



GREAT SHOT!

How to Take Amazing Photos
on Your Legislative Facility Tour



You don't have to be a professional photographer to capture amazing memories from your tour. These simple tips will help make the most of your legislator's visit with pictures to share in your community's newsletter and social media channels.

Quick Tips for the Best Facility Tour Photos Ever

Light It Up!

Good lighting makes all the difference. Set up group shots in indirect natural light, if possible. Avoid having people pose in front of windows or lamps. A bright flash in a dark room can result in pictures that look harsh, so use sparingly.



Get a Little Closer

We know everyone wore their most fabulous shoes for the tour, but we don't need them in the pictures. Full body group shots can be a little awkward. Instead, frame your group shots from the shortest person's waist to about a foot above the tallest person's head.



A Fun Background Adds Depth - Literally

Pictures posed in front of a blank wall can feel flat and lifeless. Let the hustle and bustle of your facility serve as an interesting backdrop – just stick to common areas like activities rooms to avoid intruding on residents' privacy.



Let It All Go Sideways

Photos taken horizontally work best in more formats than vertical ones, but if your facility posts to Instagram or TikTok a lot, take pictures in both directions so you have options.



The 3 Essential Pics Every Tour Needs

1. The Group Shot

Gather all the VIPs of your tour together – the legislator, administrator, and any participating residents or staff – for a group photo.

Pro Tip: Take this picture before the tour so you don't run out of time!

2. The Handshake

Be ready to capture a photo of your team members or residents greeting and welcoming the legislator as they take the tour.

3. The Engaged Inquirer

There's no doubt you'll find many opportunities for great candid photos while your visitor connects with residents and staff, listens to their stories, and asks questions. These will be the images that capture the most meaningful moments of the day.

Let Us Help You Spread the Word!

Visibility is key to effective advocacy. After all the hard work you've put into your tour, let WHCA help you keep building momentum by sharing your tour's success with our long-term care network. Tag us when you post tour photos and stories to social media so we can give it a boost, or send us an email with the pictures and highlights and we'll post it on our own channels.



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