



# Tips for Taking Photos

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Thousands of animals are available for adoption and photos are the first thing people notice. Great photos are key to getting your dog noticed. Swap or take new photos if your dog hasn't had interest after a couple of months. Some sites allow just one photo, so choose carefully!

1. Use a variety of photos in high resolution in jpg or png format. Do not send/use heic files.
2. The profile photo should be a closeup of your dog's head with his/her eyes looking into the camera. DO NOT get too close because some sites automatically do an additional crop, which may cut off part of the ears/forehead.
3. Take photos at dog's eye level. Don't take it standing over him.
4. Try to get your dog to look right at the camera. This helps the viewer make a connection.
5. Outdoor photos work best; otherwise, ensure good lighting.
6. Take some fun photos using hats, bandanas, t-shirts or toys.
7. No eye boogers or red-eye; no blurry, dark, or washed-out photos.
8. Face, ears, and body should be relaxed.
9. Background should not be cluttered.
10. Include at least one photo with a person or group of people.

Adopters like to see:

- A close-up of the dog looking into the camera
- A full body shot
- Cute and sweet photos with people
- Photos that show personality or favorite activities
- Photos with other animals if he/she gets along with other pets

## VIDEOS –

Though excellent photographs are most important, adopters also like to see a dog's personality through video. If you do not know how to create and edit videos, you can either ask someone to help or, with a little effort, learn how to do them yourself. iMovie and the free version of Canva are just two user-friendly tools that allow you to create and edit videos. Instagram Reels is a popular tool for posting and watching dog videos. To learn how to create a Reel for your dog, go to [instagram.com](https://www.instagram.com).

Tips for making videos:

1. Use short videos of about 15 seconds.
2. Record videos with your phone camera in the vertical position.
3. If you edit short segments to create a longer video, limit it to 30 seconds.
4. You may also make a slideshow using still photos.
5. Outdoor videos look best, otherwise have very good lighting.
6. Avoid cluttered backgrounds, extraneous noise and talking that is unrelated to getting your dog adopted.
7. Include music or narration such as basic facts, a few positive qualities, and/or describe an activity he is doing.

