



TOP 10 TIPS

FOR CAPTURING THE STORY OF YOUR EVENT



Photos help tell the story of how healing looks, feels and unfolds in real time. Whether you're using a smartphone or a camera, these tips will help you capture the heart of your event—so your community's story shines through.

1 **Focus on connection, not perfection**

Don't worry about professional polish. What matters most is showing people connecting — listening, laughing, embracing, creating together. Healing is about relationship, not angles.

2 **Show faces and feelings**

Photos with visible expressions — smiles, tears, focus, warmth — invite others into the moment. Try to capture faces, not backs of heads or distant crowds.

3 **Tell a story in three shots**

Think of your photos like a mini-story:

- A wide shot that sets the scene
- A medium shot that shows interaction
- A close-up that captures emotion or detail (hands, art, shared looks)

Together, they tell the “who, where and why” of your event.

4 Use natural light whenever possible

Good light = great energy. Position people near windows, doors or outside under shade. Avoid harsh overhead lighting or bright sunlight that makes people squint.

5 Capture action and movement

Healing happens in motion — people sharing ideas, planting, cooking, dancing, creating. Try photographing moments of doing, not just sitting or speaking.

6 Frame with intention

Take a second to check your frame:

- Keep your subject centered or slightly off-center for interest.
- Avoid cutting off heads or feet.
- Look for clean backgrounds (fewer distractions = stronger focus).

7 Include signs, artwork, and context

If your event includes banners, murals or local landmarks, weave them in. These details make your photos distinct and help show where the story is rooted.

8 Invite participation

Ask a volunteer to be your “photo buddy.” They can capture moments while you engage fully in the event. Encourage participants to share their own photos too — different perspectives enrich the story.

9 Representation

Show the diversity of who’s present — across age, race, culture, ability and roles. Healing work is collective; your photos should reflect that inclusivity.

10 End with a joy shot

Before everyone leaves, gather for one photo that radiates the day's spirit — hands in, smiles, laughter, a group embrace. That one image can capture the hope and humanity behind racial healing.

Bonus tip:

When you share your photos, add a short caption that answers:

Who's in the photo? What's happening? Why does it matter? Where and when did the event take place?

A few words of context can transform an image into a story.

