

Photographer Guidelines 2024 (Updated May 2024)

General Guidelines

- We need to see their faces. Please try and avoid taking pictures of backs of heads.
- Focus on framing the photos around smiling and laughing faces vs big action shots.
- Try to get a mix of photos of siblings and patients
- Try to get a mix of photos showing the diversity of our staff and campers
- Aim for at least one photo of each director at the session
- Have a good mixture of candid and staged photos, individual and group shots, and a wide variety of the different activities offered at Camp Hobé

Hints and Tips

- Organize the photos you take into folders on your laptop; day of the week, best camp photos etc. These will need to be uploaded to Google Drive after camp.
- Take photos DIGITALLY on a camera. At the end of the camp session, put ALL photos and slideshow onto flash drive and give to Chris or Ashley before you leave.
- Take photos as needed / requested by the Camp Director / Program director. Nicole, Jessica and Bel will put on the schedule where you should be so you can get the activities as well as all the groups.
- Get pictures of all kids and cabin groups. Take a few and pick the best one.
- Focus on the kids as the primary part of the photo, NOT the volunteers (for the most part).
 - When possible, try not to take shots of “things” without the campers in them, like just the shirts being tie-died in bags, the sand castles, the pictures the kids are drawing. If it doesn't have a kid's face in it, it really doesn't mean anything to the people looking at the photo a month or so down the line.
 - Be aware of where you are taking the photos as well. We don't want to invade any privacy. Please take extra caution when taking pictures by/in the cabins and bathrooms.
 - The best way to get great pictures of the campers is for them to be comfortable with you. They want to know WHO is taking their picture! Take some time each day to reach out to the campers, get to know them a little, ask them about the activity they are doing before you snap a picture of it. Include them and other counselors in your efforts to get pictures of everyone. You don't have to take away from the activity or create a big scene to take a picture. We are all there for the campers; even the photographer.
- You will need to bring your own laptop or PC so you can upload photos to blog, edit and work on slideshow. Please plan accordingly and please reach out if you do not have this equipment.
- Take **LOTS** of photos. There are a lot of campers during each session and our goal is to get some of every camper so every family can see all the fun we have at camp. At the end of each day (and before uploading to Camp Today Blog), go through and delete any duplicates / extra / not-so-great photos. It's much easier if you can pre-screen them for the camp directors.
- Put together a slideshow/movie for each session. We will show it the last night of Kids Week / Teen Week and will post on Camp Today for all sessions. This includes

a good variety of the photos you've taken throughout the week and include your BEST shots. Let's help them remember the amazing time they just had at camp! Day/Jr and Virtual Camp will make slideshow and share after camp.

- Take SHORT videos of campfire, remembering program, and other "key" moments (The director staff can tell you when). We'd like some footage of kids singing campfire songs and saying "thank you". You can take lots of video, but delete what doesn't go "WOW!!!" after you have recorded it...if in doubt, leave it and we will decide later.

Specific Photos Needed

Twenty+ Best for each session

Each photographer will pick out your 20-ish best photos (from your camp sessions) at the end of the session and save those in a computer folder for me. It's easiest to make a folder of "FAVORITES" and as you're going through your pictures throughout the week, you can add them and edit them as you go. These photos will help us with grant applications, publicity and Social Media posts.

-Top 5 of those pictures, please get the names of the volunteers and/or campers in the pictures so we can get a release form for Care Camps. (Details and info about Care Camps below)

Care Camps Specific Items

(This is an organization that funds a big portion of our camp. They have asked us some specific things they would like us to do this year.) Ashley will take care of the entries but she needs your help in getting the specific pictures.

-Need 3 impact photos from your camp that Care Camps can use with for marketing and communications:

- o Choose three impact photos, preferably of the child alone or with siblings.
- o Provide a signed photo release for each impact photo submitted. (Ashley to get)
- o We will need to put together a brief description of what occurred when that photo was taken, and include information on the camper(s) in the picture. If each photographer can do 2 each, we'll have plenty of photos to submit.

Other Specific Donors

There are a few other specific donors that we need photos for. Please make folders on the disc for these as well.

- Dannon yogurt - photos of kids eating yogurt
- Frito Lay - photos of kids eating chips
- Malt-O-Meal - photos of kids eating cereal
- Linus Blankets – Day/Jr ONLY. Specific donation to the younger kids with special blankets.
- General thank you - photos of campers holding up a sign that says "thank you" or very short videos of kids saying "thank you". Ashley will provide a THANK YOU poster for all sessions to use.

Camp Today Blog

- Camp Today is the program that we use to get our photos to the parents as well as keep them updated throughout the different sessions of camp. During the camp session, you will need to post on your sessions blog. Each camp session will have their own blog and only those in that session will have access to it. If a parent has more than one child between the different sessions, they will have access to all the sessions they have children registered for.
- This is accessed through your ADMIN login, not the regular staff login.
- **Once a day** (in the afternoon/evening), you will need to post an entry on your session's blog page with about 10+ photos; included with a little description about the activities the campers have done during the day, the fun they've been having, etc. Make sure the photos you are taking are no greater than 10MB in size or they will not load.
- Please add TAGS to all your posts so parents can see similar posts grouped together. Our standard tags that the photographer should use this year are:
 - Year: Please use these on ALL posts #2024 & #JurassicHobe2024.
 - Session: #DayCamp, #Hobe Jr, #KidsWeek, #Teen Week, #Virtual. Add the current session / activity tag to **all** posts.
 - Special activities: #ArtsandCrafts #Swimming #ropescourse etc.
 - These hashtags help the parents search and see similar pics. Create some of your own but please be consistent with them throughout your session.
 - Please add the correct post type (video vs pics) to **all** posts. Only use the #Video tag for video posts, and only use the #PhotoGallery tag for photo posts.
- Post one or two videos during the session. Video posts have to be separate from the photo posts. Your video should be no longer than 20 minutes and no greater than 3GB in size.
- At the end of the week, once you have gone through the photos and deleted/edited some, post all the pictures you have taken throughout the week to the blog. We'd like to get this done within a few days after your camp session has ended if it's not possible to do on the last day of your session.
- Each post can load up to 500 pictures so if you need to post them in multiple entries for the all-pics posts, please do so. Please post the slideshow that you made as well after camp.
- In addition to uploading all the pictures and slideshow to the blog, make sure to give a USB of all the pictures to Chris/Ashley. They will have blank USB flash drives you can use.
 - Any other questions about the Camp Today blog, ask Ashley or Chris!