



# PHOTOGRAPHY & VIDEOGRAPHY 101



# STOCK PHOTOS



- Use parents, coaches, volunteers with quality cameras to take pictures of the swimmers
  - Volunteers should be non-athlete members & Background checked before taking photos
- Affordable stock photo banks
  - ThinkStock.com
  - Shutterstock.com



# PHOTOGRAPHY/VIDEOGRAPHY 101

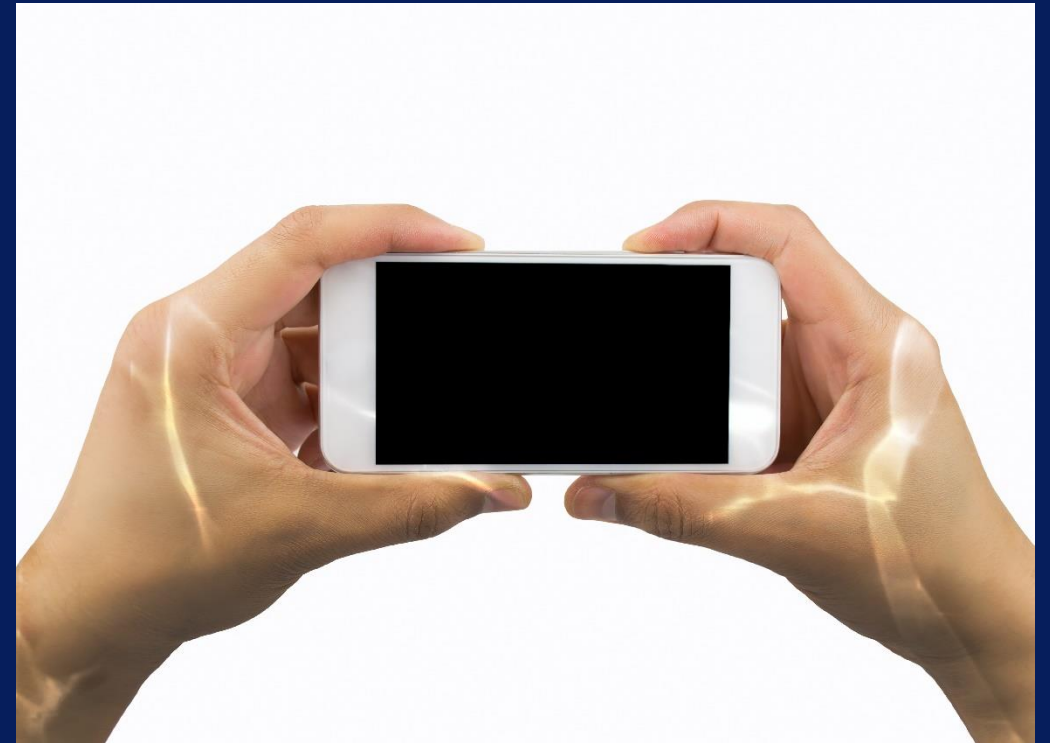
- How to best build photo library:
  - Have a volunteer from your team take photos at meets, practices, events with a hi-res camera
  - Take a variety of photos – athletes, coaches, parents, volunteers
  - Snap action photos and team fun
  - Use on website, social media, promotional materials, newsletters & send to USA Swimming





# SMARTPHONE PHOTO TIPS & TRICKS

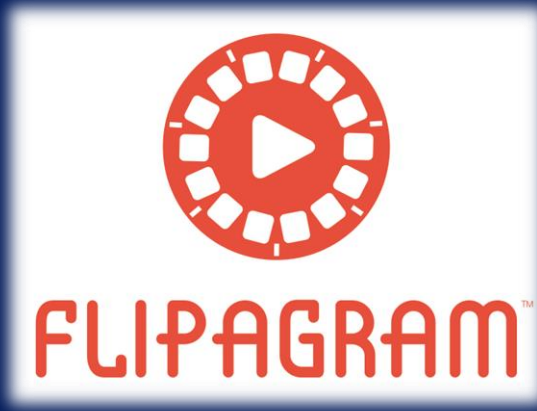
- Shoot video with camera horizontal, not vertical
- Keep the light in front of the object you're shooting, not behind
- Shoot smiles
  - Action shots better with hi-res camera, not iPhone
  - Remember to show how swimming is fun through photos and videos





# TIPS AND TRICKS

- Explore the many apps that help make your content unique
- Video:
  - Hyperlapse
  - Boomerang
- Multiple photos:
  - Layout
  - FlipAGram







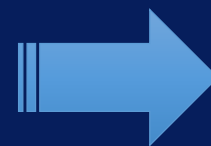
# PHOTO & VIDEO EDITING APPS

## ➤ Photo

- Snapseed
- Afterlight
- Aviary

## ➤ Video

- Clips (free)
- iMovie (costs \$5)
- GIF Creator





# TAKEAWAYS

- ✓ Utilize your members with hi-res cameras to build your photo library
- ✓ Collect a variety of photos from practice to team bonding
- ✓ Use free apps to create unique social media content
- ✓ Shoot video horizontal, not vertical
- ✓ Share with USA Swimming