

MEDIA SUPPORT KIT: SHARING IMAGES WITH THE MEDIA

TAKING GREAT PHOTOS

Good-quality photos will help get the attention of your audience. Having some to share with reporters will make their job much easier, and therefore make your pitch more appealing.

Here are some things to remember when creating and choosing your photos:

- Images shared with media must be high-resolution, no lower than 300dpi.
- Illustrate for your audience the event or story you are describing.
- Put people front and centre (remember your image may be resized in print).
- Only share images that you own the copyright to, and make sure you obtain consent from those captured in photos.
- Have a clear focal point and don't make your photos overly crowded or busy.
- Landscape photos are generally preferable to portrait
- Aim for photos that appear natural rather than staged

TIP

Avoid sharing image files as email attachments, as large files can cause problems when sending or receiving emails. Upload your images to Google Drive or Dropbox and include links in your email. Make sure you adjust permissions so that anyone with the link can view the images and test access before sharing with media.

EXAMPLES OF GREAT IMAGES FROM THE IOAD COMMUNITY



Image: End Overdose NY



Image: Langley Overdose Awareness Community Action Team & Moms Stop The Harm

**For more advice on media engagement,
contact the IOAD campaign team at:
info@overdoseday.com**