

Your guide to telling your caring story

Hear about the experiences of someone who looks after a family member or friend can have a big impact on people.

Everyone's story is unique. Photographs and videos are a very powerful way of showing what it is like to be a carer. And camera phones, tablets and other devices are now making it easier for people to take pictures and videos.

Here is some guidance on how you can take your photographs or videos.

Please note the section on consent at the end of this document.

Taking a photograph

Please take the following steps:

- Find somewhere with a suitable background. Be aware of people behind you, or objects that may look like are coming out of the top of your head in the photo
- Turn your phone or tablet the way needed:
 - Usually for website / Facebook / Twitter this on its side so the photo is 'landscape'
 - For an Instagram story / Tik Tok have it upright so the picture is 'portrait'
- Look at the camera but imagine you are talking enthusiastically to a friend.
 - You may want to start by practicing what you would say and how if it was a friend you were talking to
 - It can help you feel more relaxed
- Face towards the main source of light rather than with light coming from behind you (e.g. face the window rather than sitting in front of the window)
 - Ideally use natural light rather than artificial (so daylight from a window or being outdoors)
 - This also helps autofocus work effectively – check you are in focus
- Capture 'action'
 - Show an activity or activities that reflect something about 'you'
 - Take a photo that shows you in 'context' – what reflects your role, you personality etc.
 - Interaction with other people can make you both more relaxed and show your personalities.

- Have the appropriate emotion on your face – you don't always have to smile for the camera
- Types of photo
 - Fill the frame – most our photos do this
 - If it is of you talking to camera, check that your head and shoulders are fully visible in shot (the most common 'framing' issue is the top of someone's head being out of shot).
 - If it is of you doing something make sure the top of your head stays in shot and that you are as big in the frame as possible
 - Photo with space We use these when we put a quote or wording as part of a picture
 - Turn your phone on its side to give a wide shot – landscape
 - Make sure you (at least head and shoulders) are fully in shot
 - Be to one side of the frame leaving space to one side
 - Check there is nothing unsuitable in the background
- Take a few shots – give yourself a few to choose from
- Take more shots - if you get an opportunity to take more photographs then do so.

Recording a video

Please take the following steps:

- Find somewhere with a suitable background and without background noise
- Turn your phone or tablet the way needed:
 - Usually for website / Facebook / YouTube this on its side so the video is 'landscape'
 - For an Instagram story / TikTok have it upright so the video is 'portrait'
- Look at the camera but imagine you are talking enthusiastically to a friend:
 - You may want to start by practicing what you would say and how if it was a friend you were talking to
 - It can help you feel more relaxed
 - You may want to picture who your video is targeted at – what would your message to them be if they were stood there chatting with you
- Face towards the main source of light rather than with light coming from behind you (e.g. face the window rather than sitting in front of the window)

- Ideally use natural light rather than artificial (so daylight from a window or being outdoors)
- This also helps autofocus work effectively – check you are in focus
- Capture ‘action’
 - Show an activity or activities that reflect something about ‘you’
 - Take a photo that shows you in ‘context’ – what reflects your role, you personality etc.
 - Interaction with other people can make you both more relaxed and show your personalities.
 - Have emotion on your face – you don’t always have to smile for the camera
- Fill the frame
 - If it is of you talking to camera, check that your head and shoulders are fully visible in shot (the most common ‘framing’ issue is the top of someone’s head being out of shot).
 - If it is of you doing something make sure the top of your head stays in shot and that you / the activity is as big in the frame as possible
 - Think what the ‘subject’ is – for example if it is of you talking to someone your face is key, if you are doing a task with your hands then your hands being in shot as well is important
- Allow a couple of seconds at the start and end before and after you finish speaking (we can cut this out and it means people don’t see you pressing to start / finish recording)
- Take more clips – you don’t have to get it all in one go. If it is easier to send the recording in a few sections rather than ‘one take’ this is fine.

Consent

Before sharing videos or photography with us, ensure that you have the consent of people in the photographs or video for Caring Together to use and share the photographs or video (including on our website, social media, in presentations such as awareness raising sessions, in our publications and as part of our work to raise funds to support carers).

Contact engagement@caringtogether.org to find out more or to let us know any restrictions or changes to this.

You can view our full privacy policy on our website at www.caringtogether.org/privacy-policy/