



Getting Great Shots Matters

To help us create strong reels, web stories and social content, it's extremely helpful to capture a good mix of video and images. The more variety we have, the easier it is to turn one moment into a meaningful impact story.

Video

- Capture multiple clips
- Aim for 6 to 8 short clips in total (15+ seconds each)
- Film in portrait/vertical orientation
- Get a mix of:
 - wide shots and close-ups
 - people walking, talking, waving or interacting
 - activities in action
 - general b-roll that helps show the story
- Capture someone speaking directly to camera about plans, impact or what the support means (and sound check!)

Images

- Take high-resolution photos
- Capture in both portrait and landscape orientations
- Get a mix of people, action shots and setting/detail images.

Why quality matters

- More variety gives us what we need to build strong stories
- High quality files are best for editing
- Photos can be used in reels, social plus web content.
- We are loving creating reels which is why video is great.

Please email our Marketing Lead at communications@bdfsl.au when it's time to send your content through.