

How To Take Great Photos

(Help your foster animal get adopted faster)



Good pictures on a profile of an animal can be the difference between an animal getting adopted in days or weeks compared to months or years. It is a vital part of fostering as our goal is to help our fosters find their forever homes quicker so we can help even more pets.

Lighting: Try to have the sun or lights behind the camera and not in front of you. The space should be well-lit and not dark and ideally without things that can cause shadows.

Animal should look at the camera: In almost every picture, it is best for the animal to look directly at the camera. This is one of the most important tips. Making funny noises or having a toy make a sound near the camera can help to achieve this.

Get on their level: Try to crouch down and position the camera on the level of the pet. This is particularly important for dogs as it can help show the size of the animal.



Good photo (good lighting, looking at camera, close to cats level)



Bad photo (not looking at camera, can't properly see the cat or their size)

Clear the clutter: It's totally fine for you to have 'stuff' in your house but when we are trying to promote your foster pet, it can take away from the animal we are trying to promote if there are lots of things in the background. Try to clear clutter that could be in the background of your pictures or move to another space for the photo shoot.

Other animals and people in the photos: When people are looking for a pet to adopt, they may be more likely to visualise their own pets or family being with the animal if there are photos of the animal with other pets and/or children. If the animal is good with others, it can be a good idea to get photos of this. If there are people and/or kids in the photo, please complete our consent form <https://form.jotform.com/awlNSW/photo-consent>

Perceived body language: If an animal looks scared or frightened in a picture, in most cases it would not be appropriate to use these pictures to promote the animal. Even if we think the animal wasn't scared but they appear scared in a photo, we need to consider how the public would perceive the photo.

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Resolution and blurry photos: Check photos after taking them to see if they're blurry. Sometimes when they are sent to another phone or via email, the quality can be reduced. Different phones take different quality photos so sometimes using another phone can help. Sometimes sending the photo over email/SMS can reduce the quality.



Good photo



Bad photo (blurry, low resolution, pixelated)

Props/toys/action shots: If you've mastered the above, extra photos showing the animal playing with toys, with props and 'action shots' (e.g. a dog chasing a toy) are welcomed.

Focus: Tap the animal's face on the screen when taking a picture to focus it on the animal.

Take multiple pictures: Take at least 10 photos per 'final' picture and choose the best.

Still not working out? We aren't all born as great photographers and for some of us, it's a difficult skill to master. Sometimes getting another person with their phone to take a picture is the solution to taking great photos.

Thank you for taking the time to read our photo guide. By providing good quality photos, you are helping your foster animal get adopted quicker. Thank you!