

WE COUNT LA “HOW TO” SERIES

# How To: Capture Content

## Sharing on-the-ground moments

Your organization is the best spokesperson for the census and, as a campaign, we want to share the images, videos and other digital content you collect from your community events.

We want your content to look the best it can be and we believe it can be no matter what camera you use!

**Have a photo you want circulated widely? An event that you want to tell a wider audience about?**

Submit your content [HERE](#) and we'll feature it on the @WeCountLA social media channels!

### Here are some tips to take the best digital content:

- Be consistent with the orientation of your camera. For example, if you are taking a video in landscape, don't turn it to portrait mid video.
- When you use your smartphone camera's digital zoom, you lose a lot of quality. Instead, try getting closer!
- Don't apply filters before you send over.
- Try to use natural light over flash as much as you can.
- Take candid pictures. A lot of times the best moments are captured by accident!
- Make sure to take a picture at the beginning of your event, at the middle and a final one at the end. This will help craft a narrative for social media or an email.