**The Best Photography Practices for Organizers**

You might not be a professional photojournalist, but you can be a good photographer—and you don’t need a fancy camera! When combined with free apps, today’s camera phones are convenient and perform well enough to capture excellent photos.

**Tips and Techniques**

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| Get the posed photos out of the way first. This allows everyone to relax afterward while you to get candids. | |  | Watch the light behind your subject. If they are in front of a window or a lamp, they will come out dark. Move to the side or a different angle so they will be better lit. | |
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| Get closer. If your photos aren’t clear enough, you are not standing close enough. | |  | Move your subject from the center - the rule of thirds! | |
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**The Best Facebook Practices**

***For Users Already Familiar with Basic Usage of Facebook***

Facebook is a powerful organizing tool, which allows the ability to reach your most personal and trusted network. To help maximize this tool, below are time-tested Facebook practices. As always, there are exceptions to some rules but this guide will help you shape the narrative within your personal network.

* **Keep it short.** Remember that your content is competing for attention in a fast-moving and crowded newsfeed.
* **Visual storytelling with photos.** A strong, well-framed photo edited with free mobile photo apps (Instagram, Facebook Camera, etc.) can inspire and express ideas in ways words cannot. This is key: Tag people in the photos to help spread the word.
* **How much is too much?** We never want to be like the person that posts 5 times in an hour. Doing so would risk turning off supporters and ruining engagement scores. Posting 1-2 times per day at optimal times is sufficient (post-lunchtime around 12-1 PM, mid-afternoon around 2-5 PM, and early evening around 7-9). In the buildup to days of action, you will want to increase posting frequency with event links.
* When paired with a great image, status copy that is short, simple, and clear is consumed the easiest and will help you stand out in the crowd.
* **Facebook events.** Facebook events are a great way to bring in new people who would not ordinarily be connected through official OFA email and *BarackObama.com*. Use this tool with moderation to avoid spamming people.

**Tips for Facebook Events**

* + Be sure to include a photo in the *BarackObama.com* event description in the Facebook event details. (Don’t worry if people do not RSVP on *BarackObama.com*—you will capture their data when they come to the event.)
  + Make the actual event host a moderator on the Facebook event page. Encourage hosts and their guests to invite friends and write posts on the page.
  + During the event, encourage attendees to post their photos and comments to the event page.
  + Ask hosts to recap their event by posting an album or a short summary to the event page.

**The Best Twitter Practices**

***For Users Already Familiar with Basic Usage of Twitter***

Twitter is a powerful and flexible digital organizing tool that allows the ability to reach audiences in ways that Facebook cannot. To help maximize this tool there are time-tested Twitter practices below. As always, there are exceptions to some rules but this guide will demonstrate methods that craft and shape OFA’s narrative through Twitter.

* **“Show, don’t tell.”** Tweeting high-quality photos has a ripple effect. People are more likely to click on the tweets preceding and following great photos.

* **One hundred and twenty**. Write your tweets (link and hashtags included) so they do not go over 120 characters. This makes it easier for someone to retweet you and add comments. There are exceptions to this rule, but definitely do not exceed 130 characters.
* **Punctuate.** In addition to strictly adhering to grammar rules, use punctuation. This includes colons, –n or —m dashes, and periods. Punctuation adds structure and clarity to your words.
* **#Hashtag it.** Try to use at least one relevant hashtag—but no more than two—in a tweet. A properly selected hashtag will allow you to strategically insert yourself into conversations and makes it easier for your tweet to be searched.
* **“New school” vs. “old school” retweeting**. It’s better to retweet using the Retweet button instead of using the old style.

**Other Tips**

* **Say no to eggs.** If you’re new to Twitter, go ahead and immediately change your avatar from the egg to a photo of yourself or anything you think is appropriate.
* **Keep your Twitter handle public.** If you lock your account, no one outside of your followers will ever see your tweets.
* **Mention people.** If you take a photo and you know someone in that photo is on Twitter go ahead and mention them. It’s a great way to engage with them and get them to engage with you.
* **Be careful.** Don’t post anything that could be potentially embarrassing to you or OFA.