

# Social Media Submission Guidelines

## Where to Send:

- Email: [social@trueconnectioncommunities.com](mailto:social@trueconnectioncommunities.com)

## For Image Submissions:

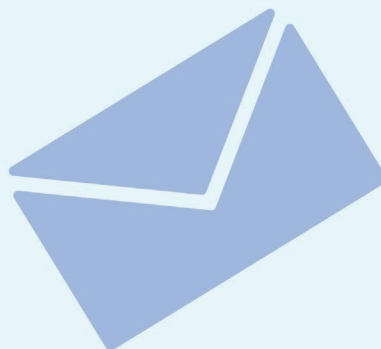
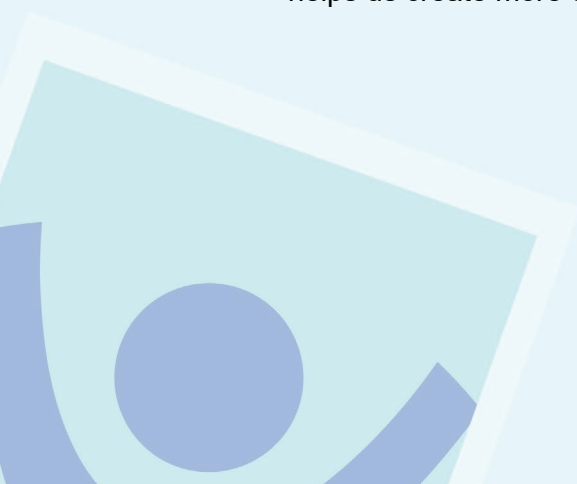
- Attach images to the email, not inline.
- When sending a high volume of photos, please utilize the folders already available in the "Sales - Marketing" drive on Microsoft Teams, and include the link to your folder in your email submission.

## For Video Submissions:

- Please upload video submissions to the folders already available in the "Sales - Marketing" drive on Microsoft Teams, and include the link to your folder in your email submission.
- Things to keep in mind for video content:
  - Shooting landscape (holding your phone horizontally) or portrait (holding your phone vertically) videos will affect how your video can be used.
  - For short, fun, engaging videos please shoot in portrait (vertical).
  - For longer, more in-depth videos, please shoot in landscape (horizontal).
  - Do not edit the videos (no text, transitions, filters, cropping, or adding music).

## Details to Include in the Submission:

- The email subject line should quickly summarize what the photos are of.
- A short summary or description of the photos is needed in the email body. More detail helps us create more connected content.



## Picture-Taking Best Practices:



### Clean Your Camera Lens:

- Why: Smudges or fingerprints can blur your photos.
- How: Gently wipe the lens with a soft, lint-free cloth before taking photos.



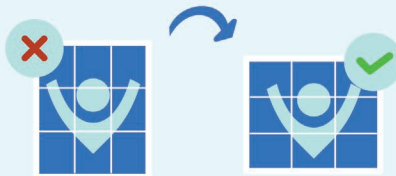
### Mindful Lighting:

- Why: Good lighting is key to a great photo. Poor lighting can create shadows or an unnatural yellow tint.
- How: Prefer natural light. If indoors, try to take photos near windows. Avoid using the camera's flash.



### Headroom:

- Why: Proper framing makes your subject stand out.
- How: When taking close-up shots, leave a little space above the subject's head. Most smartphones have a grid feature that you can turn on in the camera settings to help with this.



### Landscape/Horizontal Orientation:

- Why: The way your photo is oriented affects how well it fits on social media platforms.
- How: Hold your phone horizontally when taking a photo. This 'landscape' orientation works well for most social media platforms.



### Avoid Zooming:

- Why: Zooming can make your photo appear blurry or pixelated.
- How: Instead of using the zoom feature, try to move closer to your subject, as long as it's safe to do so.



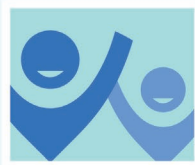
### Focus on Subject:

- Why: A focused subject is a clear subject.
- How: Before taking the photo, tap on the subject on your screen. This helps the camera know where to focus.



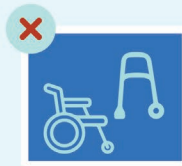
### Varied Angles:

- Why: Different angles can create more interesting and dynamic photos.
- How: Try taking photos from different positions – crouch down, stand on a chair, or just tilt your phone at different angles.



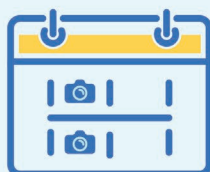
### Candid Shots Work Wonders:

- Why: Candid photos capture natural expressions and moments.
- How: Try to take some photos when people are not posing. These unplanned moments often make for the best pictures.



### Things to Avoid:

- Exclude walkers, canes, healthcare devices, wheelchairs, etc., from images.
- Do not edit images (no text, filters, cropping).



### Cadence:

- Weekly submissions from each community are encouraged.