



Sharing Wildfire Community Preparedness Day Success: Capture Images that Tell your Story

It has been said that a picture is worth a thousand words. Great photos or videos of your local activities on Wildfire Community Preparedness Day can tell your story to news outlets, local officials, and even grant-making organizations in ways that words cannot. Plan to designate one person in your group to take photos or video. Here are some tips to help you capture your great wildfire safety work in high-quality images:

Photos:

1. People in action help tell the story much better than posed shots. Capture people at work raking, cleaning gutters, or filling bags. Show people engaging with one another talking, helping lift bags, or other cooperative work.
2. Even outdoors, use your flash. Shadows from ball caps and hoodies can hide a smiling face. The flash will fill in and light up faces and highlight expressions.
3. Keep a list of names, locations, and dates per picture on a notebook or a smart device. This makes it much easier to remember the details to tell a great story.

Videos:

1. Video recording should be limited to two minutes or less.
2. Action is better than people standing around.
3. Make sure to center people in the frame rather than capturing people far off in the background.
4. Interviewing someone on camera about why they are working on wildfire safety can give you some great testimonials.

The good work you do may be the inspiration for another community to take action. Social media channels are a great way to highlight the preparedness stars in your neighborhood. Share the photos and videos of your event with NFPA by posting to the [Firewise USA® Facebook](#) page or tagging them with #WildfirePrepDay on Twitter and Instagram.

