



## Photographing Your World Spay Day Event

Promote the accomplishments of your organization with great photos of your World Spay Day 2018 event! Your photographs can inspire other organizations and individuals to spay and neuter pets and advocate for spay/neuter for street animals. Put them on social media using #WorldSpayDay.

Here are a few tips for taking good photographs:

- 1) Show your staff and volunteers in action, for example, speaking to the media, sharing information with the public, transporting animals, caring for animals.
- 2) To encourage people to spay or neuter their beloved pets, do not show incisions, blood, and restrained animals. Take surgery photos from behind the veterinarian or at an angle that puts the focus on the surgical team and not the animal. Show people caring for animals who are anesthetized.
- 3) Keep the subject matter simple, without background distractions. A close-up image of a family or one person with their pet is better than showing a waiting room or line with many people and many pets.
- 4) Show people caring for animals – holding or petting them, tending to them in post-surgery recovery.
- 5) Show images that give a sense of the community in which you work.
- 6) If possible, take photos in the daytime using natural light. Avoid flash which can cause 'glowing eyes' in people and animals.
- 7) Make sure your camera is set to take the highest quality photos possible.
- 8) Show what makes your event special.
- 9) For photos submitted to HSI, do not include text on the images. We will give credit to your organization if we use your photograph to promote World Spay Day.