beginnings created a photo essay with a clear call to action. The goal was to engage more people in the work of Bright Beginnings by increasing understanding of homelessness in Washington, DC, and of the services that Bright Beginnings provides to homeless children and families.

The organization used an online photo essay to tell the story Naeema, who, with the help of Bright Beginnings, worked her way out of homelessness and into permanent housing with her 5-year-old daughter, Zyan.

[SEE THEIR STORY](#)



5

WAYS TO REPURPOSE YOUR DATABASE IMAGES

THE FINAL TOUCH

When you start to consistently integrate photos in to your communications planning, you will notice that you can incorporate them easily into other projects as well.

Bright Beginnings has been able to repurpose the high quality images in its database many times over, creating a consistent visual identity and presence across numerous platforms. Some of the additional ways in which the organization has utilized its image are highlighted here.

1 WALL ART

Large images can be displayed in your office as wall art, instantly communicating the mission and message of your organization to clients, stakeholders, and any visitors.

2 GIFTS

Using photography as a gift to stakeholders is an inexpensive way to engage audiences. Event photos in particular can be powerful mementos keep people connected to your mission and message.

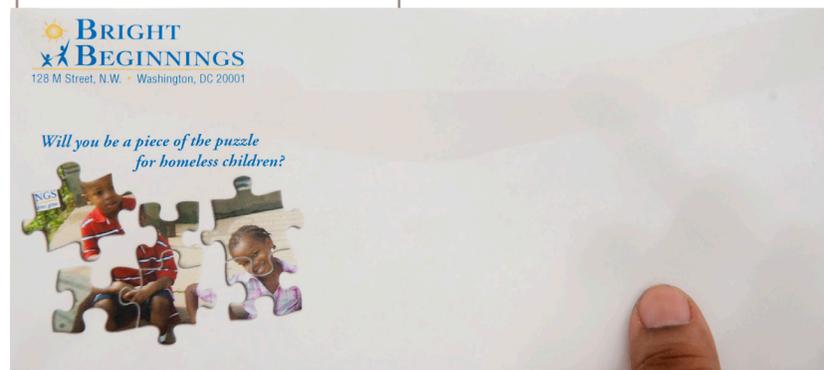
3 ANNUAL REPORTS

Create a list of at least three professional photographers. Search for photojournalists in your area or student photographers with strong portfolios.

4 COLLATERAL

Use images and logos to enhance your organization's collateral, including envelopes, stationery, and signage. Be sure to use high-resolution images as many vendors require them for printing.

COLLATERAL





5 EXTERNAL PUBLICATIONS

Imagery can provide added dimension to a nonprofit's mission and give stakeholders an up-close look into the organization's clients.

ANNUAL REPORT





Photo by Leigh Vogel
WASHINGTON, DC — President Nicolas Sarkozy and President Barack Obama speak at a joint press conference in the East Room of White House.

PHOTO SHARING

No guidebook on strategically utilizing imagery would be complete without exploring the evolving ways nonprofits can create and share images via mobile and social media platforms today.

FACEBOOK & TWITTER

Photos should be a critical part of your content strategy on Facebook and Twitter. Studies have shown that Facebook status updates and posts that contain photos generally have higher engagement (likes, comments, shares) than other types of updates. In addition, users will spend more time on Facebook pages that contain images. Twitter's customizable backgrounds are a great place to use images, and recent changes in Twitter's interface have made it much easier to interact with multimedia-enhanced Tweets.

FLICKR & PICASA

In addition to Facebook and Twitter, which allow you to share with your fans and supporters, consider uploading your images to a photo sharing site such as Flickr or Picasa.

Flickr and Picasa have both a functional role — allowing for easy file transfers or downloads of your images when sending to media, for example — and a network-building role. After uploading your images, tag them with appropriate categories and add titles and descriptions. When users are searching for images, this will make it easier for them to find (and share) yours. It's an additional opportunity to tell your organization's story, says nonprofit social media expert [Beth Kanter](#). There are also many creative ways to use these sites, including contests, crowdsourcing and “behind the scenes” looks into your organization and the way you work.

PINTEREST

Pinterest is a relatively new social media platform. Launched in 2011 — and still invite-only as of this publication — Pinterest is a virtual bulletin board that allows people to collect, categorize and share images they find around the web. “Pinning” an image adds it to your public board and — most importantly — links back to the original image, which allows users to follow your story back to your organization's website.



PHOTO SHARING

Encourage fans/supporters to upload their own photos, as well — in particular after events or volunteering experiences. Be sure to create and clearly outline policies for acceptable/appropriate images for fan uploads on Facebook so that you can remove or respond to offensive content if need be.

TIPS FROM PRO PINNERS

- 1 Compelling, eye-catching photos get the most attention and repins, which increases the odds of people clicking through to your website. Just as with Facebook and Twitter, think first about compelling content and engagement, not number of followers.
- 2 Maximize your opportunity to drive brand recognition with your photos by using the comments section of each pinned image to share relevant details and a link back to your website.
- 3 Be smart with using keywords when naming and describing your boards and pins. Think like a search engine optimization strategist – what would people be looking for when they begin a photo search?
- 4 Optimize your website for sharing on Pinterest by adding a share button and link, and integrate it with your other social networks.

QUICK TIP

The Humane Society gives its Twitter profile a personal feel by using a staff member's Headshot in addition to photos of the animals it works so hard to protect.



USING IMAGES TO IMPROVE YOUR SOCIAL MEDIA PRESENCE

Choose your profile picture carefully (here are some [creative suggestions](#)), and be consistent across platforms. Utilize a custom landing tab on Facebook (like the [National Wildlife Federation](#)) to showcase your best images. Consider doing a “photo of the day/week” series using photos from your database, or taking pictures with your smart phone and posting them each day using [Instagram](#), [TwitPic](#), [DailyBooth](#) or any of the other mobile photo sharing apps. [Charity:water](#) posts a photo on its blog each day (see this [Mission shot](#) and this [Detail shot](#) for examples) and Tweets links to them.

The new “Timeline” profile layout in Facebook gives organizations an opportunity to create images for fans to use as their “covers” or profile pictures. Have a staff member resize and edit images in Photoshop or another editing program, and then upload photos for other Facebook users to use and share. [View more tips](#) on sizes and specifications.

QUICK TIP

The [National Wildlife Federation](#) has pin boards for “[Squirrel Appreciation Day](#)” and “[Wild Crafts](#),” among others. It’s an additional way to showcase the organization’s personality and get users thinking about the different ways its work may touch their everyday lives.

METHODOLOGY

You have the benefit of good imagery in your presentations.” This statement, said to CSIC fellow Leigh Vogel by a Georgetown professor during one of her final graduate courses in public relations and corporate communications, sparked the year-long journey in developing this guidebook.

The goal of the fellowship? To set all nonprofits on the path to incorporating good imagery into their communications — and to reaping the enormous benefits.

With assistance from the Catalogue for Philanthropy, Vogel conducted a survey of nearly 140 D.C.-area nonprofits. The survey was designed to elicit the major concerns of nonprofit communicators with regards to imagery:

- Do you know what images you need?
- Who do you want to reach with your images?
- What do you want people feel when seeing your images and what actions do you want them to take?
- How will you use your images on an immediate basis and in the long term?
- Do you inform a photographer as to what you need or do you simply hope to have usable images from anyone with a camera?

Follow-up interviews were conducted with those organizations and individuals who believed they used imagery in strategic ways. Key results of the surveys and interviews, highlighted in the following pages, reinforced the need to delve deeper into these areas and develop some best practices and guidelines that could be easily implemented by organizations like the ones surveyed.

In order to round out the discussion, CSIC convened a roundtable of experts, including nonprofit educators and leaders, photographers, photo rights experts, and communications professionals. The discussion focused on the role of imagery in storytelling, compelling stakeholders to act, and achieving measurable results.

This discussion, combined with the qualitative and quantitative research and Vogel’s own expertise in photography and communications planning, forms the foundation of this guidebook.



Photo by Leigh Vogel

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SURVEY RESULTS

A majority of respondents came from human services (41%) or education (24%) organizations; others included arts/culture, environment, health care, animal welfare, and nonprofit capacity building.

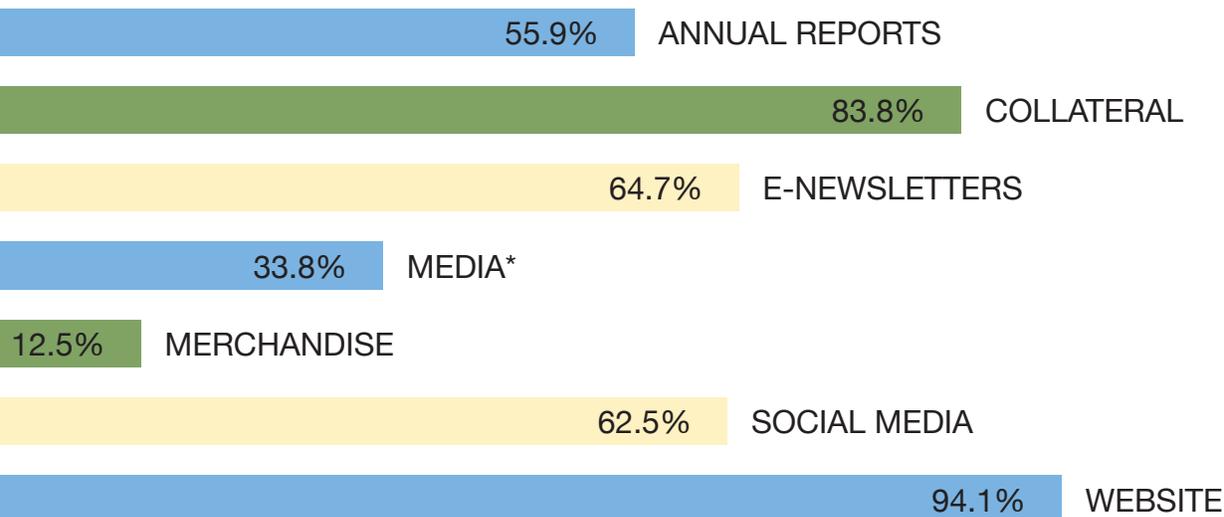
136

Number of DC-area nonprofits surveyed in 2011 about how they incorporate photography into communications strategies

Approximately 3 in 5 nonprofits reported having an accessible database of images (60%) and that those images tell the organization's story and show the impact of its work (63%)

PHOTOGRAPHY USAGE

HOW NONPROFITS ARE USING THEIR IMAGES



*SENT TO MEDIA



Photo by Leigh Vogel / Getty Images

ALEXANDRIA, Va. — Actor John Ratzenberger helps build a “Toy Story” LEGO mural to benefit the Boys & Girls Club of America on March 16, 2010.

92

Percentage of surveyed organizations that agreed photos are important in communicating to stakeholders

90

Percentage of nonprofits surveyed that said their photos represent the work their organization is doing

18

Percentage that said photography is **always** integrated into organizational and communications planning

1/3

Only 34% reported sending photographs to the media

3 in 10

Number of organizations surveyed that had annual budgets of less than \$500,000

49

Number that reported consistently hiring professional photographers (or recruiting volunteers) to photograph events; fewer than half (43%) said their organization has a consistent plan for what they do with event photos



Photo by Riccardo Savi

LEIGH VOGEL

CSIC Photography Fellow

Born in New York and raised in Miami, Vogel learned to photograph in the mountains of Colorado, Wyoming, and Montana. She earned a master's degree in Public Relations/Corporate Communications from Georgetown University and Bachelor of Science in Communications from Boston University.

Now based in Washington, D.C., Vogel photographs news and events for agencies and clients including Getty Images, Georgetown University, Corbis, and Polaris Images. She served as editor in chief for Niche Media and media relations director at Aspen Film, giving her a perspective on how magazines feature nonprofits, how to pitch to media outlets, and how to photograph with specific goals in mind.

Vogel's work appears in books, magazines, and newspapers worldwide, and her photography work on behalf of nonprofits has resulted in international press and magazine covers.



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