



Wyoming Snapshot Day

Photo Tips for Snapshot Day

On Wyoming Snapshot Day, your photos are shared on Flickr, on the website, and on social media. We also use your photos throughout the year for presentations, blog posts, and print materials. With those uses in mind, we would like to offer the following tips for taking and submitting Snapshot Day pictures:

Patron faces are the best – faces are the most effective shots for library advocacy. It's okay to let people pose. It's also OK if you are not able to send photos of patron or students -- we appreciate photos of staff and of your library as well.

Diversity counts – photos of children enjoying the library are great, but we like to see all your patrons represented. Try to seek out people of all ages, racial backgrounds, etc.

Get up close and personal – fill the frame when you take a picture.

Horizontal is much better than vertical – please turn that phone sideways and take a horizontal shot! While we won't turn down vertical photos, horizontal works considerably better for the website and for the PowerPoint presentation we create.

Use a standard aspect ratio – the extra wide/tall photos are hard for us to use. Do not submit panoramic shots, as we have no way to use those.

Send us your full-size photos – do not reduce the size of your image files when you send them. Give us what comes straight out of your camera. We use these images for multiple purposes, and often, we need a high resolution.

Turn the auto-date feature off – we either have to try to crop it out or Photoshop it to remove it if we use it in the presentation or for other reasons.

Remember also, photo permissions are your responsibility locally. By submitting the photos, you are giving us permission to use them for non-commercial purposes.

Questions about taking Snapshot Day photos? Contact Christi Weinzierl, Wyoming State Library communications specialist, at christi.weinzierl@wyo.gov or (307) 777-5919.