

ACEP SOCIAL MEDIA TIPS AND TRICKS

(PHOTOS AND VIDEOS)



TIPS THAT WORK BEST FOR PHOTOS & VIDEOS

VERTICAL OR HORIZONTAL?

- **Horizontal (Landscape):** Best for large groups or landscapes.
- **Vertical (Portrait):** Best for small groups, single people, or tall objects.

CLEAN YOUR LENS

- **Wipe your camera lens** with a soft cloth or your shirt before recording. This helps to remove any smudges.

USE LIGHT TO YOUR ADVANTAGE

- Make sure the **light** is on the subject's face, not behind them.
- **Natural light** works best when available.
- **Avoid** filming the subject directly under a light source.

ANGLES AND CAMERA FOCUS

- Experiment with **different angles** to find the best way to capture you or your subject.
- Tap your screen to **focus the camera**. This helps **avoid blurry photos** and keeps your subject in focus.

WHAT TO CAPTURE

- **"Let's take a selfie!"** – Or ask someone to take a pic of you and your friends
- You or a group at any of the **sessions or receptions**
- **Groups** of people on the stairs at Capitol Hill
- **Selfie** or picture of your chapter in the waiting area or office of a congress person
- Picture **speaking or posing** with a Congress person **with his/her permission**

TIPS THAT WORK BEST FOR VIDEO ONLY

CAPTURE THE BEST AUDIO

- Your phone's built-in mic works, but an external mic gives **better sound quality**. Also, location matters so choose a quiet spot to record.

ALL ABOUT THE FRAMING

- Stay **centered in the frame** and look at the camera as if you're talking to someone directly
- Keep the **camera at waist or chest height** and try to avoid excessive movement.
- **Avoid** cutting off heads in the frame. You want a reasonable amount of room from the person's head to top of the screen's edge.

USE A TRIPOD OR STURDY SURFACE

- **Avoid shaky footage** by using a tripod or place your camera on a stable surface.

KNOW WHAT YOU WANT TO SAY

- **Have a plan** for what you want to say. Write down your ideas to stay on track.
- **Be clear** about your message and what you want your audience to take away.

WHAT TO CAPTURE

- Video **pan of a busy room** at LAC or a reception
- **Cheers** video with friends
- Clip of a **speaker**
- **Selfie** video walking around Capitol Hill
- Clip of **chapter/group** walking up the steps or around Capitol Hill
- **Talking to the camera** with a summary of the issues you are focused on and why it's important for other EPs to be at LAC/go to Capitol Hill

CAPTION SUGGESTIONS

- “It was an honor to meet with __ (Legislator name) __ at ACEP’s Leadership & Advocacy Conference! We discussed ____, ____, ____ issues. I’m proud to attend **#LAC25** and be a part of **#acepnation!** __ @legislator handle __”
- ACEP’s Leadership & Advocacy Conference was a success! Thank you to the Legislators and for those that helped make it happen! **#LAC25 #acepnation**

FINAL TIP

- **Have fun, get creative, and make memories!**
- Don’t forget to **tag @acepnation** and **#LAC25**

