

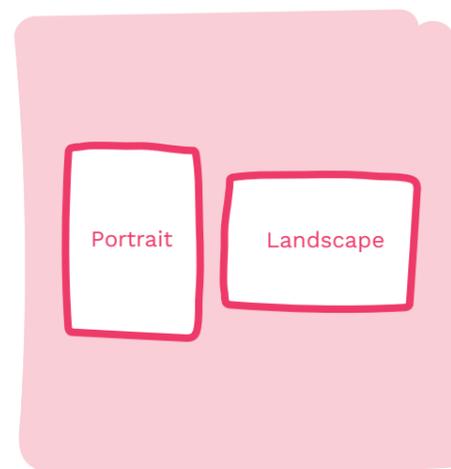


RECORD AND SHARE YOUR EXPERIENCES - TIPS AND TRICKS

At Breast Cancer Now we know we're nothing without our people. They're who we stand for and we wouldn't be able to do the work we do without them. Our photography and video represents all of them, in all situations.

Our photos and videos celebrate the people who make a difference through the activities they organise or get involved in. We use portraits and fun, spontaneous scenes from events to show the world all the incredible ways our supporters are helping us to change the future of breast cancer.

Here is some guidance to help you to capture the best footage.



1. ORIENTATION

Try and film in landscape – it looks better on all screens!



2. FRAMING

Keep the camera at eyeline height, and not too close so we can see at least your head and shoulders.



3. LIGHTING

Make sure the light is coming from in front of you, not behind. That way we'll see you more clearly.



4. STABLE

Keep your camera steady so your footage isn't shaky. Feel free to prop your camera on a stack of books, or ask someone to film you.



5. SOUND

Record your footage in a quiet place with minimal background noise.



6. EDITING

Please don't use any filters or edit your footage. Once you share the footage with us, we'll work our magic on it for you!



7. SHARING

Make sure the people who you might have filmed are happy to be in the video and know how the video will be used.

Please share your content with your Breast Cancer Now contact.

THANK YOU!