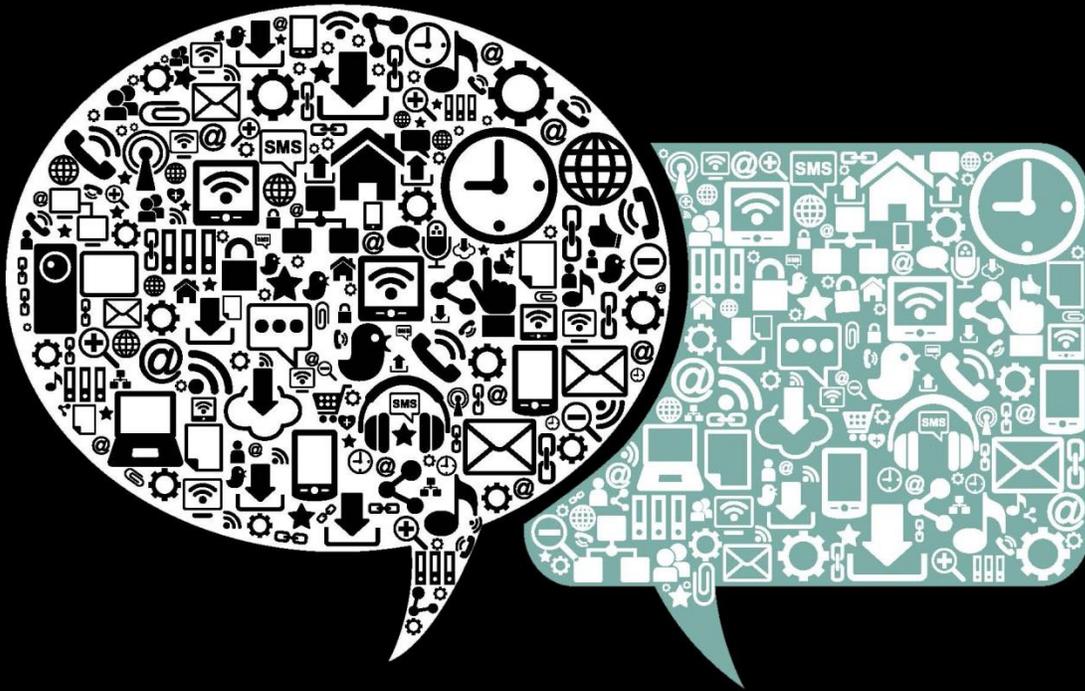


EQUIPPING AND EMPOWERING

General Conference Delegates



COMMUNICATIONS TOOLKIT



COMMUNICATIONS
United Methodist Communications



Equipping and Empowering General Conference Delegates Communications Toolkit

As the excitement builds for General Conference, United Methodist Communications wants to equip you with a customized toolkit. This will prepare you for close collaboration with your conference communicator on publicity and social media efforts in the coming months.

Communications has never been easier during General Conference. The pervasiveness of social media and the evolution of traditional communications channels provide a variety of ways to share information with United Methodists around the world.

This toolkit includes the following resources to assist you:

- Preparing to be a spokesperson
- Press release templates
- Church newsletter article template
- Communicating with internal audiences
- Tips for working with media
- Tips for being interviewed (print, TV, radio)
- Tips for creating and maintaining a blog
- Tips for social media and Twitter how-to
- Tips for good photos

Where to find logos

- You can download the General Conference logo at gc2016.umc.org.
- Our branding toolkit allows you to create standardized logos for various needs that incorporate unified United Methodist branding. Find it at umcom.org/branding. You can also get the updated Cross and Flame logo at this site; just click on “logos.”

Your conference communicator can work with you on all of your communications efforts.

Please contact:

Communicator’s name: _____

Email address: _____

Phone number: _____



GENERAL CONFERENCE TOOLKIT

Preparing General Conference delegates to be spokespersons

- 1. Your annual conference communicator can help to identify people within your conference's delegation who are likely to serve as spokespersons. These people will fall into four categories:**
 - a) The clergy and lay leaders of your delegation.
 - b) Delegates whom you identify as being articulate and confident to explain General Conference as an event and to present objectively a variety of complex issues (work to make this group as diverse as possible).
 - c) Delegates whom the media will contact because of their visibility in the conference or community (i.e. pastors of large churches, lay or clergy known for their willingness to be interviewed).
 - d) Delegates with expertise on issues in the news and/or of interest to audiences outside the church. If your delegation is divided on an issue, identify articulate spokespersons on both sides. Your communicator can guide you through this process.

- 2. Schedule a time during a delegation meeting to talk with your conference communicator about the delegates' communications role.**
 - a) You may want to request some general training for all or some delegates on working with reporters and handling media interviews. United Methodist Communications offers media training (umcom.org/mediatraining).
 - b) Establish a protocol to be followed during General Conference for handling requests for and preparing for interviews, such as:
 - I. When a delegate receives a request for an interview, the delegate will notify the communicator of the request or acceptance and plan the preparation.
 - II. When a communicator receives a request for an interview with a delegate, the communicator will contact the delegate. If the interview is accepted, plans will be made to prepare for the interview.
 - III. The communicator will, if possible, accompany the delegate to the interview. If the communicator is not available to observe the interview, the delegate should contact the communicator after the interview with details. Determine who will coach delegates if the communicator is not attending General Conference.
 - IV. Communicator will make arrangements for monitoring use of interview (securing newspaper clips, taping newscasts, so forth.)

- 3. Identify those issues of interest to media in your conference or community.**

- 4. Your communicator may be able to provide individual or small group coaching sessions for delegates who are likely to be spokespersons.**
 - a) Give special attention to handling questions on controversial issues.
 - b) Develop background information and message points on issues (i.e. how the issue came before General Conference, how the issue has been dealt with previously, why this issue is important, etc.).
 - c) Focus on unity in the midst of disagreement.



GENERAL CONFERENCE TOOLKIT

(Use this template to announce the election of SINGLE delegate in a media market)

FOR IMMEDIATE RELEASE

[Insert Date]

Local United Methodist is Delegate to General Conference

[Insert CITY, State]: [Insert Name of Delegate] will serve as one of the [insert number] delegates representing the [insert Conference Name] of The United Methodist Church at the denomination's General Conference May 10-20, 2016 in Portland, Oregon.

The General Conference is the top policy-making body of The United Methodist Church. The nearly 900-member international assembly meets once every four years to determine the denomination's future direction, consider revisions to church law, and adopt resolutions on current moral, social, public policy and economic issues. It also approves plans and budgets for church-wide programs for the next four years.

[Insert short quote from delegate] [Ideas include: "I am honored to be selected..." or "I am looking forward to..." Be positive.]

A member of [insert name of local church], this is the [insert first, second, etc.] time (insert name of delegate) has been elected to General Conference.

For more information about The United Methodist Church's General Conference, visit gc2016.umc.org.

Media contact:

[Insert Conference Communicator's Name]

[Insert Conference Communicator's Email]

[Insert Conference Communicator's Phone] (Office)

[Insert Conference Communicator's Alternate Phone] (Cell)



GENERAL CONFERENCE TOOLKIT

(Use this template to announce the election of MULTIPLE delegates in a media market)

FOR IMMEDIATE RELEASE

[Insert Date]

Local United Methodists serve as delegates to General Conference

[Insert CITY, State]: [Insert number] local United Methodists will serve as delegates representing the [insert Conference Name] of The United Methodist Church at the denomination's General Conference May 10-20, 2016 in Portland, Oregon.

The General Conference is the top policy-making body of The United Methodist Church. The nearly 900-member international assembly meets once every four years to determine the denomination's future direction, consider revisions to church law, and adopt resolutions on current moral, social, public policy and economic issues. It also approves plans and budgets for church-wide programs for the next four years.

Local delegates are [Insert names of delegates and churches—example: John Doe of First United Methodist Church of Johnsville, Jane Doe of Trinity United Methodist Church of Janesville and Johnny Doe of Emory United Methodist Church of Johnstonville.]

[Insert short quote from one of the delegates to speak for the group] [Ideas include: "We are honored to be selected..." or "We are looking forward to representing..." Be positive.]

For more information about The United Methodist Church's General Conference, visit gc2016.umc.org.

Media contact:

[Insert Conference Communicator's Name]

[Insert Conference Communicator's Email]

[Insert Conference Communicator's Phone] (Office)

[Insert Conference Communicator's Alternate Phone] (Cell)



GENERAL CONFERENCE TOOLKIT

(Use this template for a SINGLE delegate in a media market DURING/AFTER General Conference)

FOR IMMEDIATE RELEASE

[Insert Date]

Local United Methodist **at/returns from** General Conference

[Insert CITY, State]: [Insert Name of Delegate] is serving/served as one of the [insert number] delegates representing the [insert Conference Name] of The United Methodist Church at the denomination's General Conference May 10-20, 2016 in Portland, Oregon.

The General Conference is the top policy-making body of The United Methodist Church. The nearly 900-member international assembly meets once every four years to determine the denomination's future direction, consider revisions to church law, adopt resolutions on current moral, social, public policy and economic issues, and approve plans and budgets for church-wide programs for the next four years.

[Insert short quote from delegate] [Ideas include: "The experience is/was wonderful because..." or "I believe the next four years of The United Methodist Church..." or "Coming together with people from around the world ..." Be positive.]

A member of [insert name of local church], this is/was the [insert first, second, etc.] time [insert Name of Delegate] is/was elected to General Conference.

[Insert one or two sentences about important policies/resolutions at General Conference 2016]

For more information about The United Methodist Church's General Conference, visit gc2016.umc.org.

Media contact:

[Insert Conference Communicator's Name]

[Insert Conference Communicator's Email]

[Insert Conference Communicator's Phone] (Office)

[Insert Conference Communicator's Alternate Phone] (Cell)



GENERAL CONFERENCE TOOLKIT

(Use this template for MULTIPLE delegates in a media market DURING/AFTER General Conference)

FOR IMMEDIATE RELEASE

[Insert Date]

Local United Methodists **at/return from** General Conference

[Insert CITY, State]: [Insert Number] local United Methodists are **servng/served** as delegates representing the [insert Conference Name] of The United Methodist Church at the denomination's General Conference May 10-20, 2016 in Portland, Oregon.

The General Conference is the top policy-making body of The United Methodist Church. The nearly 900-member international assembly meets once every four years to determine the denomination's future direction, consider revisions to church law, adopt resolutions on current moral, social, public policy and economic issues, and approve plans and budgets for church-wide programs for the next four years.

Local delegates **are/were** [insert names of delegates and churches—example: John Doe of First United Methodist Church of Johnsville, Jane Doe of Trinity United Methodist Church of Janesville and Johnny Doe of Emory United Methodist Church of Johnstonsville.]

[Insert short quote from one of the delegates to speak for the group] [Ideas include: "The experience was wonderful..." or "We believe the next four years of The United Methodist Church..." or "Coming together with people from around the world ..." Be positive.]

[Insert one or two sentences about important policies/resolutions at General Conference 2016]

For more information about The United Methodist Church's General Conference, visit **gc2016.umc.org**.

Media contact:

[Insert Conference Communicator's Name]

[Insert Conference Communicator's Email]

[Insert Conference Communicator's Phone] (Office)

[Insert Conference Communicator's Alternate Phone] (Cell)



GENERAL CONFERENCE TOOLKIT

Church newsletter announcement

Member of [name of church] named delegate to General Conference

[Name of church member] from our congregation will serve as a delegate at the 2016 General Conference of The United Methodist Church. He/She will join a delegation of [number of annual conference delegates] from the [name of AC] Annual Conference when The United Methodist Church's top legislative body gathers May 10-20 at the Oregon Convention Center in Portland. Nearly 900 delegates from around the world will set policy and direction for the church, as well as handle other business.

[Optional quote from church member/delegate]

General Conference meets every four years and is the only entity that speaks for The United Methodist Church. During the 11-day session, the delegates will revise The Book of Discipline, which regulates the way local churches, annual conferences and general agencies are organized. They will also revise The Book of Resolutions, a volume declaring the church's stance on a variety of social justice issues. In addition, the assembly approves plans and budgets for churchwide programs for the next four years and elects members of the Judicial Council and University Senate.

Each annual conference elects equal numbers of lay and clergy delegates, and every annual conference is guaranteed at least one lay and one clergy delegate. The theme of the 2016 conference is "Therefore Go."

If you'd like to learn more about General Conference, go to gc2016.umc.org or register at umcom.org/learn/exploring-general-conference for a free, basic online course that outlines how General Conference operates and how it can affect the lives of United Methodists everywhere.



GENERAL CONFERENCE TOOLKIT

Communicating with internal audiences

You will be meeting and worshipping with United Methodists from around the world—blessed to connect in ways that your brothers and sisters throughout the denomination may never have the opportunity to do. Now it's up to you to make this experience come alive for those in your conference. Don't keep it to yourself. Make the connection and bring the message of General Conference "home" to the people of The United Methodist Church!

Please share:

- The experience of United Methodists coming together from all over the world to worship, to pray, to conference, to listen to a multitude of voices and to make decisions together.
- The inspirational aspects of worship or a special address or presentation.
- The main mission emphases approved by General Conference delegates.
- Be sure to talk about how local churches can participate.
- Legislative highlights. Explain how local churches may be affected.
- About participation at General Conference by people from your conference (not just delegates). Tell the story of music groups who performed, volunteers who worked, delegates who spoke from the floor, etc.
- In greater detail, interpret/explain events or decisions that may have been reported in the news media.

Here are some tangible ways you can help make the connection between local churches and the global church:

1. Strategize with your conference communicator to create messages about General Conference that complement the emphases and priorities of your annual conference.
2. Write an article or a series of articles for local church, district and conference publications.
3. Look for opportunities to share the story of General Conference with local congregations and smaller groups such as United Methodist Women, United Methodist Men, lay speakers, youth groups and others.
4. Utilize resources (photos, videos, news stories, daily wrap-ups, etc.) available on the General Conference website (gc2016.umc.org) to create presentations that will help your audience feel a part of the General Conference experience.
5. Direct interested United Methodists to the General Conference website (gc2016.umc.org), Facebook page (facebook.com/umcgeneralconference) or Twitter account (twitter.com/umcgc) for more in-depth coverage, including worship services, special addresses and presentations.



GENERAL CONFERENCE TOOLKIT

Tips for working with media

You've got your press release(s) written and ready to go. Now what?

1. First and foremost, know your media policy. Your annual conference communicator will be an invaluable partner and resource for connecting with the media, answering your questions and working through these tips.
2. Put your best spokesperson forward. Be sure you have someone who is prepared to be in the spotlight and can do a good job of speaking on your organization's behalf. Condense your message and get it down cold. Think in sound bites because you will probably have only a matter of seconds to make your point.
3. Make sure the information on your church website is current and up-to-date. Chances are that reporters will be checking it out and using it as a source for background information.
4. Put your local church media kit online via your church's website. Include a history of your church, its mission and goals, brief profiles and photos of key people, the most recent news about outreach projects, contact information, etc. Busy reporters will appreciate being able to access this information easily.
5. Know the messages you hope to convey. The information you share should be noteworthy and relevant to a large share of the public. Reporters don't want yesterday's news, items that are of interest only internally to your organization, or routine events. Think "newsworthy." Reporters love a good human-interest story.
6. Make yourself available to the media at any time. Give them a home or cell number where they can reach you day or night. Reporters are working on a deadline and will appreciate your rapid response.
7. A personal thank you goes a long way.



GENERAL CONFERENCE TOOLKIT

Tips for being interviewed

Print, Television and Radio

Print

1. Know what you want to communicate. Throwing in everything but the kitchen sink muddles the message, so stick to no more than three key message points that you want to convey. Try to incorporate these message points throughout the interview.
2. Print is the most in-depth format. Print reporters tend to devote the most time to an interview. They also write frequently on particular subjects and therefore often possess a significant knowledge base in those areas. This gives you an opportunity to go into greater detail and provide more in-depth information on your issue. You may offer to provide additional substantiating documents or facts and figures, but don't provide unnecessary background information.
3. Always return phone calls from the news media promptly unless your media policy specifies otherwise. Reporters may be working on a deadline. Before you talk, however, you want to be fully prepared. Find out what they are looking for, what their deadline is, and tell them when you will call them back. Don't be pressured into responding immediately. Take some time to prepare, to check your facts, and to formulate your message. Even a reporter on a short deadline can give you a little while to respond.
4. Don't say anything you don't want to see in print. Interviews can sometimes be informal and easygoing, but even if the reporter is not taking notes, he or she may still be taking in everything you say with the intention of printing it. Don't say something you normally would not just because the atmosphere seems casual.
5. Speak in plain language and avoid church jargon. Don't assume the public is familiar with the church's structure and processes. Even if the reporter is knowledgeable about the subject, simplify and make your ideas understandable to a broader audience. Be as clear and concise as possible.
6. While facts lay the groundwork for your interview, the facts alone make for a dull story. Reporters are looking for quotes that add additional interest or insights that help the reader to better understand the issue. You are more likely to be quoted if you use stories, examples or rhetorical questions to make a point or explain a complex issue.
7. Think visually (even with print). While not as visually dependent as TV, anything you can do to make the story more interesting (photo opportunity, chart/graph/statistic, etc.) can help get your news covered.



GENERAL CONFERENCE TOOLKIT

Tips for being interviewed (continued)

Television

1. Be aware of your facial expressions, body language, pitch and tone of voice and what you wear, all of which play a part in how your message will be perceived.
2. Look at the reporter, not the television camera. Don't look down or shift your eyes. Maintain eye contact with the reporter during the interview to keep your eyes steady. Be confident, relaxed, and speak with conviction.
3. Tailored, conservative clothing works best on television. Stay away from checks, plaids, busy patterns, loud ties, and large or distracting jewelry. Solid, bold colors come across well on camera. A pastel shirt or blouse is better than a white one.
4. Stand up straight—or if sitting, lean slightly forward with both feet on the floor. Pick a chair that doesn't swivel, rock, or tip back. If seated at a desk or table, rest your forearms on the desktop
5. You have much less time to make your point in a TV interview than a print interview. A typical television "sound bite" is only about 30 words. A sound bite should be able to stand alone—or in other words, you need to speak in complete sentences that include the question in the answer. Say the most important thing first. Offer a brief point of explanation, then explain how the viewer is affected or what action you want them to take.

Radio

1. Radio is concise. You need to be concise too. Chances are you'll have less than three minutes for the interview. Make your answers succinct and speak in 15- to 30-second sound bites. Avoid saying "uh" and "um."
2. Radio often allows you to use notes, particularly since so many radio interviews are conducted by telephone. Have all of your key messages written down on an index card and look at them during the interview.
3. Be sensitive to any background noise, such as television, children playing, babies crying, or dogs barking. Go to a quiet place and turn off any other phones that may ring before you start. Disable call waiting for the duration of the interview.
4. Smile with your voice. Use your voice to convey enthusiasm for your topic and confidence in your knowledge. Avoid speaking in a monotone. Try standing when you speak to put some energy in your voice.



GENERAL CONFERENCE TOOLKIT

Tips for creating & maintaining a blog

In the months leading up to General Conference, you may want to work with your conference communicator to keep members of your conference informed with a blog. This platform provides an easy way to offer your perspective and get feedback from others. Keep the following tips in mind as you create and maintain a General Conference blog:

Keep it simple.

There are several free blog-hosting websites. WordPress and Blogger are two of the most popular options. Choose a URL that is simple and can be easily associated with General Conference. These free templates allow for some design personalization. Make it easy on the eyes by avoiding bright background colors and busy patterns.

Mix it up.

Expand posts beyond static text. Photos, videos and audio enhance your message and drive your point in a compelling, memorable manner. Posts can be as simple as a photo or as in-depth as an explanation of General Conference legislation. Your readers will appreciate the variety.

Encourage feedback.

Stir a discussion. At the end of your posts, ask open-ended questions to encourage comments. Avoid controversy, but foster friendly discussion. Monitor comments and show your readers they are important to you by responding to their feedback.

Make it easy to find.

Think of a few words that someone might use if they are searching for your blog. Include those words in your text and headlines. Optimizing your blog with keywords maximizes its position in search engines, and that will ensure you gain more visitors.

Work together.

Give other members of your delegation the opportunity to join you as guest bloggers. Ask them to write posts to share on your blog and ask if you can do the same on theirs. Getting others involved will enable you to reach a wider audience. Cross-promotion of your efforts will build a larger readership. This will also provide members of your conference with different perspectives about General Conference topics.

If possible, have someone proofread your posts for clarity and typographical errors. Talk to your conference communicator about how you can encourage sharing a link to the blog on church and conference websites and social media channels, or through email and newsletters.



GENERAL CONFERENCE TOOLKIT

Tips for social media

In the past quadrennium, the reach of social media has grown immensely. With more than 1.1 billion monthly active users on Facebook, 400 million Instagram users, and 316 million active users on Twitter, these networks will play a key communications role before and during General Conference 2016. Work with your conference communicator to share information and photos via conference and local church social media accounts. This will help keep United Methodists in your area informed as General Conference unfolds. Use the following tips to maximize your use of social media networks:

Remember your audience.

Your Facebook audience is made up of people you already know. Most likely, those following your General Conference activities on Facebook are members of your local church, conference and delegation. On Twitter, your reach is worldwide. Keep this in mind as you write posts and tweets. The tone on Twitter is often more informal. With the 140-character limit, write tweets that read like headlines. (See “Using Twitter for General Conference” to learn how to use Twitter). Provide more details on Facebook, but remember less is still more.

Engage others.

Comment, like and share on Facebook. Re-tweet on Twitter. Your audience will appreciate the engagement and will be more likely to reciprocate. Keep each network’s core objectives in mind. On Facebook, the goal is to generate comments, likes and shares. On Twitter, getting others to retweet your posts will increase the reach of your message.

Monitor conversation.

Keep up with what others are saying about General Conference by searching the General Conference **hashtag, #UMCGC** and the United Methodist **hashtag, #UMC**. Follow other delegates and church leaders, as well as United Methodist boards and agencies. Make sure your posts are seen by others following the conversation by including the same hashtag: adding a # symbol in front of a word, phrase or acronym creates a clickable link. Click the link to see other tweets about the same topic.

Be visual.

Bring General Conference to those who are unable to travel to Portland. Post photos and short videos that document your unique experience in the days leading up to General Conference and as it is unfolding. Posts with visual elements are engaging and interactive. Your audience will appreciate the opportunity to live vicariously through you.

We hope you will keep these tips in mind as you prepare to post and tweet about General Conference. Facebook, Twitter, Instagram and YouTube are important tools for sharing knowledge, inspiration and ministry.



GENERAL CONFERENCE TOOLKIT

Using Twitter for General Conference

Internationally, United Methodists will be monitoring Twitter for the latest updates during General Conference. As a delegate, you don't want tweeting to interfere with your responsibilities, but you may have opportunities to provide your unique perspective while you are on the go.

Tweets are limited to 140 characters, so write simple, quick sentences to keep audiences informed and captivated. Add life to your tweets by adding photos and videos by tapping the camera icon next to the text field, but keep these multimedia tweets short - around 115 characters - so that your full post will be visible.

Need to set up a Twitter account?

It's easy and only takes a few minutes. Here's how:

1. Go to [Twitter.com](https://twitter.com) and click Sign Up.
2. Create your username and password.

Use Twitter on your smart phone or mobile tablet

Most smart phones and mobile tablets have the Twitter app already installed. Here's how to get started:

1. Click on the app and enter your newly created login information.
2. If you do not see the app on your device, go to your app store and search for Twitter. It's a free download. Simply click on the app to install.
3. Log into your newly created account.

Use Twitter via SMS/MMS/text messaging

You may also access Twitter on your cell phone without the app by using SMS/text messaging. Be aware that Twitter is free, however, standard text messaging rates apply. Here's how to set it up:

1. Go online to [Twitter.com](https://twitter.com) and log into your account.
2. In the upper right hand navigation bar, click your profile photo, then click Settings.
3. Click the settings tab labeled Mobile.
4. Add your phone number, with the country code first (+1 is the U.S. country code, a U.S. phone number would look like this: +14155551212).
5. Wait for the verification code to pop up.
6. Text the verification code to Twitter using the number given on the devices page. U.S. residents should always see 40404—if you see another number, you might have added the number in the wrong format.

Using the General Conference hashtag

Remember to add the General Conference **hashtag**, **#UMCGC** at the end of your tweet. Hashtags allow similar tweets to be grouped together for people to more easily follow what's going on. A sample tweet might look like this: Inspiring worship service this morning. #UMCGC



GENERAL CONFERENCE TOOLKIT

Using Instagram for General Conference

Instagram is a mobile app that you can download on iOS and Android phones and tablets as well as Windows Phone 8 and later. You must create your account using the Instagram mobile app, not a computer.

Instagram posts are composed of a photo and a caption. Let people know what is happening in your photo to help tell the story of General Conference. More than ever, the visual impact of Instagram through real-time photos will be seen by friends and church members throughout the world. Show what United Methodists are doing through Instagram on your smart phone.

Using the General Conference hashtag

Remember to add the General Conference hashtag, #UMCGC at the end of your post. Hashtags allow similar posts to be grouped together for people to more easily follow what is going on.

Be sure to follow @UMCGC for updates from the official Instagram account of General Conference!

Need to set up an Instagram account?

1. Find the app for iOS devices from the App Store, Android from Google Play Store or Windows Phone from the Windows Phone Store.
2. Once the app is installed, tap  to open it.
3. Tap Sign Up, then enter your email address and tap Next or tap Log In with Facebook to sign up with your Facebook account.
4. If you register with email, create a username and password, fill out your profile info and then tap Done. If you register with Facebook, you'll be prompted to log into your Facebook account if you're currently logged out.



GENERAL CONFERENCE TOOLKIT

Photo tips

Retired newspaper editor Bill Greer has been an avid photographer since his college days, and has inherited the happy job of taking photographs for his church family at Christ United Methodist Church, Franklin, Tennessee. We asked him to share a few of his favorite tips for getting good photographs in a church or “organizational” setting like General Conference.

1. Be familiar with your camera and its various settings, whether it’s on your mobile device or not.
2. Lighting is usually the greatest challenge. The larger the space, the greater the lighting challenge. Most meetings are in wide-open spaces where backlighting is either too much or not enough. Don’t try to use a very small flash to light up a big room (like a convention center). A better solution is to use the flash to illuminate the foreground subject and allow the room’s natural lighting to illuminate the background.
3. Have plenty of memory capacity. Set your camera on the largest file size offered. The larger the file size, the better the picture. There’s nothing more important than where you point your camera or who you point at. Choose visually appealing subjects and situations.
4. Encourage your subject to relax. Nothing spoils a shot more than a person who appears stiff and uncomfortable.
5. Keep eye level with your subject. When taking shots of people, the face is the most important. It’s best to avoid full body shots. Zoom in. If you are photographing children, kneel down to get eye level with them.
6. Avoid lining people up in a row against a wall. Choose a time and place where there’s a visually interesting activity occurring. When you are asked to photograph a group of people, choose an appealing setting that provides a variety of posing locations and heights. For meeting-type shots, move in tight to crop out visual clutter like water bottles, paperwork or “too much conference table.”
7. Backgrounds to avoid: anything that is overly light or dark, visually busy or cluttered. The background is an important part of any picture. If there’s something in it that contributes to the picture – emphasize it. If not, just omit it. Be aware of objects like light poles and steeples sprouting from the head of your subject.
8. Not all camera shots need to be straight on. You can purposely create a picture that looks like it is a candid shot by holding your camera at a slight angle – say 45 degrees or so. These lopsided shots are great when taking pictures of youth groups and children.
9. Don’t feel self-conscious when taking candid shots. And don’t be afraid of re-posing a candid shot that goes bad.
10. Be patient with yourself and with the photo subject. In other words, let people finish their conversations or finish their business before moving them along too quickly. Take your time getting the best photo.
11. The closer the better. Avoid taking photos 20 feet away. Fill the frame with whatever or whomever you’re photographing.