



How to create a good PR photo

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Feb 2016

SAIFinsight—February 2016

Whether you have a new person joining your team or a charity fundraising event, it is essential that you have a good photo if you want to get your story into your local paper. Photos help to bring a story to life and are a great way of showing a bit more of your company's personality. They also stand out and draw the reader's eye to your article which is why many local newspapers will only publish a story if there is a photo to go with it.

So, here is our quick guide to taking a good PR photo:

PLANNING

Avoid the last minute rush to organise a photo by planning ahead. Where will you take the photo? Who will be in the photo? What will you be wearing? If you are taking it outside make sure to check the weather forecast!

CAMERA

Use a good quality camera that can take high-resolution photos and always check the settings. If you have a modern smartphone, such as an iPhone 5 or more recent, this will work just as well. Make sure you send the photo in high resolution when emailing it to your local paper.

BACKGROUND

Avoid having a cluttered background, windows with reflections, fire signs, people walking past or anything else that distracts from the focus of the photo. Instead, keep it simple and make sure to include your company branding or logo.

FOREGROUND

Think carefully about how your company and staff are portrayed in the photo. This includes making sure everyone is smartly dressed and smiling. Also, explain the story in the photo for example by holding up a certificate if you have won an award.

SELECTION

Take at least half a dozen photos so you have a good selection to choose from. Try some with flash and some without, portrait and landscape. Also check the photos after you have taken them so you can retake if you notice any problems.

EDITING

Once you have chosen your preferred photo from the selection you may need to crop it. If so, make sure you don't compress the file but keep it high resolution. Also, avoid using Photoshop to add or remove anything from the photo. If you would like any further PR advice, please get in touch on 01473 326405.

