



## Marketing Photos

**Objective:** Assist staff in taking and posting photos that stand apart on social media. Increase client loyalty and total followers with great images branded for your business. Take advantage of your team's social media skills with clear guidelines on how to take great action shots.

**Content:** Pictures really do speak 1,000 words and your business is a fantastic subject matter. Let your team help you expand your photo library with guidelines and tips that will ensure an appropriate representation of your brand. All you need are several example photos, our photo review checklist and your specific brand guidelines and you will have a new team of photographers working with you. It may even increase the fun factor of your daycare.

### **Prior to Lunch n Learn Session**

- Print a minimum of 2 sample photos per small group or staff member that will attend. You can select images from your photo library, magazines, or social media posts from any pet business. Have a few good examples plus examples with problems from our checklist.
- Create a brand guide to complement or add to our existing checklist. Be specific with logo version, how and where to insert, font type, size and color. Also indicate where website URL should be placed. It would be great to share examples in the brand guide of how final images should appear.

### **During Lunch n Learn Session**

- Ask staff to share what makes a good social media photo for your business from their point of view. Describe a "Do". Be sure to affirm good suggestions. If you disagree with a comment ask them to explain why they feel it would be a good photo prior to explaining your position.
- Ask them to next share ideas on "Don'ts"; capture good suggestions to add to the Photo Review Checklist.
- Divide staff into pairs or small groups and have them review sample photos. For each photo they should list the "do's and don'ts" observed.
- Ask each team to share their photos and the respective do's and don'ts with the group. Remember to document more items on the Photo Review Checklist.
- Close the session by creating a list of upcoming events or photo opportunities; include your specific guidelines on tools to use (e.g., personal smart phone or business phone/camera) and time spent as photographers (i.e., ask for volunteers interested in taking photos and assign for a shift or week; clarify this is in addition to current responsibilities and safety of playgroups come first. You can also assign photo editor roles that can also rotate to get more staff involved with the project).

**Supporting Education Articles/Tools:** The article listed and linked below provide additional information on the lunch n learn topic that can be introduced or refreshed as part of your training.

Dog Parties are Fun, Fun, Fun!!! – specifically share the second video where Debbie Oliver offers tips on how to take great action shots. (<https://www.thedoggurus.com/dog-parties-fun-fun-fun/>)

How High is Your Fun Factor? – watch video clip on how to market your fun on social media (<https://www.thedoggurus.com/high-fun-factor/>)

Fun Ideas for Your Business (<https://www.thedoggurus.com/fun-ideas-business/>)

**The Dog Guru Course Supporting Lessons:** Lessons from our books or courses that relate to the lunch n learn topic that can be used as refresher training.

N/A

## Photo Examples:

Original Image: Not Special-too much foreground



Image Cropped: Better-Action focused



Branded Image: Best-Action view of face and taken at dog's level



## Photo Review Checklist

Before posting a photo or image on social media for ***Your Business Name*** perform a final quality control check using the list that follows:

- Subject is in focus and stands out from background
- Photo is taken from dog's eye level
- Green body language for each dog in the photo
- No stress signals on display
- Happy and fun body language for each person in the photo
- Faces of dogs and people are primary focus of image unless an activity action shot (take time to crop for that close-up point of view)
- No red-eye or odd light reflections in eyes (dogs and people)
- Action shots - Review the background carefully to ensure nothing inappropriate is visible (e.g., dog poop, stress signals in background dogs, staff postures not engaging, equipment is excessively dirty or unsafe, etc.)
- Subject matter is appropriate for existing and prospective clients (Avoid images that can send message that dogs in play may be mishandled, unsupervised, mis-matched in size or playstyle, will come home dirty, etc.)
- Photo portrays fun and good staff engagement (the more fun and engagement the better)
- Photo includes business logo and/or website address
- Add your own items to the list based on discussion from the Lunch n Learn Session*